

FUNDRAISING WITH
 *entertainment*

Make a difference FROM A DISTANCE

VIRTUAL FUNDRAISING MADE EASY



Agenda

- 1 Partnering with Entertainment
- 2 New products & future plans
- 3 Membership hints and tips
- 4 Kickstart with your fundraising
- 5 New promotion & Brandfolder
- 6 Questions and answer session

Our Thanks for Attending!

YOU ARE NOW IN THE DRAW TO WIN

As thanks for your participation in the session today, you are now in the draw to win one of a few great prizes!!

Attend to
WIN!



1st Prize

**2 Business Class Flights to
Christchurch from Sydney**

**+ 7 Day Motorhome with Britz
Maui**

**2nd Prize: \$1000 Woolworths Wish
eGift Card**

3rd Prize: \$1000 JB HiFi eGift Card

Fundraising with Entertainment

BUILDING ON OUR STRONG HISTORY & PARTNERSHIP

1

ENTERTAINMENT

More than just a product provider

2

WORK TOGETHER

To build a future of powerful, easy fund raising

3

NEW LAUNCH FORMAT

Informative and focused on helping you raise funds with Entertainment

4

HELP US HELP YOU

Through feedback and building ideas together

5

We will build stickiness to Entertainment through increasing the value delivered through memberships

6

Entertainment is in the 21st century...

Over \$90 million raised over the last 26 years for Fundraisers. Over \$5m in 2019!

Entertainment webinar series to help you raise funds year round!





Entertainment

**BUILDING COMMUNITIES
THROUGH ENGAGEMENT & VALUE**

Book to App Memberships

WHY IS THE APP BETTER?



CONVENIENT

Easily carry and access offers anywhere, anytime. No getting frustrated when you've left your book at home



12 MONTHS VALIDITY

No matter when you purchase
A minimum of 12 months validity on all memberships



ENVIRONMENTALLY SUSTAINABLE

No more printing



USER-FRIENDLY

Instantly search offers near your exact location



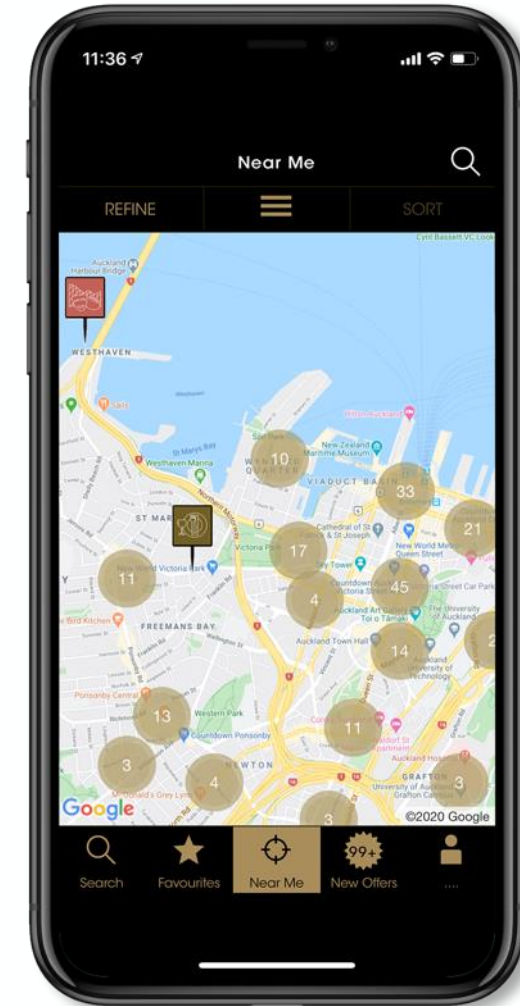
NEW OFFERS CONSTANTLY ADDED

No more waiting for the next print run



MULTIPLE DEVICES

Load onto more than one of your devices



Entertainment Memberships

NEW PRODUCT OVERVIEW 3 MEMBERSHIPS TO CHOOSE FROM

<p>Single City</p> <p>\$69⁹⁹</p> <p>1 Year</p> <p>Discover all the best savings in your city</p> <p>\$14 raised</p>	<p>Multi City</p> <p>\$119⁹⁹</p> <p>1 Year MOST POPULAR</p> <p>Enjoy savings across all of Australia, New Zealand and Bali</p> <p>\$24 raised</p>	<p>Multi Plus</p> <p>\$229⁹⁹</p> <p>2 Year BEST VALUE</p> <p>2 years of savings across all of Australia, New Zealand and Bali</p> <p>\$46 raised</p>
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Over 20-30% of all App membership revenue is coming from Multicity memberships

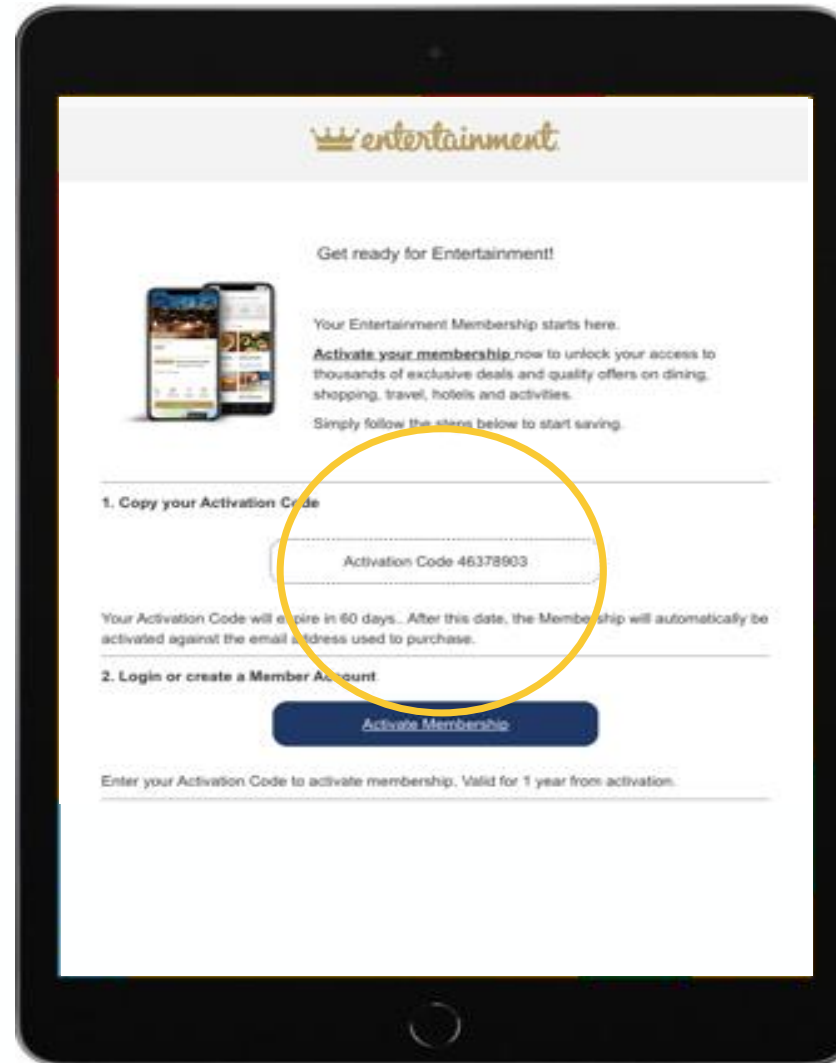
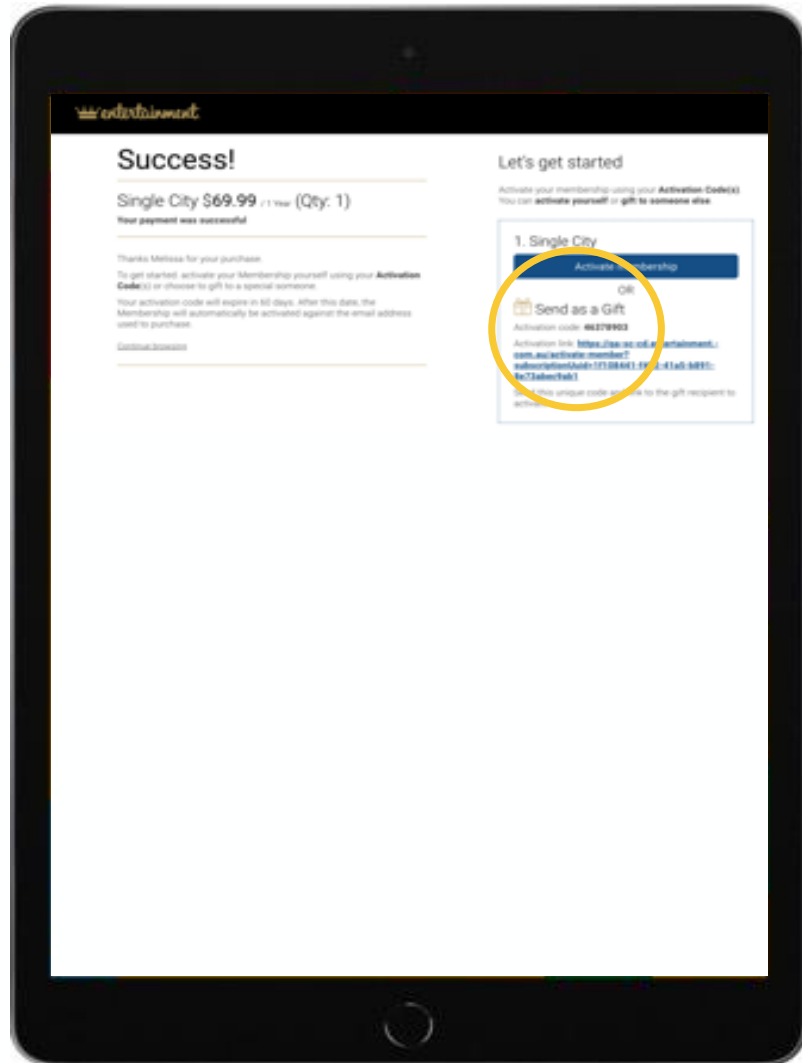
Memberships start now at any time, allowing you to fundraise year round & giving your supporters months of savings, no matter when they purchase



How to Activate and use an Entertainment Membership

The Sign Up process


HOW TO ACTIVATE AN ENTERTAINMENT MEMBERSHIP



POST PURCHASE CONFIRMATION
Activation code received **online**
and sent on **email**.


1

Insert your activation
code into the field


 **entertainment**

Activate your new Entertainment Membership

Please ensure the accuracy of your Activation Code number. The code is located in an email confirmation we sent to you. **Your activation code will expire in 60 days from the date of purchase.** After this date, the Membership will automatically be activated against the email address used to purchase. If you need help locating your Activation Code please call our [Customer Service team](#).

 *Book Members - activate your Membership using the Gold Card enclosed within your Entertainment Book. The Gold Card gives you access to offers for major retailers, hotels, gift cards, car hire, flights and more.


Enter your Activation Code/Gold Card*

 46378903 Activate Membership

[Forgot activation code?](#)

2

Add in your
Membership details

 **entertainment** [Join Now](#) [Offers](#) [Fundraisers](#) [Merchants](#)

1. My Details 2. Choose a Region

1. My Details

Email *

Confirm email *

First name *

Last name *

Mobile Number *

Password *

Confirm Password *

Insert a Postcode for your local offers *

Date of Birth (dd/mm/yyyy) *


We collect your birth date for deals that require you to be over 18 years of age.

☐ I have read and agree to the [Terms & Conditions](#) *

Continue

3

Confirm Membership

 **entertainment** [Join Now](#) [Offers](#) [Fundraisers](#) [Merchants](#)

You're about to
activate your **Multi
City Membership**

Confirm

TIP If you forget your activation code you can
contact us and we will send it again.

Using the Entertainment App

1

DOWNLOAD THE ENTERTAINMENT APP

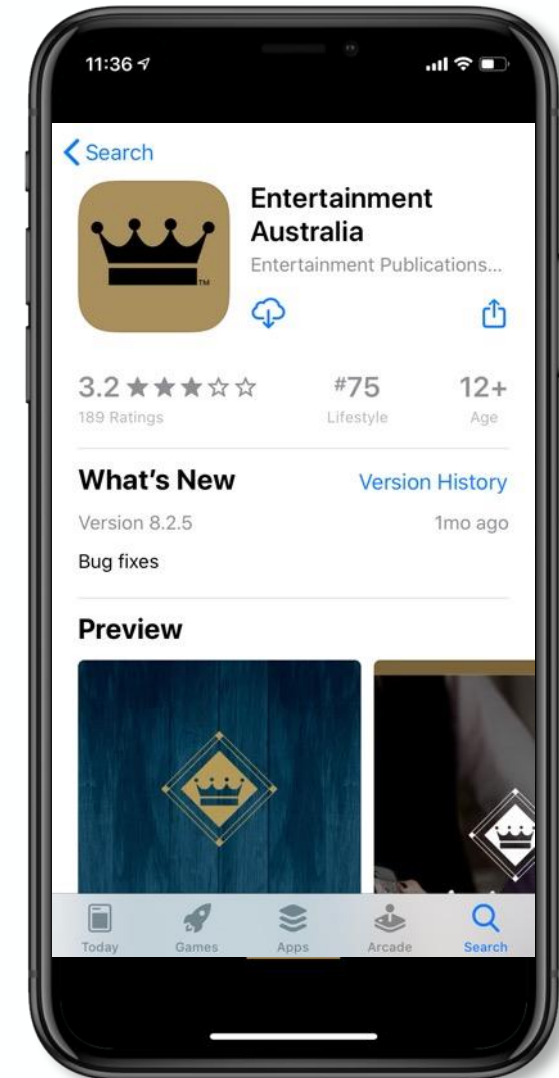
Go to App Store for your iPhone
or Google Play for Android



Download on the
App Store



GET IT ON
Google Play

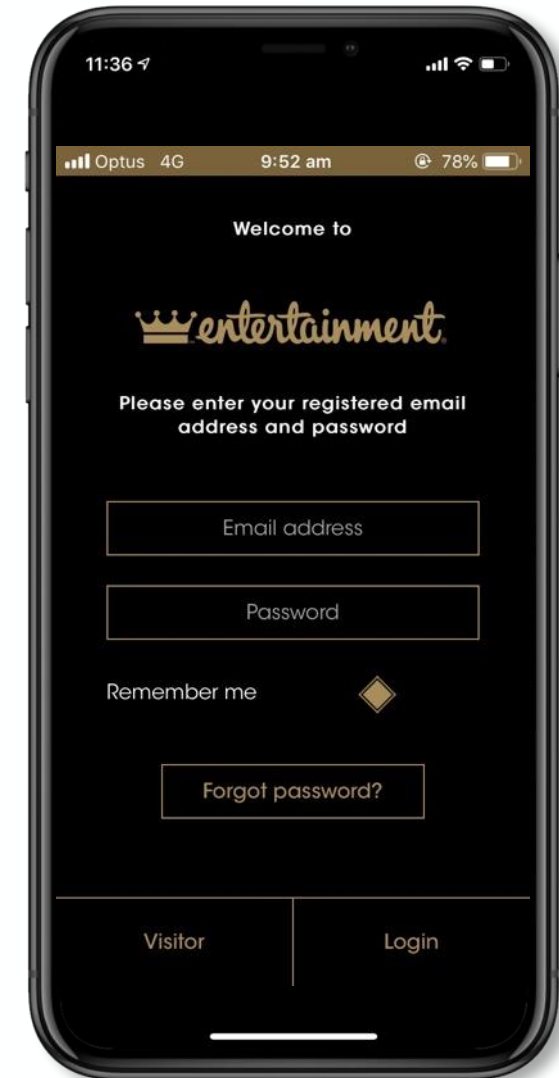


Using the Entertainment App

2

LOGIN TO THE ENTERTAINMENT APP

Enter in your **Email address** and **Password** that you registered with



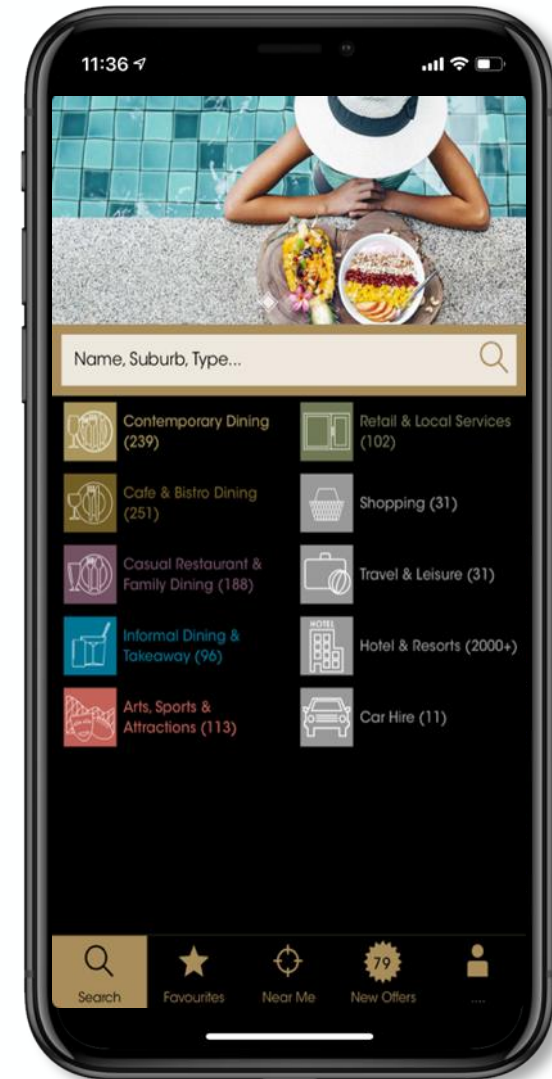
Using the Entertainment App

3

DISCOVER & SEARCH **EXCLUSIVE ENTERTAINMENT OFFERS**

Search by

- Business name
- Location
- Cuisine type
- Category

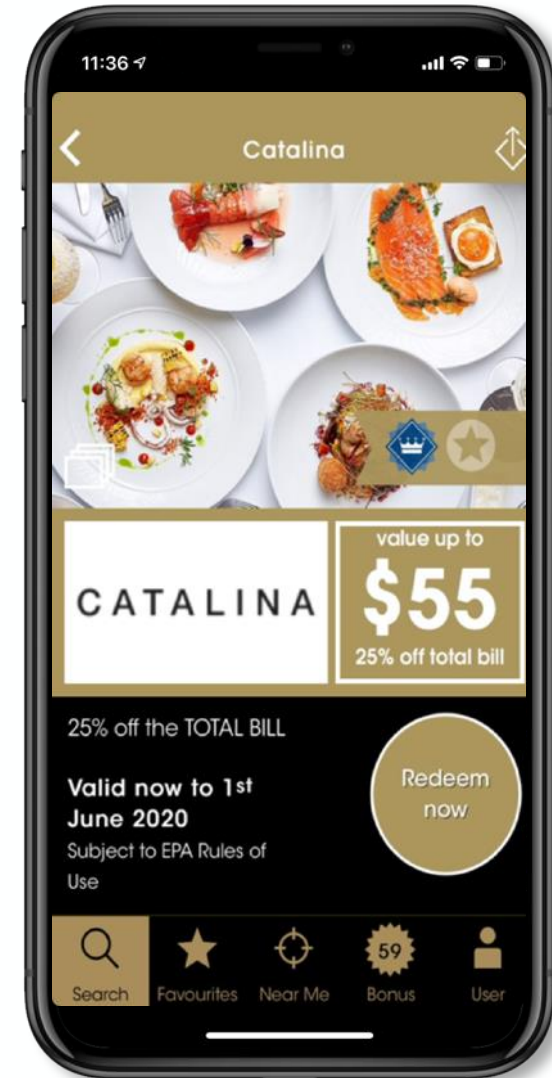


Using the Entertainment App

4

SAVE YOUR ENTERTAINMENT FAVOURITES

Add offers to your **Favourites** so you don't forget to use them!

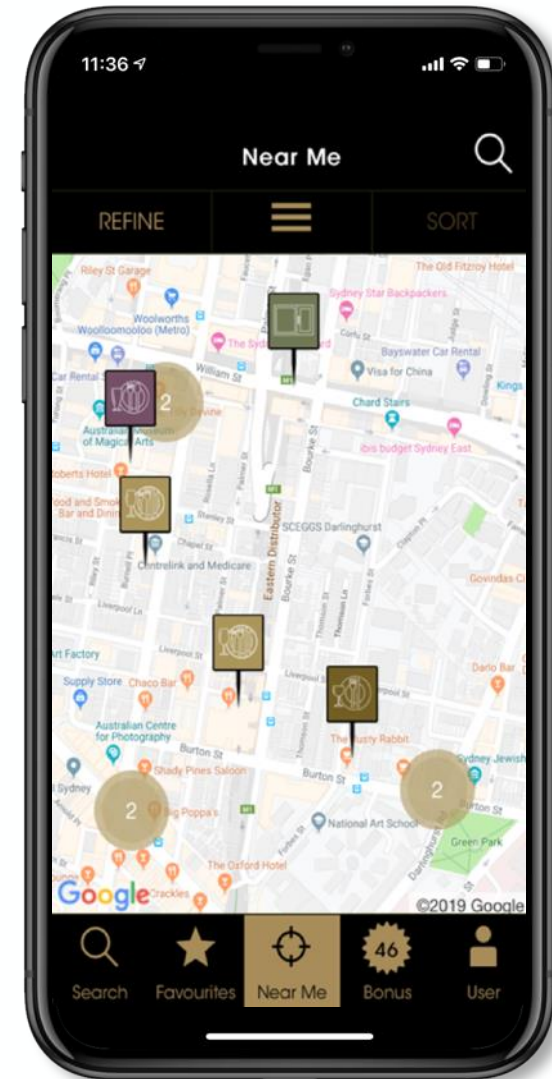


Using the Entertainment App

5

DISCOVER NEAR ME ENTERTAINMENT OFFERS

Out and about? Click on the **Near Me** button to view the best offers



Using the Entertainment App

6

ENTERTAINMENT BONUS OFFERS

Every Digital Membership
updates regularly with
New Offers



Using the Entertainment App

7

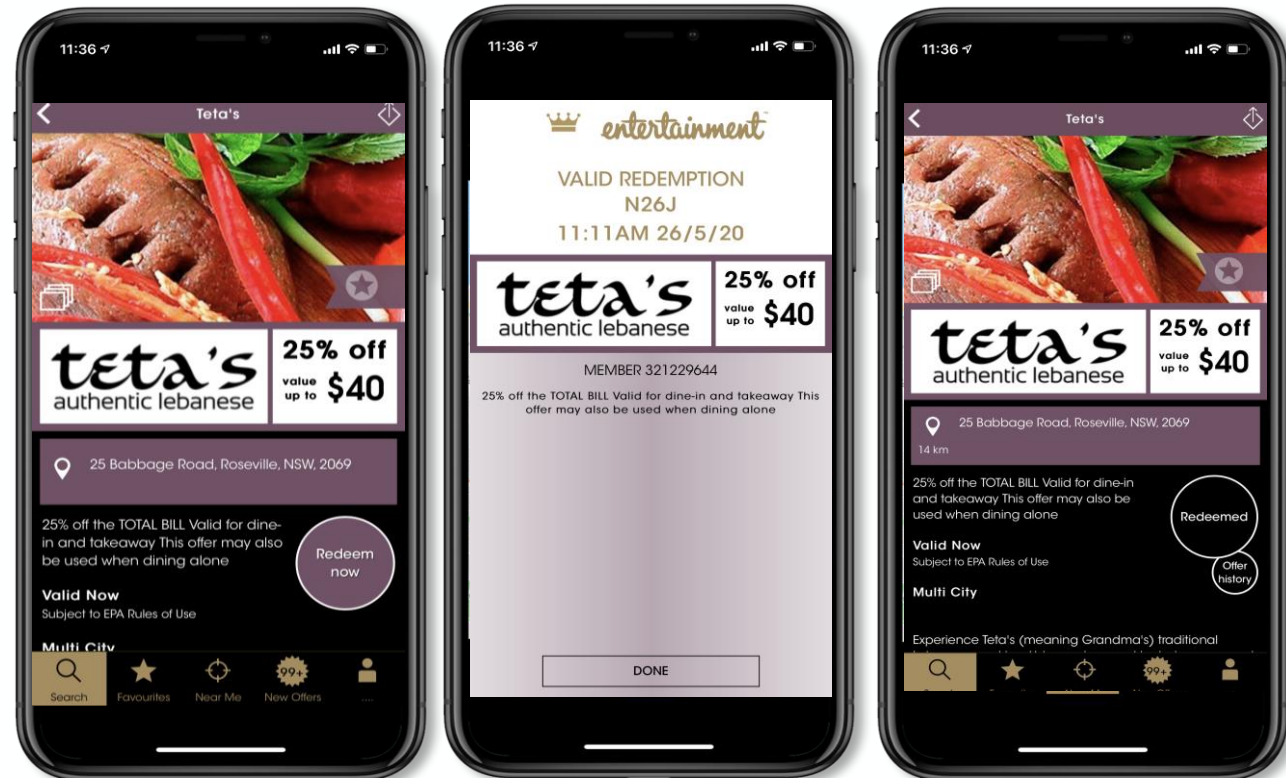
REDEEM AN OFFER IN 2 SIMPLE STEPS

1

Find an offer to Redeem

2

Hit the Redeem button

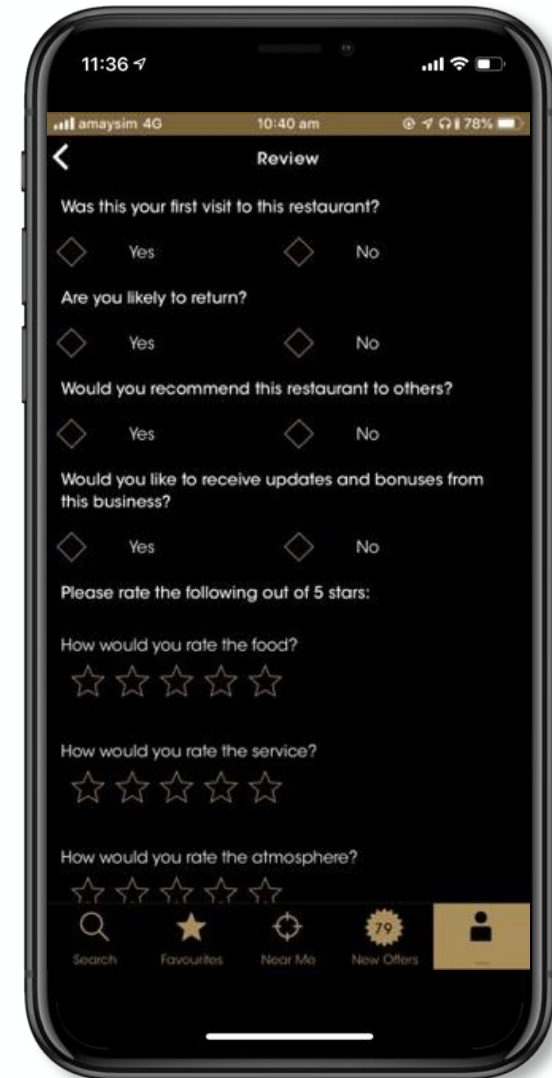


Using the Entertainment App

8

RATE YOUR EXPERIENCE

Become part of the Entertainment Community



Top tips for the 2020 Fundraising season

1. Share your story
2. What are you fundraising for?
3. Share how you've loved your membership and why



How to Promote your Fundraiser

MULTIPLE TOUCHPOINTS YEAR ROUND COLLATERAL

Heading your
way soon,
or order from
your KAM
today!

FUNDRAISING WITH
entertainment.

Support us today!

20% of every Entertainment Membership sold goes to our fundraiser.

Thousands of incredible savings from your favourite dining, activities, travel & shopping experiences. Up to 50% off and 2 for 1 offers in your city.

100+ Local Contemporary Dining*	Red Hot Chili Peppers \$40 Value	THE KITCHEN \$50 Value	EZARD \$50 Value	GULLABONE \$40 Value
450+ Melbourne Hot Spots*	FRIDAYS \$20 Value	eggroove \$30 Value	BEETWELL \$20 Value	THE BULLDOG \$25 Value
200+ Fast Foodies & Fun Activities*	Woolworths 2 for 1	Polla 2 for 1	AFL 2 for 1	BetterDays 2 for 1
200+ Shop & Travel*	5% off	10% off	rebel 10% off	15% off 5+ days

Buy a Membership and download the Entertainment App today

GET IT ON Google Play | Download on the App Store

*All members offer an instant discount. Some offers are subject to availability. Some offers are subject to restrictions. See restrictions on the app. All offers are subject to change without notice. © 2018 Entertainment. All rights reserved.

A4 City Flyer

FUNDRAISING WITH
entertainment.

Support us today!

20% of every Entertainment Membership sold goes to our fundraiser.

“Our favourite way to save...”

With thousands of incredible offers on dining, activities, travel & shopping. Up to 50% off and 2 for 1 deals in your city and across Australia. Instantly available, valid year round and gladly accepted.

Dining Activities Shopping Travel Hotels Car Hire

Order your Membership from the link in our order page below.

GET IT ON Google Play | Download on the App Store

Discover your city's best savings

Adelaide International School
Order your Memberships online today!!
www.entbook.com.au/9r48221

To order online from this QR Code by placing the camera on your phone over the code above

A4 Counter Stand

FUNDRAISING WITH
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Dining Activities Shopping Travel Hotels Car Hire

Buy a Membership and download the Entertainment App today.

GET IT ON Google Play | Download on the App Store

Adelaide International School
Order your Memberships online today!!
www.entbook.com.au/9r48221

To order online Scan this QR Code by placing the camera on your phone over the code above

A3 Poster

How to Sign up Members

MULTIPLE TOUCHPOINTS YEAR ROUND COLLATERAL

Heading your way soon, or order from your KAM today!

Your Membership, your way!

We've launched 3 new Memberships so you choose the one that best suits you.

Memberships can start anytime – you'll always get a full 12 months of savings no matter when you purchase.

Single City \$69⁹⁹ 1 Year Discover all the best savings in your city \$14 to our fundraiser	Multi City \$119⁹⁹ 1 Year MOST POPULAR Enjoy savings across all of Australia, New Zealand and Bali \$24 to our fundraiser	Multi Plus \$229⁹⁹ 2 Years BEST VALUE 2 years of savings across Australia, New Zealand and Bali \$46 to our fundraiser
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Buying an Entertainment Membership makes every dollar you spend go further for yourself and our cause, 20% from every Membership sold goes to our fundraiser.

The Entertainment Membership App

We've built the best things about the iconic Entertainment Book into our new Memberships available on the App.

Your Membership App allows you to conveniently search, save and redeem thousands of offers near you in an instant.

New offers are regularly added for more value all year round.

Choose a Multi City or Multi Plus to receive all 21 City Memberships across Australia, New Zealand and Bali.

How the Entertainment App works

Access offers anywhere anytime, giving you more convenience, flexibility and value than ever before.

- 📍 Easily search and discover offers near your exact location
- 🔄 New offers added regularly for year round value
- 👤 Redeem offers with just one tap
- 👪 Share with your family – access your membership from multiple devices

Using the App is easy

You can easily search for offers by suburb, name or type; or tap the 'Near Me' icon at the bottom of the screen to instantly locate offers near by.

1. Easily search to view and find an offer or use a category to refine your search.
2. Tap on the location icon to view offers on the map.
3. Tap on each offer to view full details. New offers are updated weekly.
4. Ready to redeem? Just show the offer screen and press 'Redeem Now' when it's time to pay.

Support our fundraising!

FUNDRAISING WITH
entertainment.

20% of every Entertainment Membership sold goes to our fundraiser.

“Our favourite way to save...”

with thousands of incredible savings across dining, activities, travel and shopping experiences.

Enjoy more of the things you love for the best value while supporting a cause you care about.





Explore thousands of up to 50% off and 2 for 1 offers near you.

Instantly available, valid year round and gladly accepted.*



Dining Activities Shopping Travel Hotels Car Hire

Discover your city's best savings

A4 4 page brochure

entertainment.

Entertainment Brand Folder

A new, easy to access, **easy to use library of everything** you need to engage with your supporters in the online channels - social distancing approved!

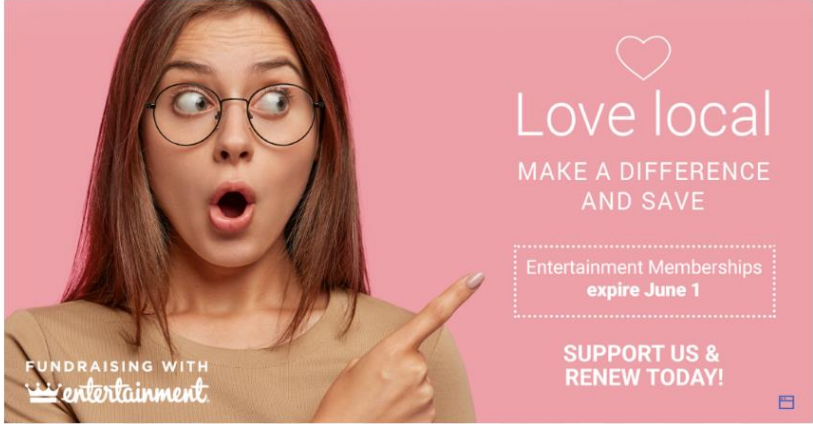
Visit the Entertainment Brand Folder for whatever you need, whenever you need it.

- Email templates
- Website banners
- Social media tiles
- Flyers & Newsletter tiles
- Logos –
- And so much more!

Check out Brand Folder today by clicking through from our RTG email, or ask your KAM for the link today...






AU_Love Local_Expiring

@ 5 Overview Metadata Similar Embed Usage Workflow Status Edit X



Last updated on 05/24/2020 · Created on 05/21/2020 by Dani Sellers
Approved by danielle.sellers@entertainment.com.au
Expires on 05/29/2020

TAGS
AU EXPIRING Facebook Instagram LOVE LOCAL CAMPAIGN Twitter

	AU_Instagram_Post_Lovelocal copy.png PNG · 705 KB · 1200 X 627 · 05/22/20	Options	Download
	Stories_Lovelocal.png PNG · 1.91 MB · 1080 X 1920 · 05/22/20	Options	Download
	Twitter_Lovelocal.png PNG · 775 KB · 1200 X 675 · 05/22/20	Options	Download
	AU_Instagram_Post_Lovelocal copy.png PNG · 705 KB · 1200 X 627 · 05/22/20	Options	Download
	AU_Instagram_Feed_Lovelocal copy.png PNG · 1.02 MB · 1080 X 1080 · 05/22/20	Options	Download

Share Download 5 Attachments

Kick Start your Fundraising Now!

LOVE LOCAL MEMBER PROMOTIONAL ACTIVITY

MAY 25 – JULY 12

Incredible offers to give your members extra value in our Love Local campaign. With so many incentives attached, your members won't be able to resist!

- 2 Months extra Membership FREE on Single City and Multicity Memberships
- Bonus Wish \$10 gift card with every purchase
- \$50 Holiday voucher with every purchase
- Chance to win \$1000 Wish gift voucher
- 3 months to activate their memberships

Love local
MAKE A DIFFERENCE
AND SAVE

Your Membership
expires June 1

Support us & renew

BONUS
\$10 or \$20
WISH eGift Card*

PLUS

- ★ Bonus \$50 Discover Queensland voucher* with every purchase
- ★ 2 months extra Membership FREE on Single & Multi City Memberships*

entertainment

Promote to Win!

YOU CAN NOW PROMOTE TO WIN!

Win up to \$5000 for your cause, just by promoting!

Promote the new “Love Local” campaign between May 22 & July 13, and you could double your fundraising commission up to a maximum of \$5000.

Start promoting to win!!



Campaigns to Support Your Fundraising

GET ON BOARD AT KEY TIMES OF THE YEAR!

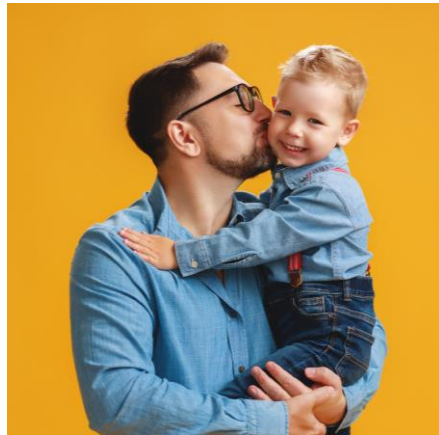
MAY 22 – JUL 13

Membership Expiry
Campaign



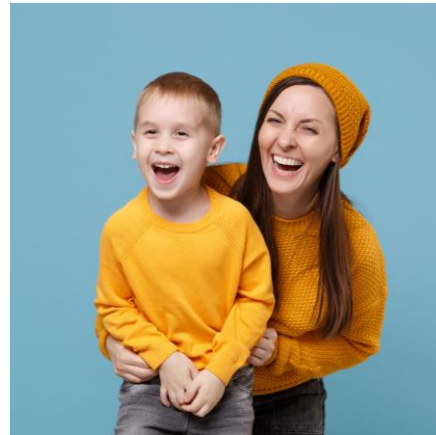
JUL 14 – AUG 30

Getting Out & About
Local Community



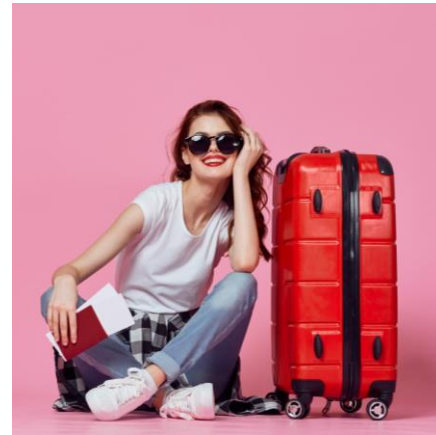
AUG 31 – OCT 11

School Holidays
Buy to Save



OCT 12 – NOV 15

Discover New Places
Local & Travel



NOV 16 – DEC 25

Christmas
Gift, Donate & Save



Promote your Fundraising Page

SHARE DIRECTLY FROM THE APP IN 3 EASY STEPS

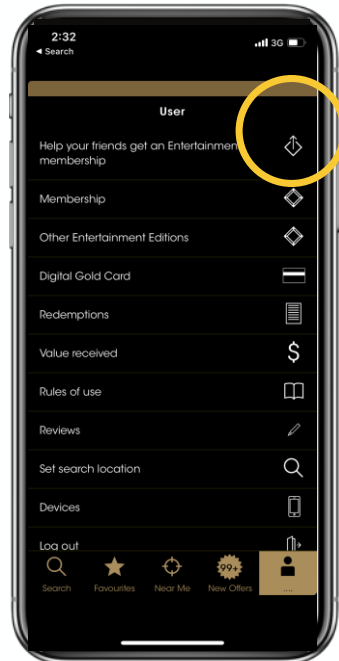
1

Tap the user icon in the App menu



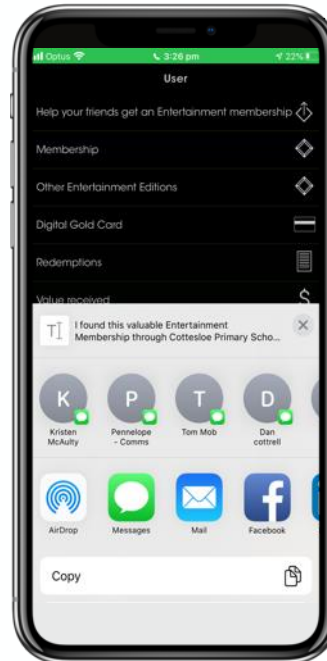
2

Tap the share icon to send to your supporters & friends



3

Share through your phone Apps



Share through all your favourite phone Apps social, email, messaging, air drop and more.

FACEBOOK



EMAIL



TEXT



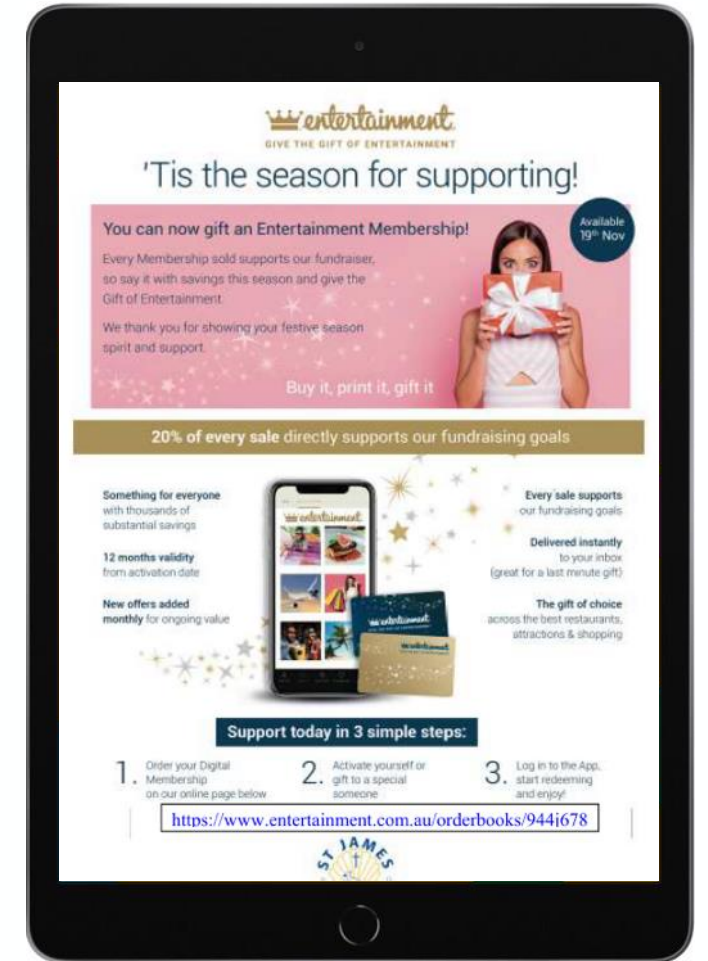
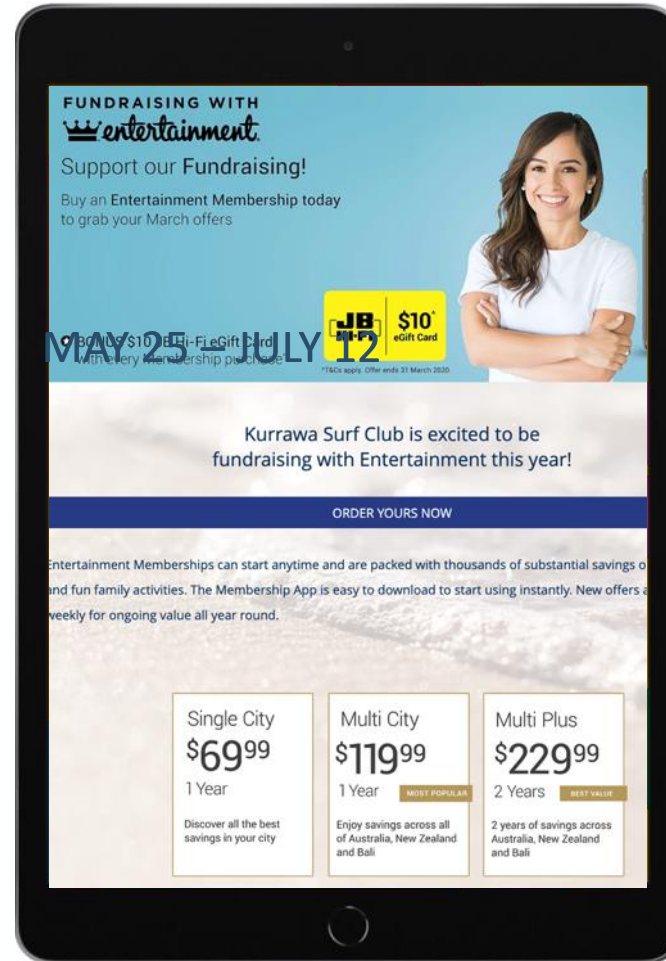
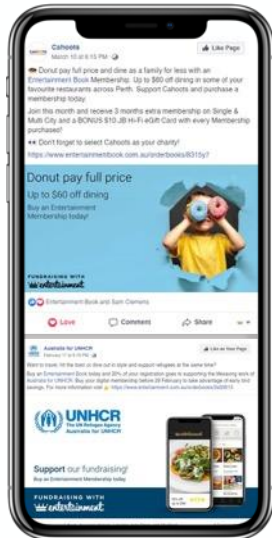
AIR DROP



sfallon@entertainmentbook.com.au

Promote your Fundraising Page

ADD YOUR PAYMENT PAGE TO YOUR WEBSITE, EMAIL, NEWSLETTER & SOCIAL POSTS



Successful Fundraising with Entertainment

3 STEPS

1. Register with Brandfolder to access all of the promotional tools
2. Start with your quick and easy Ready to Go email
3. Promote in a way relevant to your audience

And don't forget, promote to win and copy us in!



Thank you

For the appropriate contact details, check out the
Account Management list on BRANDFOLDER!

