

faithHighway Customer Rewards Program

faithHighway has been working hard to add tools and features to help your ministry reach people online. We also understand the financial challenges the church is currently facing. We're happy to announce our **Customer Rewards Program!**

The Customer Rewards Program makes it easier for your church to keep up-to-date with the latest tools, features and graphics- ultimately resulting in your effectiveness in reaching more people!

What is it?

The Customer Rewards Program gives you great benefits for doing what you're already doing: using your faithHighway website! You gain credit for a new website for your church just by using the tools and features that you are currently using!

How it works

For every year you're a faithHighway customer, you earn a reward credit, starting at 25% after your first year and 50% after your second year...and so on! You can redeem your reward credit for a new website with faithHighway for up to 100% of the original scope of your site (based on your signed, previous scope of work for your current site)

after 1 year

25%

after 2 years

50%

after 3 years

75%

after 4 years

100%

So if your church bought a \$2000 website and it's been 3 years since your site was designed, you receive 75% of that \$2000 towards a new site! That's \$1500 that you won't need to worry about to keep your site looking and functioning with all the latest and greatest faithHighway has to offer that you can invest in reaching more people!

Get started now!

Space is limited and we can only offer this rewards program to 20 faithHighway customers per month, so if you're ready to apply your credit towards a new site, call us at 877.703.2484 and press 1 to speak to someone or email your CRM for details.

Terms & Conditions:

- credits are limited to redesigns only
- credits are non-transferable
- credits are calculated as a percentage of the total scope amount of the latest website scope completed.

How is my Credit Earned calculated?

The Credit Earned percentages are based upon the following:

1. Tenure, determined by the original site deposit date. For example, today is October 12, 2011. If a client has been a customer with faithHighway since August 2008, they are in the 3 year tier, and earned a 75% credit towards a new website.
2. Credit amount is based on the previous scope of work, as outlined on the signed scope of work. For example, that same client, who has been with us since August 2008, had an original scope of work was \$4,000 for website services. So their 75% credit is worth \$3,000 to be applied to a new website.

Is this retroactive?

Yes. It goes back to the most recent signed scope of work on record. Once a client takes advantage of their Credit Earned, the time will reset based upon the newest scope of work date.

How many clients can take advantage of this?

All active clients who are paying the recurring software license fee and are current on their bills. This will not be extended to those who are past due.

Since this is retroactive to when a client started with faithHighway and to ensure an excellent production experience, this will only be available to 20 customers per month on a first-come, first-serve basis. If we fill up all 20 openings in the first week, then clients will have to wait to the start of the following month to begin.

How does a client get started?

Since we are limiting this to only 20 per month, and the process does require both a Site Architect and Designer to create a full scope of work, we require a \$300 non-refundable deposit per site. This confirms that you are serious, since we are limiting the number, we do not deprive a client who really wants a new website with someone who is not.

If you have a balance (the new scope of work exceeds the credit earned), then we will apply the \$300 towards the balance. If you do not have a balance (meaning that the credit earned exceeds the new scope of work), then we will apply the \$300 towards a Non Website Service, such as Identity/Logo, Branding, Marketing, Print Design/Fulfillment, Social Media Marketing, SEO Services and/or IgniteCRM.

What services can I apply my earned credit towards?

Although we offer an array of design, marketing, and technology services, the Credit Earned is only applied to a new website, which includes the following: Site / Design Architecture, Programming, Page Construction, Website Graphics (static and flash elements), Features & Tools, and Modular Plug-ins. This does not apply to third-party software applications (such as DonateLINQ, Custom Miva Development, etc.) or if there is extensive custom database and/or software development.

I do not want a new website. Can I apply my credit towards upgrades and tweaks?

No. Credit Earned based upon the scope of work of one site must be applied towards a new site. This can be subject to management's approval based upon the proposed scope of work for the new website.

What if I have a balance?

We will apply the \$300 deposit toward that balance and develop a reasonable, interest free payment plan.

For more FAQs, visit www.faithHighway.com/CustomerRewardsProgram