



# Trusted Impact Rewards Overview

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Member New Program





# Purpose:

A points-based engagement program recognizing members who actively grow and strengthen our organization.

Members earn points for verified actions like participation, referrals, and contributions. **Points reset monthly.**

## How It Works

### 01 Based On Points



Earn points for verified community activities listed below.

### 02 Achieve monthly tiers



- Silver: 10 points
- Gold: 20 points
- Platinum: 30 points

### 03 Reset



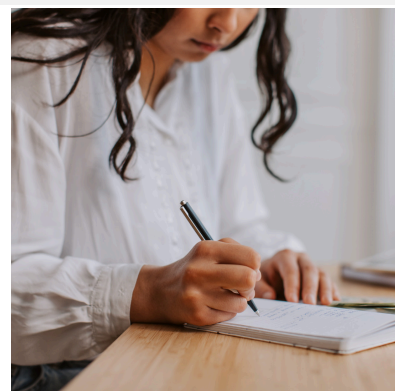
Points reset on the 1st of each month.

### 04 Proof



Proof (e.g., screenshot or event check-in) may be required for verification.

### 05 Reward



A person with long dark hair is writing in a notebook on a wooden desk. The image is overlaid with a semi-transparent blue filter. Two vertical blue lines are positioned on either side of the text. The text 'Clear Tracking Tool' is centered in white, with 'Clear' in a smaller font and 'Tracking Tool' in a larger, bold font.

# Clear Tracking Tool



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# Tracking Tool Overview

Where: Google Sheet - Rewards Tracking Tool

Why: Gives the team and board a live view of points and progress.

## HOW IT WORKS

1. **Members** tell us when they complete an action.
2. **Jeanné/Danette** checks proof (if needed) and adds the points to the sheet.
3. **Tiers** update automatically each month.



## WHAT'S IN THE SHEET

- **Data:** The running log of verified actions and points.
- **Rewards:** The list of tiers and what members earn.
- **Rewards Roundup:** Our monthly email/social plan.



# Actions & Point System

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# Reward Point System

| Action   | Description   | Points |
|--|---|--------|
| Sign up one Member                               | Refer and help onboard a new Cooperative & Small Business Member who completes signup and joins the community.                  | 5      |
| Sign up a Nonprofit                              | Introduce and support a nonprofit accociate through successful registration with our  | 3      |
| Attend a Network With Intentions                 | Participate in an official Network With Intentions gathering during the month.  | 5      |
| Communicate on private social network            | Contribute meaningfully in the social network (e.g., reply that adds value, answers a   | 2      |
| Create a post on private social network          | Publish an original post or resource for members in the social network.   | 3      |
| Comment on our social media post 8 words or more | Leave a thoughtful, public comment of at least eight words on an official TNC/NCF   | 3      |
| Attend event                                     | Check in at any official TNC/NCF event.   | 2      |
| Speaker at an event                              | Serve as a listed speaker, panelist, or breakout leader at an official event.   | 3      |
| Post a discount                                  | Share a verified, member-only discount or offer that's available during the month.  | 4      |
| Post a white paper                               | Upload or link a white paper/research brief you authored (or have rights to share) with a                                       | 3      |
| Provide a raffle                                 | Donate a legitimate raffle item or experience for a TNC/NCF event or campaign.  | 3      |
| Peer Referral                                    | Both referrer and new member earn 5 bonus points when the new member completes  | 5      |
| Provide a Speaker                                | Provide a listed speaker, panelist, or breakout leader at an official event. This will only apply to our Summits and Bootcamps. | 3      |
| Complete a Member Survey                         | Submit a monthly survey fully and on time.  | 2      |
| Accessibility Review                             | Audit a page/resource and submit specific fixes/adjustments.  | 3      |
| Cross-promote a Campaign                         | Share an official event through your org/channel.   | 1      |

Total: 50

# Reward Catalog

| Tier     | Threshold (pts/mo) | Tangible Rewards                                 | Intangible Rewards                      | Frequency        | Notes                  |
|----------|--------------------|--|---|------------------|------------------------|
| Silver   | 10                 | Digital badge                                    | Recognition in Rewards Roundup          | Monthly          | Entry-level engagement |
| Gold     | 20                 | Exclusive group workshop, social media spotlight | 1:1 coaching session or mentoring       | Quarterly        | Mid-level engagement   |
| Platinum | 30                 | VIP event invite, spotlight on website           | Speaking priority, annual feature story | Monthly / Annual | Highest-tier           |

## To Consider:

✓ **SPONSOR INVOLVEMENT:**  
Consider letting sponsors earn points, too for things like providing speakers, hosting sessions, or underwriting specific programs. It would turn sponsorship into a more active partnership instead of a one-time transaction, and WAY less time for you creating ideas for content!

✓ **SOCIAL PROOF:**  
(REWARDS ROUNDUP)  
Highlighting member stories or testimonials in emails and social media could help attract new members and validate the value of belonging to the Cooperative. This doesn't have to be fancy; even short quotes or small wins would build excitement!

✓ **INSTANT ON-RAMP**  
Maybe test a 30-day trial membership with limited benefits, then offer bonus points if they join permanently. Could help convert those who are curious but not yet ready to commit??

**“Rewards Roundup” email or social series to show momentum. Good content, we could rock every month too, that is different than what we have currently!**