



myDinova Invitation Email

Sending an internal email inviting your employees to register for myDinova truly is one of the most effective ways to increase cardholder participation in the Dinova program.

Remember, the more engaged your cardholders are, the more motivated they will be to choose to eat at Dinova restaurants, and the more your rebate will grow.

Here's a sample email invitation that other companies have used. Simply copy the text, paste it into a fresh email, and send it to your cardholders.

To kick the effectiveness of this invitation up a notch:

- 1) Customize the message to reflect your company's communications style; and
- 2) Be strategic about who you send the email to – focus specifically on targeted cardholder audiences who actually expense business meals. For example, although this text is aimed at traveling “road warriors,” you could send a slightly tweaked version to executive admins or field service reps who frequently order catering.

EMAIL SUBJECT LINE:

[YOUR COMPANY NAME] Travel Benefit: myDinova Rewards

EMAIL BODY HEADLINE:

[YOUR COMPANY NAME] Travelers Eat for Free with myDinova Rewards!

EMAIL BODY CONTENT:

[COMPANY NAME] travelers are invited to register with myDinova for reward points when dining out for business. The Dinova marketplace includes more than 18,000 restaurant locations across the United States.

How does myDinova work?

When you register with the points-based rewards system myDinova, you can build reward points each time you dine out for business. Every time you dine in a Dinova marketplace restaurant, you save [COMPANY NAME] money and you can benefit, too.

What's the benefit for me?

Not only does [COMPANY NAME] save money when you dine in a Dinova marketplace restaurant, you get personal rewards at the same time. Every expensable dollar you spend earns you one point.

Take a moment to register, check out the restaurant gift cards you can earn, and then search the marketplace to see the Dinova restaurants in your top dining destinations.

CALL TO ACTION:

REGISTER NOW

[INSERT YOUR COMPANY'S CUSTOM MYDINOVA REGISTRATION URL – AVAILABLE FROM YOUR DINOVA ACCOUNT SUCCESS MANAGER]

[NOTE: <https://my.dinova.com/> will take your employees to the main mydinova registration page; however, using your company's custom mydinova registration url is more helpful for keeping track of your total number of new sign-ups.]
