



“ Staples Business Advantage has had a very successful partnership with FCC Services for many years. They have been a tremendous business partner with a continual focus on providing value! ” —JOHN TRACEY, STAPLES

For over 20 years, Passkey (formerly the National Discount Program) has connected national brands to the Farm Credit System and agricultural cooperatives. The Program Members – employees and directors of Farm Credit entities and agricultural cooperatives – turn to Passkey for savings and solutions on services and products they can trust. As a long-trusted resource for our clients, we make important introductions and connections to help strategically grow our Partners’ businesses in the valuable Farm Credit and cooperative segments.

MEMBERSHIP GROWTH



In 2018, 1500 new Members have registered to use the Passkey Program! This year has been one of unprecedented growth, and interest in the Program continues to increase.

“ Lands’ End has been partnering with FCC Services since 2004, and we’ve grown to servicing over 43 Farm Credit entities across the U.S. They’re excellent partners in promoting our program offerings and services. ”

—MELISSA TRECEK, LANDS’ END

PARTNER VARIETY

Our Members love the breadth of Partner categories Passkey offers! We currently have **50 Partners...** and we continue to grow.

- ♦ Vehicles (New and Used)
- ♦ Insurance
- ♦ Auto Services
- ♦ Entertainment and Travel
- ♦ Hotels
- ♦ Computers and Tech Accessories
- ♦ Office & School Supplies
- ♦ Personal Finance
- ♦ Gifts
- ♦ Telecom Services (Personal and Business)
- ♦ Moving and Relocation
- ♦ Lending Solutions
- ♦ E-Signatures
- ♦ Market Research
- ♦ Furniture
- ♦ Promotional Items
- ♦ Apparel
- ♦ Printing Services
- ♦ Recruiting and Selection
- ♦ Employee Recognition
- ♦ Shipping
- ♦ And More!

NEWS AND ANNOUNCEMENTS

2018 was a year of revival for the Program.

The team at FCC Services worked intently to rebrand the National Discount Program as Passkey. Unveiled at the 2018 Learning Conference for Farm Credit, Passkey is supported by new marketing materials, fresh marketing tactics, and a highly navigable new website.

Passkey now extends select Partner offerings to loan customers of Farm Credit – the farmers and ranchers of America. With 500,000 borrowers nationwide, this new audience brings an exciting new opportunity.

MARKETING TACTICS

Our Partners are promoted through a variety of tactics:

- ♦ Dedicated pages on the Passkey website
- ♦ Monthly promotional emails to all Members
- ♦ Bimonthly newsletters
- ♦ Digital media channels
- ♦ Farm Credit conference sponsorship
- ♦ Targeted mailings
- ♦ Membership drives
- ♦ Raffles and contests
- ♦ New hire communications