

Wedding Saviours™

Membership Information for Wedding Professionals & Business Partners



...Making the world a better place, one wedding at a time!

1. Giving-Circle Team Member

Why a Giving-Circle Team Member?

Being part of a Giving-Circle Team is a rewarding experience as it is the ultimate way to pay-it-forward to a couple and your community in the ways that comes naturally to you. It has a strong impact on your clients when they learn you are part of the team that is scattering goodwill across their community AND helping a couple in need; it graciously suggests the morals and ethics your business adheres to and allows them to trust you immediately. These members are ranked highest in the Directory because of their willingness to completely pay-it-forward with their product/service to make the winning couple's wedding day complete. Even more, as the result of your group's social networking efforts while facilitating the contest, you will generate an organic growth of SEO (search engine optimization) to propel WeddingSaviours.ca and all those hooked into its remarkable power. Giving-Circle Team Members are the *heart* and *soul* of Wedding Saviours and therefore rank highest, receive more features and benefits, and pay the lowest rate.

This is a great opportunity for a business looking to gain face value in their community, forge strong relationships with relevant vendors in their area and greatly increase their online footprint while enhancing SEO. Your Splash page states your level of commitment to community and allows for multiple links headed back to multiple pages on your site, two images, and cross over content which is vital when working toward boosting your online relevance. You also have the opportunity to contribute content to the Wedding Saviours blog four times throughout the year which is a great way to make announcements, introduce new product or again cross over content from your site. Your winning couple will also insert 2 blogs about their experience with your company; once during the planning process and secondly as a public "thank you" to your company for the contribution with a photo from the wedding day and link. As part of a Giving-Circle Team you will also be listed under two videos posted on YouTube and will have two photos with links posted in our wedding album on Facebook. With listings on Facebook and YouTube, we further increase your online presence by utilizing the awesome power that stems from imprinting your information on relevant, powerful sites. Your group also receives a "Team Page" that lists the members contributing to your wedding event; it remains in place for one year following the wedding and provides a direct link to your website. Following the wedding event, this page will also display the video/slideshow (posted on YouTube) featuring the many contributions donated to the winning couple. There is no other Wedding Directory that creatively displays your CSR (corporate social responsibility), enhances SEO, provides opportunity to build relevant relationships both online and in your community, showcases your product/service by increasing your online footprint, and fills you with a sense of pride for being part of something so wonderful.

Requirements of a Giving-Circle Team Member

- \$100 Membership fee Ranked highest in the Wedding Directory (this is a one year listing although your name will remain on the team page for one year following the wedding event)
- Pay-It-Forward with product/service to winning couple (\$200 minimum retail value)
- Establish a reciprocal link with a “proud to be a Wedding Saviour” button on your website
- Facebook page set to “like” Wedding Saviours fanpage
- Twitter account set to follow Wedding Saviours
- Establish yourself as “friends” with Wedding Saviours on YouTube or subscribe if you don’t have an established channel
- “Share” Wedding Saviours videos with your social network
- Contributions must satisfy your Team’s needs in your category or split with competing vendors in your category. (example: flowers can be provided by one vendor or split between multiple vendors and broken down by category: ceremony, bridal party bouquets/boutonnieres , reception)
- Volunteer to:
 - Facilitate the contest/wedding in accordance with WS guidelines (example: sit on selection panel, manage media, serve food at wedding, setup/clean up, etc.)
 - Create a free wedding day that EVERYONE on your team will be proud of

Features and Benefits of being a member of a Giving-Circle

- ✓ Rank highest among vendors in the Wedding Directory
- ✓ Listing is tagged with a Gold star to identify your level of Membership/Giving, with a thumbnail (linked to splash page), direct link to your website + email option + details
- ✓ Within your category, listing is ranked in order of contribution – the more you give, the higher you rank
- ✓ Splash page including:
 - 200 words in text to provide cross-over content + 2 images of your choice
 - Up to 5 links to send back to various pages on your site
 - Link/icon leading to Team Page with item contributed
 - “Like/share” buttons for social media
- ✓ Additional listing in the contest section on your Team’s Page in the contest (ranked according to the retail value of contribution to the free wedding)
- ✓ Additional listings under 2 videos on YouTube (launch video + final wedding event video)
- ✓ Photo and logo appear in slide show on the Team page following the wedding
- ✓ 2 Product photos displayed on Facebook page following the wedding with business name and link
- ✓ 2 blog entries provided by winning couple with links (1. during planning 2. following wedding)
- ✓ Vendors welcomed to insert video/blogs/named images with cross-over content (maximum 4)
- ✓ Directory is searchable by category, province, city
- ✓ Community exposure of CSR through the popularity of project
- ✓ Building solid relationships with relevant vendors
- ✓ Option to establish an item in the Auction Centre at any time for \$35

2. Auction Member

Why become an Auction Member?

For members not able to afford the time commitment required to participate in a Giving-Circle and/or to completely pay-it-forward with their product or service, this is a great way to become involved. Your membership still supports our socially responsible movement and your company benefits from the features that come from showcasing your business in our Directory. Your membership fee allows Wedding Saviours to provide structure to the contest module and is what allows new Giving-Circles to emerge and thrive in additional communities, ultimately spreading even more goodwill.

By tapping into the organic SEO created by the Giving-Circle contests and featuring an item in the Auction Centre, you broaden your online footprint, showcase a product in our public forum and display your commitment to social responsibility. Your Splash page allows for multiple links headed back to multiple pages on your site, images, and cross over content which is vital when working toward boosting your online relevance. You also have the opportunity to contribute content to the Wedding Saviours blog throughout the year which is a great way to make announcements, introduce new product, and again cross over content from your site. The auction process allows you to move product in and showcases your item with additional links and social sharing features. Although proceeds are being paid forward to Wedding Saviours and a Charity of the high bidder's choice, you will recuperate your cost for the product/service, an additional listing on the website during the time of the auction, a shout-out on the Facebook fanpage and a "thank you" note on the blog. With a listing notice on Facebook you once again increase your online presence by utilizing the awesome power that stems from imprinting your information on relevant, powerful sites. As an Auction Member you will be subscribing to our pay-it-forward philosophy because with every membership purchased, an art kit is sent to a children's hospital. Giving the gift of creativity to a child or youth in a dark time is a meaningful gift and one you can be very proud of. There is no other Wedding Directory that creatively displays CSR, enhances SEO, increases your online presence by featuring your product/service in the public eye, and fills you with a sense of pride.

Requirements of an Auction Member

- \$200 one year Membership (Includes a Pay-It-Forward product - Art Kit sent to Sick Kids Hospital -\$50 value)
- Provide a product/service at cost for Wedding Saviours Inc. to auction
 - Minimum 60% off suggested retail price – minimum \$100 retail value (this amount is paid out to you following the sale of item and customer confirms receipt of email certificate)
 - May offer multiple of same offer (maximum 5) with a "buy now" price
 - Proceeds are split 50/50 between Wedding Saviours and high bidder's choice of charities listed from our Charity Directory
 - High bidder receives an email certificate to print and arranges receipt of product/service directly with the vendor
- Establish a reciprocal link with a "proud to be a Wedding Saviour" button on your website
- Facebook page set to "like" Wedding Saviours fanpage
- Twitter account set to follow Wedding Saviours
- Establish yourself as "friends" with WS on YouTube or subscribe if you don't have an established channel
- "Share" Wedding Saviours videos with your social network
- Member is responsible for the delivery of item(s) auctioned

Features and Benefits of being an Auction Member

- ✓ Ranked 2nd highest in the Wedding Directory (this is a one year listing)
- ✓ Listing is tagged with an “auction icon” identifying level of Membership/Giving, a thumbnail (linked to splash page), photo/logo, direct link to your website + email option
- ✓ Splash page including :
 - 150 words to provide cross-over content
 - 2 images of your choice
 - Up to 3 links to send back to various pages on your site
 - “Like/share” buttons for social media
 - “Auction Icon” linked to your item in the Auction Gallery (sold sign appears once item has been sold)
- ✓ Auction Gallery Page with:
 - Description + image of item for auction
 - Link to website and email option
 - “Like/share” buttons for social media
- ✓ Auction product page will cycle through the WS Facebook fan page with website or Facebook page information
- ✓ Within your category, listing is ranked in order of contribution – the more you’ve earned for charity, the higher your rank
- ✓ Vendors welcomed to insert blog/video/named imaged to cross-over content (4 x per year)
- ✓ Directory is searchable by category, province, city
- ✓ *additional items can be auctioned for \$35*

3. Supporting Business Member:

Why become a Supporting Business Member?

For members not able to afford the time commitment required to participate in a Giving-Circle nor have it in their budget to pay-it-forward with the proceeds to auction an item, this is a great way to still be involved with our social movement. Your business will still share many of the benefits that stem from being listed in the Directory. Your membership plays a vital role in supporting the contest module which allows new Giving-Circles to emerge and thrive in additional communities, ultimately spreading even more goodwill. By supporting these contests you help to propel the organic growth of SEO that broadens everyone’s online presence and displays your commitment to social responsibility at the same time.

Your Splash page allows for multiple links, images, and cross over content which is vital when working toward boosting your online relevance. You also have the opportunity to contribute content to the blog and make announcements, introduce new product, or again cross over content. As a Supporting Business Member you will still be subscribing to our pay-it-forward philosophy because with every membership purchased, an art kit is sent to a children’s hospital. Giving the gift of creativity to a child or youth in a dark time is a meaningful gift and one you can be very proud of. There is no other Wedding Directory that creatively displays your CSR, enhances SEO, showcases your business by increasing your online presence, and fills you with a sense of pride for the goodwill you have brought to your community.

Requirements of a Supporting Business Member

- \$165 one year Membership (Includes a Pay-It-Forward product - Art Kit sent to Sick Kids Hospital -\$50 retail value)
- Establish a reciprocal link with a “proud to be a Wedding Saviour” button on your website
- Facebook page set to “like” Wedding Saviours fanpage
- Twitter account set to follow Wedding Saviours
- Establish yourself as “friends” with Wedding Saviours on YouTube or subscribe if you don’t have an established channel
- “Share” Wedding Saviours videos with your social network

Features and Benefits of being a Supporting Business Member

- ✓ Directory listing with thumbnail icon linking to splash page + link to website + email option (this is a one year listing)
- ✓ Splash page with:
 - 100 words to provide cross-over content
 - 1 image of your choice
 - Link to website
 - “Like/share” buttons for social media
- ✓ Vendors welcomed to insert blog/video/named imaged to cross-over content (4 x per year)
- ✓ Listed alphabetically (reversed yearly)
- ✓ Directory is searchable by category, province, city
- ✓ Option to establish an item in the Auction Centre at any time for \$35

Notes: it is understood that not all members will have Facebook, twitter and YouTube accounts established but it is expected that members will have a website with a reciprocal link in place. It is also expected that members will share team videos and content with their established network.

Pay-It-Forward Market Place ...COMING SOON!

In the near future, Members will have the opportunity to make direct sales in the *Pay-it-Forward Market Place* in a creative way that benefits the charities listed on our site. For every purchase made a product is sent to a worthy cause.

Example 1: \$150 gold wedding band is purchased with a suggested item to send = Sleeping bag sent to homeless shelter

Alternately, customers can choose a specific charity when cashing out from our Charity Directory to send an amount equal to the wholesale cost of the sleeping bag. (Approximately 10%)

Example 2: \$150 gold wedding band is purchased = \$9 to “Wild life Animal Sanctuary of Pickering”

- Rental fee to maintain a location in the market place
 - \$25/month based on a 1 year contract or
 - \$45/month based on a 6 month contract or
 - \$100/month based on a 3 month contract

Includes:

- Home page in Pay-It-Forward Market Place with small icons of products available – maximum 10 items
- 15% of product sales goes to WS for arrangement of Pay-it-forward Item (includes item/amount paid)
- Facebook “Like/Share” features at bottom of Home page
- Facebook “Like/Share” features at the bottom of each product page
- On each product page, three other “see other items for sale by vendor” appear at the bottom of the screen
- Charity indicator box at purchase point with suggested Pay-it-forward item OR Charity of choice option.
- Market place icon indicator is placed beside vendors in the directory so people will know they have a spot in the market and can link to it directly
- Market Place page is also be linked from a vendors splash page and/or auction page
- Merchant is responsible for the delivery of any sold items. The customer will receive a print out certificate at the point of sale.