



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

## **D'Perk\$**

### **Dartmouth College and Dartmouth Hitchcock Medical Centers Employee Discount Program**

#### **What is D'Perk\$?**

This Dartmouth College/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 *15,000+ employees*. This program is managed by the Upper Valley Business Alliance (UVBA) and its partner and program website host company.

#### **Marketing Statistics:**

- Targeted audience of 15,000 + employees and their families all throughout New Hampshire and Vermont, over 60,000 total users.
- Average annual household income is over \$100,000.
- D'Perk\$ website receives 139,127 hits annually.

#### **What is in it for you?**

- You will get your company information in front of a targeted audience of 15,000 + employees and their families all throughout New Hampshire and Vermont.
- You will attract local Dartmouth College and DHMC shoppers into your 'store' with regular discounts or promotions so you can keep them coming back.
- You can list your company promotion in several searchable categories that includes your logo and company description.
- You may change your promotion or discount at anytime and as many times as you like.
- You will receive a **D'Perk\$** decal to display on your door 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.

To register your business, email [dperks@uppervalleybusinessalliance.com](mailto:dperks@uppervalleybusinessalliance.com). You may also telephone 603-448-1203 with any questions.

## How does the site work?

- Potential customers use the **D'Perks** search function to identify businesses offering discounts on services and purchases.
- If you have web purchasing, you will need to have one of the following:
  - Set up the payment of an item with the discount already calculated in the final price;
  - Use a promotional code to activate the discount (such as dperks or other).
  - 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/service, you will receive an email from *the D'Perks site*, letting you know that a purchase has been made.
- 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
- Our vendor agreement stipulates that our vendor will provide deals on national brands on this site that may directly or indirectly compete with local businesses.

## Program Requirements:

- You must include all Dartmouth/DHMC employees for any promotion or discount you offer.
- 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 31<sup>st</sup> 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 31<sup>st</sup>.
- 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 UVBA know about your success.

## What support does UVBA provide?

- UVBA has a person on staff dedicated to work with you every step of the way during the workday.
- UVBA communicates regularly with you (the vendor) and Dartmouth and DHMC employees.
- Dartmouth College and Dartmouth-Hitchcock promote **D'Perks** information to their employees:
  - In their orientation materials
  - In email blasts to employees
  - In monthly communications to announce specials
  - Provide a website launch for easy access from employee's computer
  - Provide printed materials to employees through Human Resources