



# NEWS ANCHOR

Shoreline Hometown Credit Union • Manitowoc & Two Rivers, Wisconsin

## SHOP LOCAL! Earn 2X Reward Points!



### THE HOMETOWN PROGRAM

Shoreline Hometown Credit Union proudly offers our members 2X Rewards Points for shopping at participating Hometown Businesses. There are more than 100 local businesses signed up for this exciting program.

#### What is The Hometown Program?

The Hometown Program is a partnership with local hometown businesses. Shoreline offers our members 2X Rewards Points when they shop at these businesses. The member can then redeem these points for Hometown Gift Certificates to any of the participating Hometown Businesses. This is a no cost program for the businesses and they also receive joint marketing support in the form of flyer's and social media postings. This helps keep spending local.

#### What is the purpose of the Hometown Program?

The purpose of the Hometown Program is to promote Shopping Hometown. We promote "Shopping Hometown" at our participating Hometown Businesses. This is a win-win because our businesses receive new customers and more business. Additionally Shoreline rewards our members with 2X Rewards Points and Hometown Gift Certificates.

#### What can a member do with their 2X Rewards Points?

Shoreline offers Hometown Gift Certificates to each of these participating Hometown Businesses. A member can come in and redeem their points for customized Hometown Gift Certificates to a business or businesses of their choice. They are offered in \$25 increments depending on the Hometown Business.

#### How has this helped the local economy?

Members have spent over \$200,000 at local, participating Hometown Businesses. This equates to \$50,000 more staying in the local economy. We have issued over \$30,000 in Hometown Reward Gift Certificates to members.

#### Where are these businesses located?

All businesses are predominantly within Manitowoc County. A current list has been provided on the back of this newsletter and can be found at [ShorelineCU.org/hometown-rewards/thehometownprogram/](http://ShorelineCU.org/hometown-rewards/thehometownprogram/) with clickable links to each business.

#### What are the additional perks for each business?

It is no cost to each business. They receive an annual rebate of interchange income and they receive a free Marketing Report based on transactions at the business. They are able to learn more about who is shopping at their business. They will also get free joint marketing as a Hometown Business to drive customers through the door.

#### How can a business sign up for The Hometown Program?

A business can sign up by contacting Hometown Business Development Officer, Kyle Bryntesen by phone at 920-482-3711 or by email at [BryntesenK@ShorelineCU.org](mailto:BryntesenK@ShorelineCU.org).

#### What are the responsibilities of the business?

There are only two things that Shoreline will ask a business to do. The business will help market the Hometown Credit Card through word of mouth and by displaying Hometown Program marketing collateral. Shoreline also promotes the Hometown Club and its benefits to each businesses employees

#### How are Hometown Gift Certificates received?

Hometown Business Development Officer, Kyle Bryntesen will approve each request and then send the Hometown Gift Certificates out in the mail. These are sent out weekly.

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As a local business, we have appreciated the shop local hometown rewards program offered by Shoreline. Offering these rewards has helped boost our business with an influx of patrons utilizing their rewards bucks at the Lighthouse Inn. Not only have we seen return patronage, but also new guests coming in to explore our offerings on the lakeshore. Happy to partner with another local business to support our community.

— Lighthouse Inn, Two Rivers

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Shoreline Credit Union is federally insured by NCUA.