



Partners CARD

Retail Advisor Information Booklet



www.partnerscard.com

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ATL, GA

Welcome to Partners Card 2018!

Thank you for participating in this year's Partners Card fundraiser! This information booklet will provide all the information you need for being a Retail Advisor. We appreciate your time and dedication to helping make camp possible for thousands of children facing serious illnesses, disabilities, and other life challenges.

About Partners Card

Partners Card is one of Camp Twin Lakes' signature fundraisers. For nineteen years, Partners Card has allowed thousands of Atlanta shoppers to save money while sending kids to camp. Last year, Partners Card raised \$350,000, which sent more than 500 kids to camp!

How The Card Works

Shoppers purchase a physical card for \$70, or a mobile card for \$60, which they can use at over 400 Atlanta-area businesses to receive a 20% discount during the 10-day period of October 26 to November 4, 2018. *Our generous sponsors underwrite all of the costs of Partners Card, therefore, 100% of the card purchases benefit Camp Twin Lakes.*

Camp Twin Lakes provides life-changing, therapeutic, recreational and medically-supportive camp experiences for children with serious illnesses, disabilities and other life challenges.



Retail Advisor Job Description

Retail Advisors are dedicated volunteers who work at/with or manage one of our participating retail locations. They provide us with valuable insight from the perspective of a retailer and help us to recruit other retailers in their geographical location or field of business.

We ask that our Retail Advisors:

- Answer emails from Camp Twin Lakes staff with questions about the program (no more than 1-2 per month).
- Promote our program to other retailers in order to recruit more participants.
- Brainstorm ways to increase visibility and participation in each area



“When I’m at camp, I am no longer different from everyone else.

At Camp Twin Lakes, different becomes normal, and for me, that’s a dream come true.”

-CTL Camper

Partners Card Has Gone Mobile

Partners Card has developed a mobile Partners Card. Users purchase their card via smartphone and the card is saved directly on their phone.

1. How to purchase your Partners Card via smart phone?

- Visit www.partnerscard.com on a mobile device
- Select Purchase Your Partners Card
- Enter contact information and payment information. The credit card will be charged immediately and the card can be accessed directly through phone.
- **NOTE: those who choose to purchase a Partners Card through the mobile site will NOT receive a physical card.**

2. How to redeem a mobile Partners Card at a participating retailer?

- Tap the Partners Card mobile site button that will appear on home screen
- Select view Partners Card
- The card will animate to show the name of the shopper. Please check this against their ID or credit card to ensure they are using their card.

3. How can the retailer receive credit for a mobile card sold?

- When the customer purchases their mobile Partners Card, they will be asked to enter a the store name where they are purchasing the card.

Mission Statement

We provide year-round camp experiences for children with serious illnesses, disabilities, and other life challenges to help each camper grow in their confidence and experience the joys of childhood.

Our Vision

Camp Twin Lakes will be a vital network of closely aligned partners who collaborate to provide year-round transformative camp experiences that deeply impact our campers and their families.

For over 25 years, Camp Twin Lakes has provided life-changing camp experiences to thousands of Georgia's children with serious illnesses, disabilities, and other life challenges.

Camp Twin Lakes provides week-long summer camps and year-round weekend retreats at three fully-accessible and medically-supportive campsites, and through hospital-based Camp-To-Go programs across the state of Georgia.

Camp Twin Lakes collaborates with more than 60 nonprofit organizations, each serving a different population, to create customized programs that teach campers to overcome obstacles and grow in their confidence and capabilities.

Annually, Camp Twin Lakes serves more than 10,000 campers, leverages support from 3,500 volunteers, and subsidizes 70% of the direct camp costs (\$550) for every camper served.

Could there be a better way to shop, save, and support?