

## UFA 4-H Loyalty Discount Program Helps Members Save

The Winfield 4-H Gait Riders were excited to have Lisa Dunn, UFA Member Experience Representative come to their recent club meeting to launch the new UFA 4-H Member Loyalty Program and to talk about UFA's current Legacy Builder sponsorship of Alberta 4-H.

The 13 club members plan on using their 15% discount to purchase new riding helmets and equine supplies from their local UFA store.

"I am very excited to receive 15% off from UFA! This means we save money on our club supplies such as riding helmets. This opportunity will also mean that there is more money for new activities and horse riding clinics" one 4-H member stated.

"We developed this 4-H loyalty card to help give the members a leg up as they learn and lead", said Lisa Dunn, ME Representative, UFA. "It's been a great night of 4-H club engagement. I'm very proud that UFA is able to help enhance the program's overall effectiveness and that all the great things about the 4-H benefit are amplified all the way down to the club level."



Lisa Dunn – UFA Member Experience Representative with 4-H members: Brea Ellis, Brittany Ellis, Shelby Ellis, Mikayla Maciborski, Geneva Rodin, Jayme Russell, Jessica Russell, Jennifer Thompson, Jenna Smawley, Meghann Smawley. Missing: Lynnette Allemand, Megan Tanasiuk, Robyn Tanasiuk

The new 4-H Member Loyalty Program launched on September 30, 2011 and provides all 4-H members a 15% discount on more than 2,600 items. Members are encouraged to check with their local UFA Store Manager to see what additional items may apply.

Members that have not received their card yet can encourage their 4-H leader to arrange to have a UFA Member Experience (ME) Representative and a local UFA Store Manager come to meet with their club and present the loyalty program, answer questions and distribute the cards. Or, alternatively, members can visit their local UFA Farm and Ranch Supply store to pick up their new discount card.

Has your club received their UFA 4-H Loyalty cards? Get a photo of the presentation and post it to the Alberta 4-H Facebook Page! More information regarding this program and UFA contact information can be found here:

[http://www1.agric.gov.ab.ca/\\$Department/deptdocs.nsf/all/4h1080/\\$FILE/PR\\_UFALoyaltyProgram.pdf](http://www1.agric.gov.ab.ca/$Department/deptdocs.nsf/all/4h1080/$FILE/PR_UFALoyaltyProgram.pdf)