

# Community Commerce User Manual

## Getting Started

A manual on how to use LoyaltyMatch.com to reward your  
organization

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### 1. Introduction

LoyaltyMatch.com is the first and only place where loyalty program points and miles can be converted into cash.

LoyaltyMatch.com enables shoppers to find loyalty program members and pay cash to them for rewards from their loyalty programs. Now your members can get extra cash and donate the funds to support your organization's day-to-day operations, specific programs or group initiatives.

### 2. First Step

Assign a Group Lead or Leads for the fundraiser. Familiarize yourself with the Community Commerce™ process by downloading the slide deck and brochure available at:  
<http://www.loyaltymatch.com/LoyaltyMatch/communitycommerce.action>

### 3. Group Lead Registration

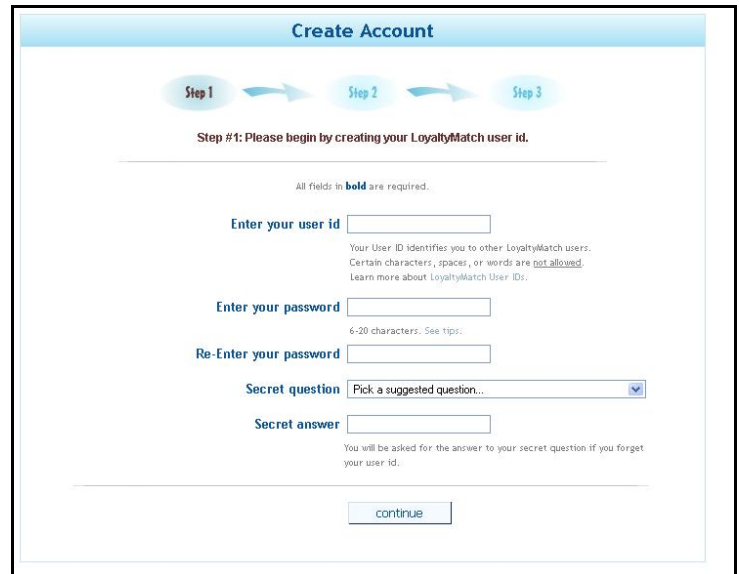
The next step is for the Group Lead to register at LoyaltyMatch.com. Remember to gather your loyalty program points and miles information before beginning this process.

The registration process takes approximately three minutes. You will fill in three pages: 1) user ID and login; 2) details for payment; 3) miles and points program information. LoyaltyMatch is safe and convenient. Certified secure by VeriSign and TRUSTe for privacy.

### 4. Creating Your Group

To create your Community Commerce selling group, click on the Community tab and click on Community Commerce.

Now click on the Create a Community Commerce group link. This will take you to the form to create your group.



**Create Account**

Step 1 → Step 2 → Step 3

Step #1: Please begin by creating your LoyaltyMatch user id.

All fields in **bold** are required.

**Enter your user id**

Your User ID identifies you to other LoyaltyMatch users. Certain characters, spaces, or words are not allowed. Learn more about LoyaltyMatch User IDs.

**Enter your password**

6-20 characters. See tips.

**Re-Enter your password**

**Secret question** Pick a suggested question...

**Secret answer**

You will be asked for the answer to your secret question if you forget your user ID.



LoyaltyMatch.com

Search Rewards  advanced user

Shop Sell Community My Acc

Social Responsibility

1% of the funds generated for each transaction will be donated evenly to the Canadian Cancer Society and World Wildlife Fund.

More info

Community Help

Take a tour

Tutorials and demos

Find a member

Find a group

Social Community

Community Commerce

User ID

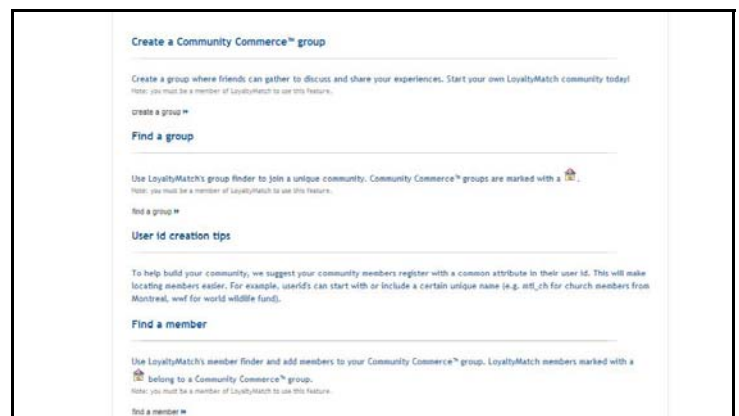
Password

Remember me

New to LoyaltyMatch?

Join Now

News Feed




Create a Community Commerce™ group

Create a group where friends can gather to discuss and share your experiences. Start your own LoyaltyMatch community today!

Note: you must be a member of LoyaltyMatch to use this feature.


Find a group

Use LoyaltyMatch's group finder to join a unique community. Community Commerce™ groups are marked with a . Note: you must be a member of LoyaltyMatch to use this feature.

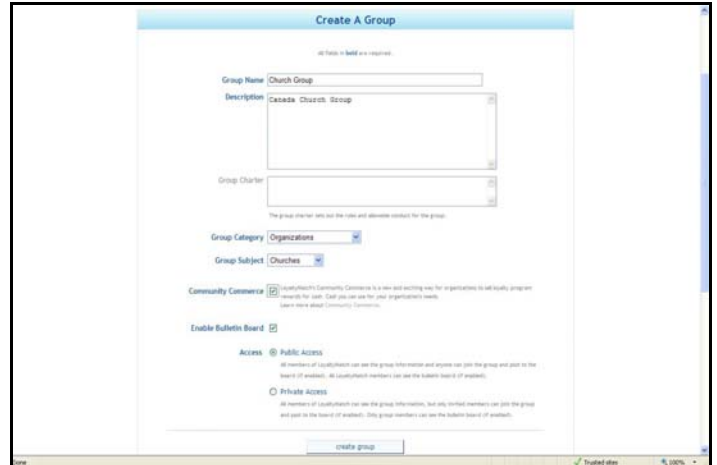
User id creation tips

To help build your community, we suggest your community members register with a common attribute in their user id. This will make locating members easier. For example, usersId can start with or include a certain unique name (e.g. mtg\_ch for church members from Montreal, wwf for world wildlife fund).

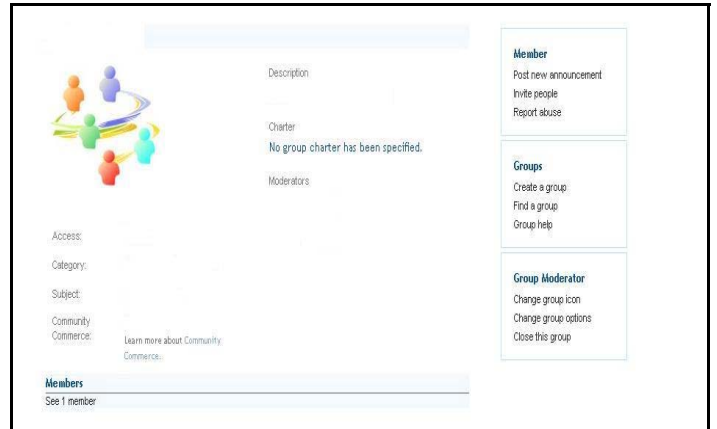
Find a member

Use LoyaltyMatch's member finder and add members to your Community Commerce™ group. LoyaltyMatch members marked with a  belong to a Community Commerce™ group. Note: you must be a member of LoyaltyMatch to use this feature.

The final step is completing the Group creation form. Click on the *create group* button and fill in the boxes with your group information. Check the private group box, which will allow only members invited by the Group Lead to be added to the group. You have now created your Group and can begin adding team members.



To invite group members click on the *invite people* link in your group Community Commerce area. The link will lead you to an email template to invite all group members.



Invite members to your group by adding each members email address in the invite list. Remember to separate email addresses with a comma. As soon as the member completes their registration LoyaltyMatch begins to help convert points and miles into cash for your organization.



## 5. Group Registration

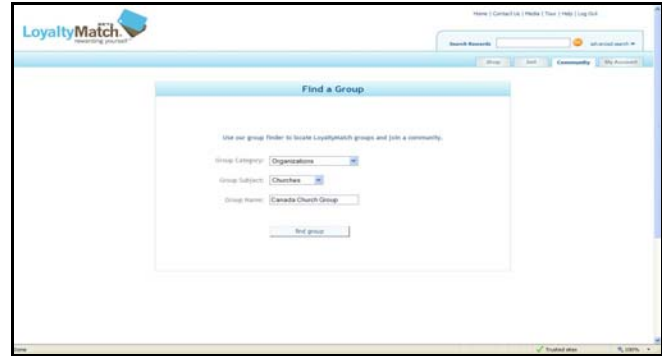
All Group members will either receive an invitation to join your group from your Group Leader or they can search *find a group* under the communities tab to locate your group. The next thing is to have all participating organization members register at LoyaltyMatch.com. Members should gather their loyalty program points and miles information before they begin this process.

The registration process takes approximately three minutes. Each member will fill in three pages: 1) user ID and login; 2) details for payment; 3) miles and points program information. LoyaltyMatch is safe and convenient. Certified secure by VeriSign and TRUSTe for privacy.

## 6. Buyers Contact You With an Offer

Soon after registering, buyers begin contacting your LoyaltyMatch account with a reward offer - cash - for a particular item. We call this feature an exchange alert. It is displayed on your personal home page. The exchange alert shows you all offers to buy your rewards. In our example, there are 562 members to whom you can sell.

You must keep checking your LoyaltyMatch.com account for



offers. All LoyaltyMatch members have the same opportunity to complete the exchange. Review your cash offers and go to step 7 to accept the best offer.

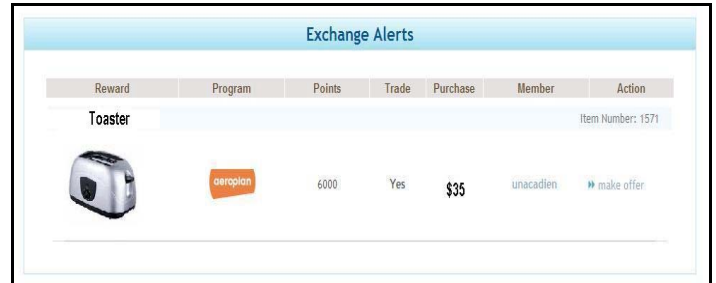
### 7. Accepting a Trade Offer

If you see an acceptable cash offer, make the buyer (in this example unacadien) an offer by clicking on the *make an offer* link (acceptance of their \$35 cash offer for a toaster you can procure from your loyalty program). You are agreeing to use your points to acquire the item in exchange for the cash value as listed by the buyer.

Remember, other point-selling members are also watching their Exchange Alerts. One of them could accept the offer before you.

### 8. Buyer Accepting Your Offer

If the buyer agrees to your offer, the trade is complete. At this point, The LoyaltyMatch service will now inform you and the buying member of the accepted offer. An email with full instructions to complete the transaction will be sent.



### **9. Receiving Payment**

Receive cash from the buyer. We suggest using a secure method of payment such as PayPal. Please make arrangements to ship the reward item to the buyer.

### **10. Donate**

Donate the cash to your organization.





To provide feedback on this document,  
please send e-mail to  
[communitycommerce@loyaltymatch.com](mailto:communitycommerce@loyaltymatch.com)

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