

UNION PRIVILEGE

For Union Plus, Referring Union Members to New Benefits is No Contest

Membership has its privileges, the saying goes. Although the benefits of union membership in the workplace are well documented, what are less obvious are the many benefits available to members when they're at home. These benefits exist largely because of Union Privilege. Created in 1986 by the AFL-CIO, the country's largest federation of trade unions, the organization's mission is to "extend the protection of unions from the workplace to the marketplace." Union Privilege does just that through its Union Plus benefits and services.

The screenshot shows a contest landing page for Union Plus. At the top left is the Union Plus logo, featuring a red and white striped flag and a blue star. To the right of the logo, the text reads: "Spread the News! Union Members Save 15% With AT&T Wireless and Union Plus". Below this, the word "CONTEST" is centered between two horizontal lines. The main heading "Share the savings, win big." is in orange. Below it, the text says "Refer other union members weekly for chances to win monthly prizes". The "Grand Prize" is listed as "Four 4-Day Disney's Magic Your Way passes to Disney World with Park Hopper® & No Expiration Options". A graphic shows a red suitcase with a Mickey Mouse hat and a sign that says "PACK YOUR BAGS, YOU COULD BE A WINNER!". Below this, it says "This Month's Prize" and shows a smartphone with the LG G2 logo. On the right, there is a "Share with Email" form with fields for "AFL-CIO", "Enter your email", and "List friends' emails". A red "Send Email" button is at the bottom of the form. Below the button, it says "Other ways to share" with icons for email, Facebook, and Twitter.

Union Plus Spread the News!
Union Members Save 15% With AT&T Wireless and Union Plus

CONTEST

Share the savings, win big.
Refer other union members weekly for chances to win monthly prizes

Grand Prize
Four 4-Day Disney's Magic Your Way passes to Disney World with Park Hopper® & No Expiration Options

PACK YOUR BAGS, YOU COULD BE A WINNER!

This Month's Prize
LG G2

Share with Email

AFL-CIO

Enter your email

List friends' emails

I thought you'd be interested in the Union Plus AT&T 15% Discount Program. As a union member, you'll save on your monthly AT&T voice service and select data plans.

Send Email

Other ways to share

✉️ Facebook Twitter

better lives. One of the ways we do that is to help them realize everyday savings,” Collieth Clarke, Deputy Marketing Director, Union Privilege, says — and the first step toward making life better for over 13 million people is making them aware of all the benefits available to them.


“What better way than to have current participants tell their friends and colleagues who don’t know about it?”

— Collieth Clarke, Deputy Marketing Director
Union Privilege

Among those 40-plus benefits are credit cards designed to meet the needs of union members, a unique mortgage program, free legal services, health discounts, and travel savings. There is also a discount program with AT&T, the U.S.’s only unionized wireless service provider and the country’s largest union employer with over 120,000 represented workers. Members can take advantage of a 15% monthly discount on select AT&T wireless service through Union Plus, which works out to about \$88 in yearly savings for individuals and \$100 for a family of four. In addition, qualified members who are Union Plus Credit Card holders may be eligible for up to \$250 in AT&T rebates from Union Privilege. Although the program is one of the three most popular among members, Union Plus wanted to further boost awareness to help members start saving on their wireless service with a company that supports union jobs. To do so, it decided to give members who took advantage of the benefit the ability to refer other members to it. As Clarke puts it, “What better way than to have current participants tell their friends and colleagues who don’t know about it?”

Union members typically belong to a family with an affinity for their union and solid relationships with fellow union members. So when a union brother or sister recommends something, their

word carries real weight. However, turning someone’s willingness to act on a recommendation into a repeatable, scalable marketing channel requires more than just a base of people who like what you’re offering. There’s the testing of incentives to determine the optimal reward, along with determining the best placements for calls to action advertising the program, in addition to other promotions to ensure participation. And there’s the need to track and manage the referrals to make sure participants are properly credited and accounted for. Given all of that, Union Plus decided to look for a partner to help it set up and grow its referral program.



Spread the News!
Union Members Save 15%
With AT&T Wireless and Union Plus


CONTEST

TODAY ONLY—Labor Day Weber Grill Flash Giveaway Contest

In honor of Labor Day, members who keep spreading the news about the [15% Union Plus AT&T discount](#) get the chance to win a Weber grill, made in the USA by the International Union of Allied Novelty and Production Workers. *Great grilling, the union way!*

Labor Day Weber Grill Flash Giveaway Contest details:

- Prize: A Performer Gold 22-1/2" Charcoal Weber grill (A \$299 value)¹
- Members who refer other members **today, August 26, 2014 between 6 am and 11:59 pm ET** have the chance to win a union-made Weber grill.² The member who shares the most during that period of time will win the Weber grill.
- All entrants of the Labor Day Weber Grill Flash Giveaway Contest will also be automatically entered to win the [Member Refer A Member](#) contest's monthly prize (August – September) and the grand prize (four 4-day Disney's Magic Your Way passes to Disney World® with Park Hopper® and No Expiration options).



After evaluating vendors, the organization partnered with Extole because, as Clarke puts it, “Referral marketing is Extole’s core competency and it’s very good at it. We felt the team really understood what we needed around referrals and that the platform would provide the online tracking and other capabilities we were looking for.” Union Privilege knew it wanted to give members the ability to share referrals via email and Facebook, believing those would be the two most heavily used sharing channels. (That belief has been borne out. Email is the referral vehicle of choice for the majority of advocates. Email and Facebook combined account for over 90% of all shares. Twitter and personal URLs account for the remaining 10%.)

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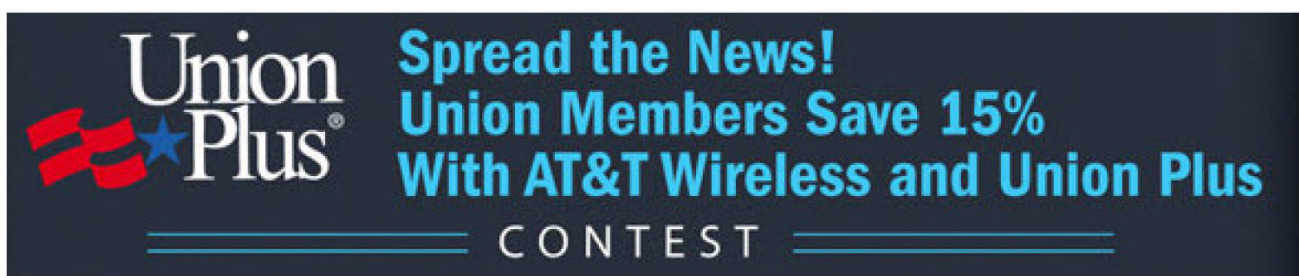
Union Plus hoped referrals would increase the number of people participating in the Union Plus AT&T Discount program by 20% to 25%. To date, Union Plus has seen a 93% increase in monthly subscribers online, or a little less than four times its goal. It has also seen people sign up offline for the program after being referred. Offline signups are tracked using a discount code or “fan number” on printed and downloadable buckslips. When new members register for the AT&T program, they reference this number, which enables Union Plus to track referrals that occur offline as easily as it does those happening online.

Of course, referrals will only influence members if other members send them. There, too, Union Plus has seen success. Roughly four months into the referral program, more than 3,270 union members have shared close to 7,000 referrals. The key to reaching and sustaining these participation levels has been consistent and prominent promotion that alerts members to the opportunity to help fellow members save money. Union Plus promotes the referral program through its email channels twice per



month. Each instance produces large spikes in web traffic. In fact, email promotions that include the referral opportunity are responsible for driving one fifth of the average daily traffic to the Union Plus website, UnionPlus.org. In addition to email, Union Plus promotes the program heavily on Facebook and on Twitter. Union leaders and members are personally told about the program at conventions and events, where the organization sets up booths with printed materials advertising the referral program and other benefits.

This referral program is unique in that advocates don't necessarily earn a reward for referring members to the Union Plus AT&T Discount Program. Instead, members who spread the word about the program have the chance to win monthly prizes consisting of a tablet and smartphones. They also



TODAY ONLY—Watch this summer's blockbusters on us!

By spreading the news about the [15% Union Plus AT&T discount](#) via the Member Refer A Member contest, you have the chance to win-win-win.

How does the [Union Plus Member Refer a Member Contest](#) work?

- Refer other members weekly for a chance to win monthly prizes of smartphones
- And the grand prize of **four 4-day Disney's Magic Your Way** passes to Disney World® with Park Hopper® & no expiration options
- **And today only**, members also have the opportunity to win 10 movie tickets via the Union Plus One Day Flash Movie Tickets Giveaway!



Flash movie tickets giveaway contest

qualify to win the grand prize: four, four-day Magic Your Way tickets to Disney World®. Members also had the chance to win additional prizes through two one-day flash giveaway contests layered atop the monthly contest. These flash giveaways had the greatest short-term impact on referrals. In July, members could enter to win one of three 10-ticket movie packages by sharing referrals. That single-day contest drove 1,281 shares, a staggering increase of more than 2500% from the program's average daily share total. Just before Labor Day, Union Plus ran another contest for the chance at a Weber grill. It drove 1,460% more shares than an average day.

The fact that they may not win a prize for sharing referrals with their fellow members hasn't deterred union members from doing so. After all, sometimes helping a friend is a reward in itself.

RESULTS

93% increase in monthly subscribers online

One contest had a +2500% increase of shares

ABOUT EXTOLE

Extole enables brands to acquire new, high value customers at scale with its referral marketing platform. With Extole's simple, turnkey solution, marketers can create a complete, efficient, and reliable acquisition channel by encouraging their customers to refer new customers.



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