Merchant Benefits

EPC? RER CAMPUS INFLUENCE

- The Northern Illinois University OneCard is used on campus as a form of identification and to access buildings, check out books from the library, and is the way to pay for both dining and retail purchases.
- Merchants in the NIU community have the unique opportunity to participate in a campus program that inspires student spending by accepting Huskie Bucks as a form of payment. Parents are able to fund their student’s account with peace of mind while students are encouraged to visit new local businesses.
- High demand for off-campus Huskie Bucks use drives NIU to expand the program to additional locations.

ADVERTISING FOR YOUR BUSINESS

- Participating merchants will be featured on marketing materials distributed directly to students and displayed prominently around campus.
- Gain exposure through OneCard communications across campus and promote future spending at locations that accept Huskie Bucks.
- Benefit from access to the exclusive Huskie Bucks account marketing channels that would not be available without your participation and investment in the Huskie Bucks program.
- Customized, In-store Signage for door, window, and point-of-sale will highlight your business and let the NIU community know you accept Huskie Bucks and that you’re a campus partner.

HUSKIE BUCKS SETTLEMENT & REPORTING

- Daily reimbursement via direct deposit (ACH) into your checking account for Huskie Bucks account transactions
- Detailed monthly statements of your account activity and sales for the month
- Access to online portal to run reports on transactions and deposits and see monthly statements at any time

GET THE COMPETITIVE EDGE

- The Huskie Bucks program is a great way to boost traffic, build customer loyalty, and increase the patronage of NIU students, faculty, and staff.
- By accepting Huskie Bucks your business offers added convenience and encourages a growing partnership with students, faculty, and staff.
- Students using their student ID nationally spend 25-35% more on each transaction as compared to using cash or credit. Your business benefits from larger ticket sales.
- Students value and support businesses that become a part of their campus community.

A SELECTED BUSINESS

You have been selected by NIU based on student requests to join the program. Student demand is a strong indicator of the success of this program. We look forward to helping you increase your customer base and sales through Huskie Bucks.

TO JOIN THE NORTHERN ILLINOIS UNIVERSITY HUSKIE BUCKS PROGRAM OR FOR FURTHER INFORMATION, PLEASE CONTACT ZACH GRIFFEY:

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