

Co-op Connections Card

East-Central Iowa Rural Electric Cooperative

Purpose

The purpose of East-Central Iowa REC offering a Co-op Connections card is two fold:

1. Encourage our members to shop locally rather than travel into Cedar Rapids or Waterloo/Cedar Falls.
2. Demonstrate another benefit of receiving electric power from a locally owned and controlled cooperative that maximizes customer satisfaction, not profits.

Merchant Responsibility

1. Sign a one year contract with East-Central to offer meaningful discounts to its members sufficient to draw people to your store. The merchant decides the terms of the discount.
2. Display window and cash register stickers at your establishment to indicate that you are a participant in the Co-op Connections Card program.
3. Train your employees and honor the card whenever it is presented to you.

Other than the discount there is no cost to participation.

East-Central Responsibility

1. Recruit local merchants to participate in the program.
2. Purchase the Co-op Connections cards from our national organization and distribute them to our 6,800 members.
3. Market the program regularly through East-Central's bi-monthly magazine, monthly bill stuffers, occasional newspaper ads, and our website, www.ecirec.coop (currently being redesigned). All local participants and their discounts will be listed in a special section of the website.

You may go directly to www.connections.coop or log onto www.ecirec.coop and go to “News” and “What’s New”. Some 200 electric cooperatives around the country are already offering the Co-op Connections card. To see what kinds of discounts are being offered by participating merchants, go to www.connections.coop. There you can also see what deals NRECA has negotiated with national chains. You can also learn about the Pharmacy Discount offered across the country and the coupons that are available to participants.

