



Get the People Who Live or Work in Your Community to Frequent Your Business!

D'Perk\$

Dartmouth and Dartmouth Hitchcock's Employee Discount Program

What is D'Perk\$?

This Dartmouth/Dartmouth-Hitchcock (DHMC) exclusive national and local discount/promotion program is designed for use by Dartmouth and DHMC faculty, physicians, professionals, administrative assistants and union members, in fact, all *11,000 + employees*. This program is brought to you and will be managed by the Hanover Area Chamber of Commerce (HACC) and its partner and program website host company.

What is in it for you?

- You will 'talk' to these 11,000 + employees and their families
- You will attract local Dartmouth and DHMC shoppers into your 'store' with regular discounts or promotions so you can keep them coming back. **D'Perk\$** will communicate at least monthly with all 11,000 + employees to remind them about how much their Dartmouth/DHMC ID can do for them!
- You will be working with HACC to identify which categories you want to be listed within the "Search" area. This provides you with maximum exposure in multiple categories, if appropriate.
- You will receive a **D'Perk\$** decal to display in your business, on your window or in another high visibility location so your Dartmouth/DHMC employee customers know that you are participating in the program! The decal will be mailed to you upon program registration.

How do you participate in the program?

- Design any discount/promotion that you want for Dartmouth and DHMC employees. Make the discount/promotion work for you. Think about how to attract people into your business during your slowest day of the week or the quietest time in your day. Call HACC if we can assist you with ideas for discounts or promotions.
- Fill out the attached form and email it to dperks@hanoverchamber.org or fax the form to HACC (603) 643-5606.

What must I know to be successful?

- You must include all Dartmouth/DHMC employees for any promotion or discount you offer. *HACC staff and board members will also participate in the program (20-25 people).*
- Make sure your discount includes your contact information, including phone number, email and street address, and web link. Your discount may contain up to 350 characters including spaces and punctuation. Please be VERY specific about the details of the deal.
- Make sure your companies deal(s) on the D'Perks site is good through December 31st of the year you are offering the deal (seasonal deals are exceptions-summer resorts, skiing, etc). If you would like to change your deal every quarter, you may do so but your company should have a presence through December 31st.
- Check your email regularly for confirmation of the program's online sales if you have "e-commerce" and take appropriate action (e.g. filling the order, shipping, etc) or track the in-store purchases and see how the program is working for you! Let HACC know about your success.

Check the sample website to see what the site looks like to the end user.

Go to <http://www.employeemail.com/dartmouth>. User name is: hanover and the password is: jqte7!

Please note the user name and password are case sensitive and are all lower case.

Please contact the HACC office during office hours if you want to gain access to the information and do not have a computer.

How does the site work?

- Potential customers use the **D'Perks** search function to identify businesses offering discounts on what they want to buy.
- Customers find your name and click to discover your discount/promotion on your web page. Your program web page can simply state your discount information. Based on experience, most local merchants will have customers visit to secure the discount. However, if you have a website that allows direct web purchasing, your page will contain a direct hard link to your website
- If you have web purchasing, you will need to have one of the following:
 - a. Set up the payment of an item with the discount already calculated in the final price;
 - b. Use a promotional code to activate the discount.Either way, you will set up the **D'Perks** deal the way you want.
- If you have web purchasing, once the customer buys the item, you will receive an email from *the site*, letting you know that a purchase has been made.
- Then, you go to your site and take the appropriate steps to complete the sale.
- Note: On line purchases are authenticated by an employee's/staff's/faculty's organization ID address- The email extension will note either @dartmouth.edu or @hitchcock.org

What if I do not have a website?

- HACC can either direct you to members who build sites; or direct out-of-town employees to your name, address, phone and email to complete the sale.

What support does HACC provide?

- HACC has a person on staff dedicated to work with you every step of the way during the workday.
- After normal business hours, HACC has:
 - a. A dedicated phone number is available for you to reach the website host, if you have immediate concerns. *The webhost company* can be reached from 8:00 am - 9:00 pm EST at 866-953-8800 or at workstreamdiscounts@employeemail.com

- ❑ HACC communicates regularly with you (the vendor) and Dartmouth and DHMC employees.
- ❑ HACC has been assured by Dartmouth and Dartmouth-Hitchcock that they will place **D'Perks** information:
 - a. In their orientation materials
 - b. In email blasts, when appropriate
 - c. In monthly communications to announce specials
 - d. Provide a website launch for easy access from employee's computer
 - e. Provide printed materials for those not comfortable on the computer

What is this going to cost me?

Absolutely Nothing!

What HACC has told your current or potential shoppers!

FAQs (Frequently Asked Questions)

Q. What if I want to go into a store and see what I'd like to buy?

A. Go! Participating local businesses would love to see you. Just bring your Dartmouth/DHMC ID to qualify for the discount wherever they see the **D'Perks** icon.

Q. How does the "system" know I am a Dartmouth employee?

A. If you use the website, the system automatically identifies you without an ID. If you go in person, your ID will be the key to getting your discount.

Q. I do not use a computer. Am I still eligible for the discounts?

A. Of course. To order a written copy of **D'Perks** discount program details and a list of participants, call HACC: 603-643-3115 or email hacc@hanoverchamber.org

We look forward to receiving your D'Perk\$ form either by completing the attached or by going to www.hanoverchamber.org, click on Membership (left side bar), click on D'Perks, scroll down for the form and information and filling out the form.