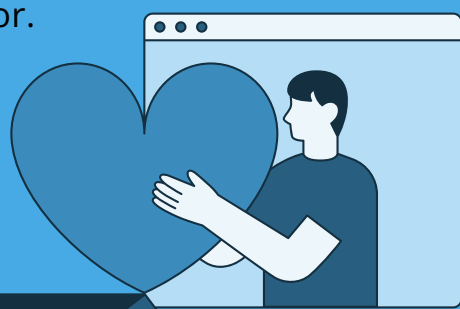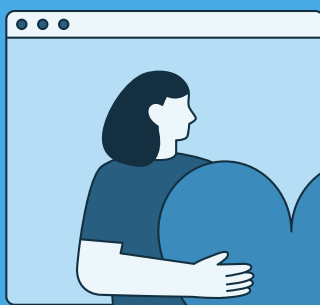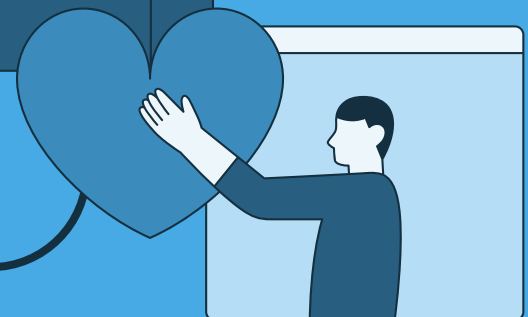# WHITE LABEL LOYALTY

LET'S TALK ABOUT
NOT FOR PROFIT

And how can loyalty programs help with engagement and retention in this sector.

Why does loyalty matter?

Creating memorable and unique experiences sets your not-for-profit business apart from others, inspiring your donors to keep contributing.

Challenges of this industry

Constant battle for donations and membership subscriptions.

Lack of contributor and volunteer retention and engagement & limited funding.
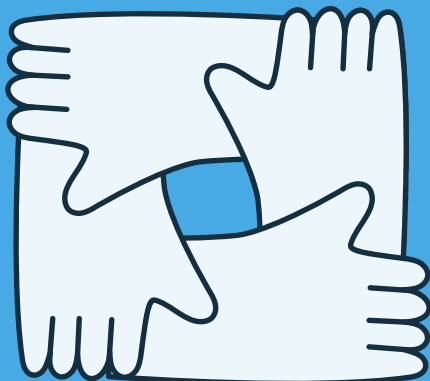
How to achieve loyalty

Understand what makes your customers tick, and keep them coming back.

BUILD LOYALTY

Finding new members is not cost effective, so you should focus on keeping your existing members happy. Offering rewards for regular donors encourages emotional connection and strengthens your relationship, making them more likely to stick around.

MERCHANT-FUNDED OFFERS

What if we told you that these rewards could pay for themselves? Use our instant cashback solution to offer your customers automatic cashback on their online shopping. You can then decide how they can redeem their cashback - as gift cards or donations.
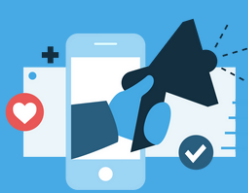
Popular tech for this industry

Here are a few of the ways White Label Loyalty's tech can help you achieve loyalty in the non for profit industry.

LOYALTY ENGINE

Make any customer action rewardable with our event-based architecture, from social media activity to referrals.

REFERRAL

Referrals can increase your reach, opening up new opportunities for sales, and building relationships with existing customers.

CARD LINKING

Card linking integrates with all major card networks, meaning it's already compatible with your payment terminals.

Non for profit loyalty best practices

Technology
Wth card linking, donors can choose to round up their purchases and donate the pennies/cents to a good cause. It's efficient and seamless!

Gamification & referrals
With our platform, you can incentivise such behaviour with rewards and gamify the action to make it more engaging.

Digital platform
Offer a digital platform for their rewards schemes. It's easily accessible and not to mention seamless to use for their sponsors.

Suggested use case

REWARDS MARKETPLACE
Choose from our rich suite of rewards: we've got 1,000s of pre-integrated rewards waiting for you.

For more information:
whitelabel-loyalty.com