

U.S. CORPORATE PROGRAM

Help your employees get the most out of their Corporate Card



## What is the Card Member Engagement Toolkit (CMET)?

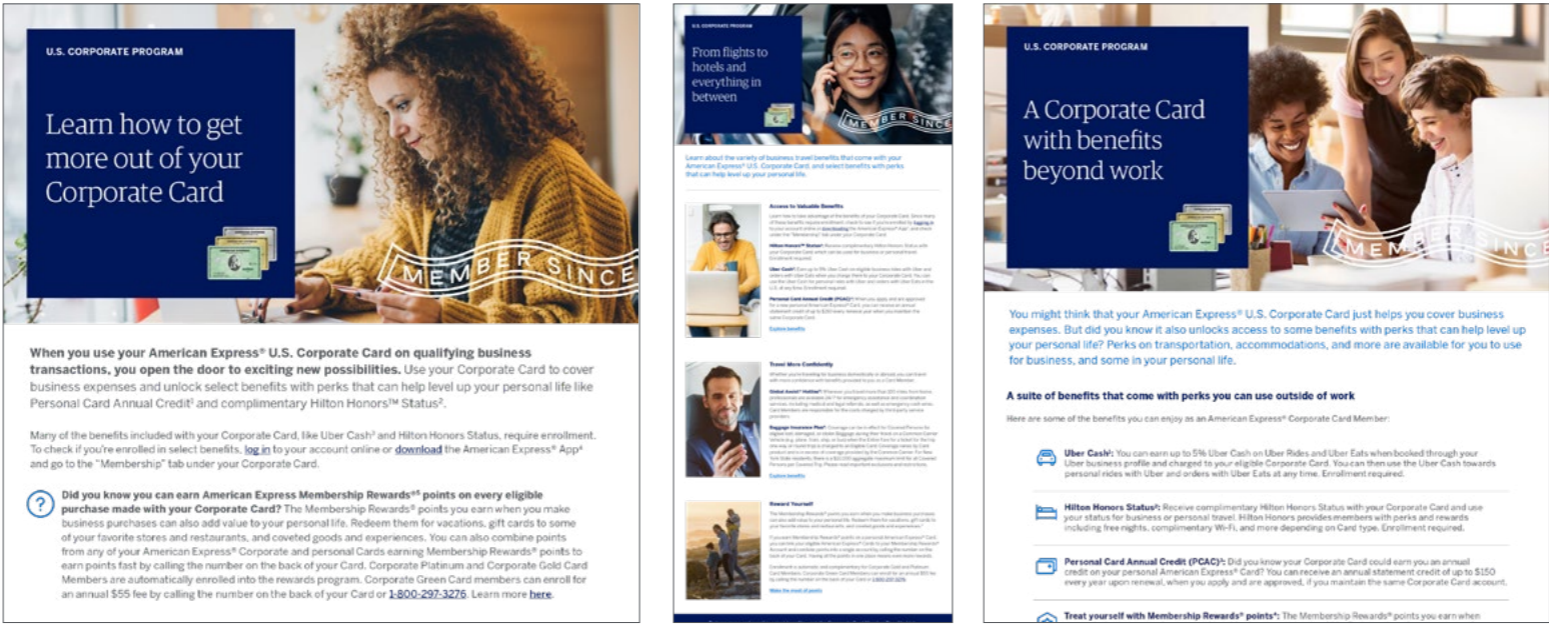
A library of turnkey assets that helps you educate your U.S. Corporate Card Members on travel perks and some benefits they can use in their personal life.

These assets provide you with the flexibility to customize a program that best fits your company's internal communications style and channels, reaching your employees wherever they are. We encourage you to use assets where and when you see fit, sharing just a few or all of them over the course of a few days, weeks, or months. These files are not editable, but the way in which you implement the assets is up to you.

Please note, there are separate assets designed for companies who participate in the Membership Rewards® program<sup>1</sup> and those who do not. You will find them on two different tabs in the Corporate Card Resource Library, so ensure you've downloaded the correct version for your program.

## What's included in the Toolkit?

### ONE-PAGERS:

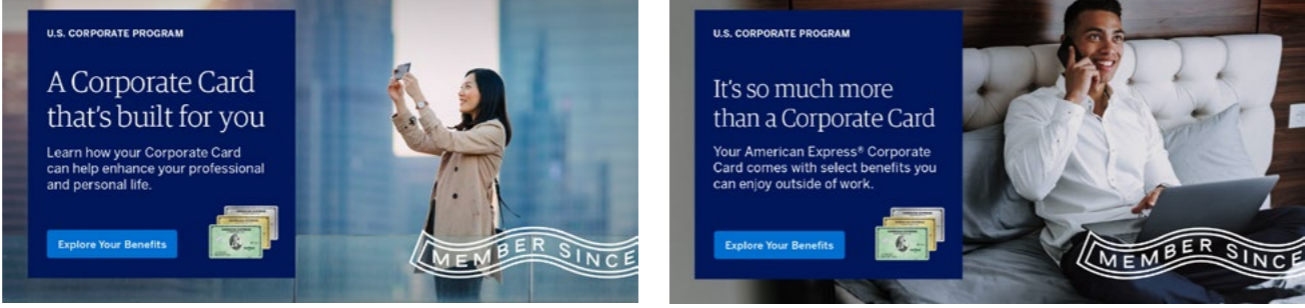


These PDF one-pagers provide an overview of the benefits that come with your employee's Corporate Card. They are great for introducing them to the program, especially when onboarding new hires or reminding current employees.

### HOW YOU COULD USE THESE:

These assets are good for long-form explanations and channels where your employees have more time, such as email, intranets, and other employee resource centers. We've learned they're most effective when combined with other assets that can serve as reminders.

### BANNERS:

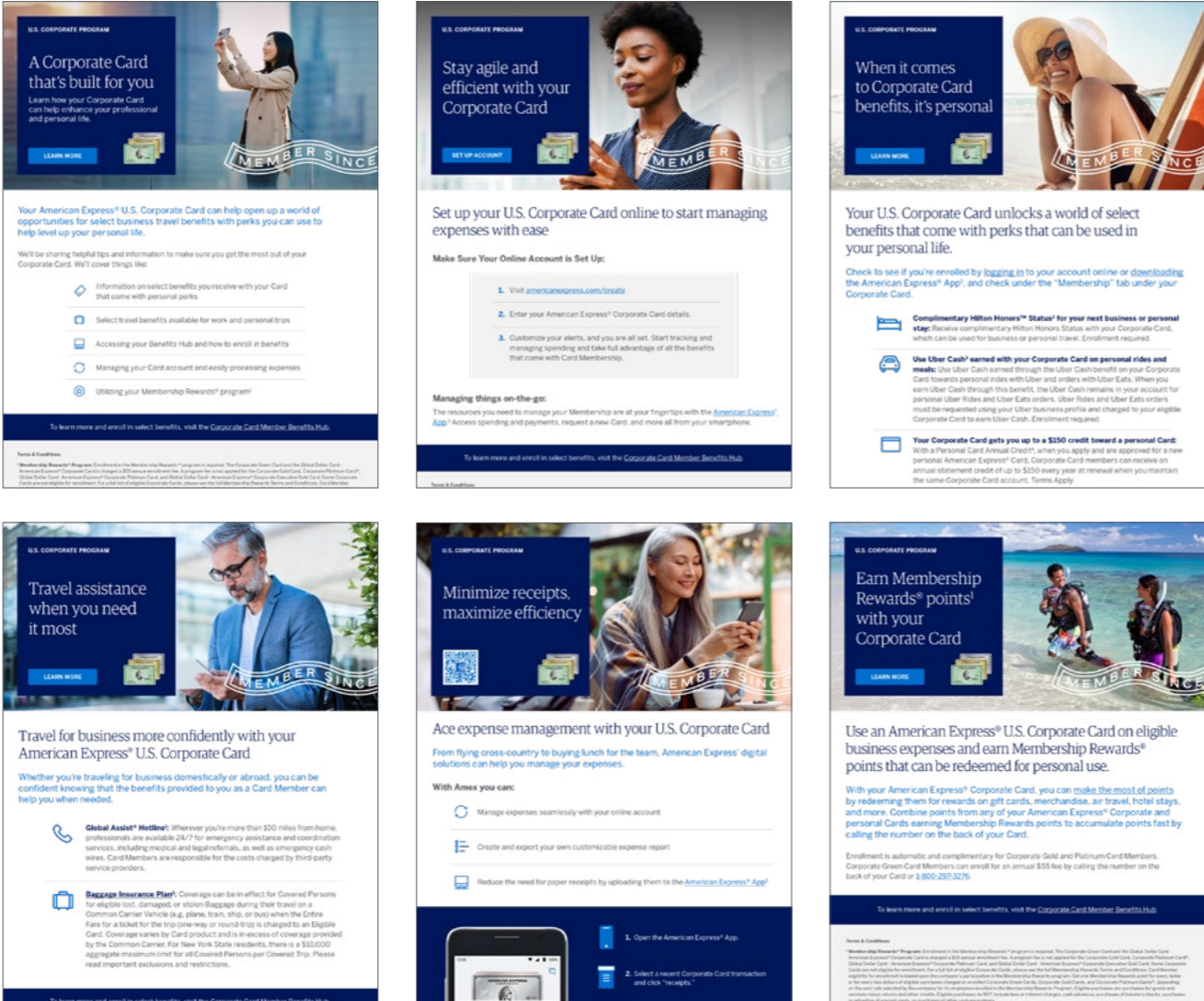


These eye-catching visual assets can encourage your employees to learn more about their Card and drive them to the Corporate Card Member Benefits Hub to access information about the program.

### HOW YOU COULD USE THESE:

The banners are best suited for quick, informal communication such as internal social channels, including Slack, Yammer, and Teams. They can also be inserted in any company newsletters, intranet pages or other internal publications that have banners.

### CAMPAIGN:



The campaign includes 5-6 content modules (dependent on Membership Rewards® participation) designed to be used as a sequential series. Each module provides an in-depth look at a single Corporate Card benefit.

Topics covered:

- Overview of the campaign — useful when kicking off a series
- How to set up their Card's online account
- Perks and benefits they can also use in their personal life
- Travel assistance and support
- Tools to manage and process expenses
- Ways they can utilize the Membership Rewards® program (if applicable to your program)

### HOW YOU COULD USE THESE:

The complete series is great on internal social channels. However, these assets are flexible enough to be combined in different ways or sent as standalone communications in almost any channel.

## What are some ways to engage employees?

- Send a one-pager as an email attachment and then follow up with a banner via employee social channels to serve as a reminder
- Launch the campaign by sharing one content module every day over the course of one week on an internal social channel
- Post one-pagers in your employee resource center
- Attach a banner to your next employee newsletter
- Send a communication once a quarter using a combination of one-pagers and campaign assets

You can download each asset by visiting the Card Member Engagement Toolkit section of the Corporate Card Resource Library. Return to the Corporate Card Resource Library to stay up to date on the newest material available to you. [Go Now.](#)

Terms and Conditions

<sup>1</sup> Individual Membership Rewards® Program:

Enrollment in the Membership Rewards® program is required. The Corporate Green Card and the Global Dollar Card - American Express® Corporate Card is charged a \$55 annual enrollment fee. A program fee is not applied for the Corporate Gold Card, Corporate Platinum Card®, American Express® Corporate Platinum Card, and Global Dollar Card - American Express® Corporate Executive Gold Card. Some Corporate Cards are not eligible for enrollment. For a full list of eligible Corporate Cards, please see the full Membership Rewards Terms and Conditions. Card Member eligibility for enrollment is based upon the company's participation in the Membership Rewards program. Get one Membership Rewards point for every dollar or for every two dollars of eligible purchases charged on enrolled Corporate Green Cards, Corporate Gold Cards, and Corporate Platinum Cards®, depending on the earn rate selected by the company for its employees enrolled in the Membership Rewards Program. Eligible purchases are purchases for goods and services minus returns and other credits. Eligible purchases do NOT include fees or interest charges, cash advances, purchases of travelers checks, purchases or reloading of prepaid cards, or purchases of other cash equivalents.

Terms and Conditions for the Membership Rewards® program apply. Visit [membershiprewards.com/terms](#) for more information. Participating partners and available rewards are subject to change without notice.

The value of Membership Rewards points varies according to how you choose to use them. To learn more, go to [www.membershiprewards.com/pointsinfo](#).

© 2023 American Express Travel Related Services Company, Inc.