

Campaign and Promotion Ideas for 2022

to drive cardholder spend and usage

Registration & Account Promotions

- In April, sign in to the rewards site for the first time through online banking and receive 500 bonus points.
- Welcome to your new rewards card! Log in to your rewards account by the end of this quarter and receive 500 bonus points.
- Open a new mortgage and earn 10,000 bonus points!*

**FI must manage and track, providing ampliFI with a bonus file.*

Spend Campaigns

- New year, healthier lifestyle! Earn 1,000 bonus points this month by spending \$1,500+ at grocery stores and fitness clubs.
- April showers bring spring flowers – spend \$2,500 this month and earn 1,500 bonus points!
- Happy Independence Day! Earn 500 bonus points when you spend over \$500 this weekend!
- Give back for Thanksgiving and receive 500 bonus points when you spend \$1,000 at grocery stores this month.

Transaction Campaigns

- Soak in the last bit of summer this Labor Day weekend by using your rewards card 10 or more times to earn 1,000 bonus points!
- Give a little, get a lot! Earn 1,500 bonus points on your holiday shopping when you use your rewards-linked card 25 times.

Merchant Category Promotions

- Spring into rewards with 3x bonus points this month at home improvement stores!
- Earn 2x points on fuel, groceries and restaurants for your summer adventures.
- Celebrate the dads and grads in your life this June with 2x bonus points on dining out this month.
- Earn 3x points at Walmart and Target this holiday season!

