

**Looking for the details on LoveShare? We are happy to answer all of your questions. If you don't find the answers here, please call or email us!**

**What is the cost to participate?**

Great news! There is NO COST to participate.

**What is CSR and why is Visit Fairfax launching LoveShare?**

CSR, or Corporate Social Responsibility, is a trend that is sweeping the nation. It basically is a means for businesses to “give back” in some way. LoveShare is the first countywide CSR program for the tourism industry. LoveShare will benefit our nonprofit partner, Cornerstones, by raising awareness for the important work that Cornerstones is doing. To learn more about Cornerstones, visit <http://www.cornerstonesva.org>. To learn more about CSR programs, visit <http://projectROI.com>.

**How long will the LoveShare program run?**

As the first countywide CSR program, the LoveShare program has no official end date. You may, however, opt in or opt out at any point in time. In order to maintain consumer trust, we do ask for offers to be available a minimum of 60 days.

**What is the deadline for participation?**

While there is no official deadline by which you must provide an offer, you will want to make sure that your offer is in place by November 15<sup>th</sup> to take advantage of the first wave of marketing for the program. After that date, you may still create new offers or update your offer.

**Are there limitations on the type of offer?**

No! In fact, we encourage you to get creative. We only ask that the offer include some sort of value-added or discounted element, ideally one that is exclusive to LoveShare. Since this program is primarily aimed at our own local residents, consider offering “a little something extra” for our own local folks in the New Orleans tradition of “Lagniappe.” Lagniappe (pronounced LAN-yap) is the New Orleans tradition of providing a little something such as a free dessert at a restaurant, an extra scoop of ice cream, a treat under the hotel pillow, or an added wine or beer in a tasting menu – specifically for locals only. Keep in mind that the offers

that are the most engaging or creative will capture the most attention and attract the most consumers.

### **Can I place restrictions on my offer?**

Yes! If you prefer not to have additional business over a particular time period, you may include restrictions on your offer (example, specific days of the week). Or, you could determine different rates or offers for mid-week versus the weekend. Remember that you can always update your offer seasonally as well.

### **How will my offer be redeemed?**

The LoveShare program is quite simple. Consumers will download a free app. The offers, including yours, will be listed on the app. The consumer simply shows the app on his or her phone to your team member to redeem the offer. There is really very little that your team member needs to do with the offer other than to be familiar with it. But, one of the best aspects of the LoveShare program is that your team members will see your business as wanting to help Cornerstones and make a difference in the world. Visit Fairfax will help you leverage this benefit by providing information on Cornerstones that you can share with your team.

### **What if I no longer wish to extend my offer?**

Simply let us know that you'd like to amend, replace, or discontinue your offer. Until, however, your offer has been removed, we ask that you honor it for consumers who request it.

### **How will LoveShare be promoted?**

Both Visit Fairfax and Cornerstones will be promoting LoveShare through advertising, public relations, and our own distribution channels such as website and social media. Cornerstones has an extremely loyal following of consumers who admire their work and like to support them. The advertising outreach will be primarily directed at local residents to encourage them to visit local businesses who give back to their own Fairfax County community.

### **How do I participate?**

Simply go online to our signup page at <http://www.FXVA.com/LoveSharePartner> and let us know what your offer is. Or, if you prefer, fill out our response form ([download it here](#)) and send it to us. We'll be in touch to make sure that we have all of the assets needed to showcase your business.

### **What about my additional questions?**

Call us! We're here to answer any questions you have or to help brainstorm ideas for an offer. Please call or email our team to let us know how we can help:

Jackie Franchi	<a href="mailto:jfranchi@fxva.com">jfranchi@fxva.com</a>	703-752-9506
Patrick Lennon	<a href="mailto:plennon@fxva.com">plennon@fxva.com</a>	703-752-9504
Ali Morris	<a href="mailto:amorris@fxva.com">amorris@fxva.com</a>	703-752-9505

Thank you!

-Your friends at Visit Fairfax  
[www.fxva.com](http://www.fxva.com)