

COMMUNITY ALLIANCE PARTNER (CAP) PTA BUSINESS MEMBER BENEFIT PROVIDER PROGRAM

TOGETHER WE CAN INCREASE PTA MEMBER BENEFITS AND MEMBERSHIP IN PTA!



***Businesses Working
With PTAs To
Increase Membership
And
Create A Member
Benefit Explosion!***

Special Invitation for Georgia PTAs!

Are you looking for a great way to increase PTA member benefits, attract new members, and create or enhance current business partnerships for your PTA? If you answered YES, then Georgia PTA in partnership with Weblinc Inc, would like to invite your PTA to participate in the Community Alliance Partner (CAP) program. The CAP program is a win-win for all PTAs, PTA members and businesses in the community!

What is the CAP program?

The CAP Program provides participating businesses with an easy way offer **PTA Member Benefit and Report Card Reward Coupons** to almost 300,000 PTA members. The CAP program is a great way for businesses to drive traffic to their business and help local unit PTAs increase membership and support for PTA. The CAP program also saves businesses time, gas, and printing cost associated with printing and delivering coupons to every PTAs in the community.

Participation in The CAP Program is All About Increasing PTA Membership and Member Benefits for Every PTA!

The CAP program makes it easy for businesses to offer PTA member benefits to all card holding members of the PTA. To qualify to participate in the program a businesses must purchases 2 or more PTA Memberships from your PTA and renew those PTA memberships every year.

How Much Does It Cost Your PTA to Participate In The CAP Program?

There is **NO** cost to your PTA to participate in the CAP program.

How to Get Started

1. Go to www.gaptaperks.com
2. Click on **CAP PTA Signup / Login**
3. Click on **Signup for CAP**
4. Within 24 hours your PTA's CAP account will be set up and activated
5. Your PTA will receive a welcome email containing your CAP account information
6. Once you receive your CAP account information, you will be able to login and print out customized **Business Invitation Letters** and **PTA Member Thank You Letters** (both letters are available in English and Spanish)

How to Invite Businesses to Participate in Georgia PTA's CAP Program:

1. Let current and new business partners in your community know that Georgia PTA has a **Business PTA Member Benefit Provider Program** called Community Alliance Partner (a.k.a. CAP) that will drive traffic to their business and help your PTA and PTAs in the community increase support and membership to their PTA.
2. Let them know that there is no charge to participate in the CAP program, as long as they purchase **2 or more individual PTA memberships** with your PTA and renew those memberships every year.
3. Provide business with your PTA's **Business Invitation Letter**. The Business Invitation Letter explains the benefits of the CAP program and provides the business with your PTA's unique signup partner address they will need to signup for the CAP program. Your PTA's unique signup web address lets our system know that the business is a member of your PTA and therefore, meets the qualifications needed to participate in the CAP program.
4. **Note:** A business will need your PTA's "Local Unit ID", "Number of Memberships Purchased", and "Amount Paid for Memberships" to activate their FREE CAP account. There is a space on the Business Invitation Letter where this information can be filled in by your PTA.
5. **PTA Member Thank You Letters** are fliers that your PTA Membership Committee can hand out when conducting PTA membership drives. The PTA Member Thank You Letters provides a great way to thank new and returning PTA members for supporting your PTA and lets them how and where to access their PTA member benefits.

If Your PTA Has A Business Membership Program?

Then CAP program is a great way to add value to it!

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With The CAP PTA Member Benefit Provider System Businesses Can:



1. Easily **create, track, and update** their PTA Member Benefits and Report Card Reward -coupons.
2. Control how many days their coupons can be active once it has been viewed
3. Set how many of a particular coupon can be printed individually and overall.
4. Add Youtube videos to their coupons.



Sample McDonald's Coupon

