



# Member Package

Canadian Consumer  
Rewards Coalition

2025

# Why Join the CCRC?

Rewards programs drive value for consumers and organizations alike.

Credit card points and rewards have become a vital part of the Canadian consumer experience. They foster brand loyalty, enhance purchasing power, and provide consumers with tangible everyday value, from groceries and gas to travel and family experiences.

For organizations, the stability and vitality of rewards programs can mean:



**Increased customer engagement and loyalty**



**Positive impacts on consumer spending patterns**



**Enhanced reputation as a supporter of Canadian households**

**But credit card points and rewards programs aren't guaranteed.** Economic uncertainty, shifting regulatory frameworks, and evolving consumer expectations continue to shape the landscape. Changes, whether regulatory, technological, or market-driven, can impact the sustainability and value proposition of rewards programs. In other markets, adjustments to this system have led to reductions in consumer benefits without corresponding price decreases, affecting trust and value.

# About the CCRC

We protect consumers.

We are champions for Canadian consumers and the organizations that serve them. The CCRC is a national movement of authentic citizens, mobilizing 26,000+ supporters and engaging with decision-makers across every province and territory. We leverage robust data, strategic advocacy, and collaborative engagement to ensure the continued success and value of rewards programs in Canada.



## We inform and engage.



**Quarterly surveys:** We regularly survey our community to understand their evolving needs and how they use points and rewards programs.



**Rewards Roundup newsletter:** Our monthly newsletter keeps members up-to-date and informed about the latest developments, trends, and tips in the world of credit card points and rewards.



**Rapid response advocacy:** We mobilize our community to connect directly with elected officials, ensuring policymakers understand how essential rewards programs are to Canadians' everyday lives.

# Membership Benefits

- 1 Access to exclusive data:** receive quarterly and bi-annual survey data on Canadian reward-point usage and attitudes
- 2 Annual agenda-setting participation:** help set CCRC's advocacy priorities and strategies each year
- 3 Monthly member updates:** stay informed and keep your stakeholders updated with tailored communications
- 4 Stakeholder toolkit:** access ready-to-use assets, including social media content and advocacy guides
- 5 Nationwide network:** connect with like-minded corporations, non-profits, and charities dedicated to consumer advocacy
- 6 Brand reach opportunities:** feature your brand to 26,000+ engaged supporters via our newsletter and social channels.

## Ready to join?

Contact us at [info@consumerscoalition.ca](mailto:info@consumerscoalition.ca) to learn more or schedule a meeting.