

## **BLUF's membership cards - an update for 2020**

BLUF is a free site to join, and we're committed to remaining that way, we are also trying to increase the number of members making donations, as that is the primary way in which we obtain the funds necessary to operate.

Since 2013, we have had a membership card scheme, where members who donate a qualifying amount (presently £10, or equivalent) can download and print out a credit-card sized membership card, or display a virtual card on screen in our apps.

Many vendors offer discounts to our members, and if you are already doing so, we are most grateful for your support. When we add a new discount, we prefer to make it available only to those who can show a BLUF card, to help encourage people to donate to the club.

By using the card to verify eligibility for discounts, vendors no longer need to rely on honesty, or require members to pre-register for a discount, while BLUF benefits through an increased number of donations. Our apps will only display valid cards, and physical cards can be verified by typing their number into a page on our website, or - for the new BLUF Black card - scanning the QR code on the back with a phone camera.

### **Vendor benefits**

We hope that vendors who offer a benefit to BLUF card holders will benefit from an increase in custom from our members, of whom we have over 4200 around the world (Germany, USA and UK over 800 members each; Netherlands 300; France 250).

All offers are listed in the members' section of the site, with an indication of whether a BLUF card is needed, and any restrictions, or voucher codes that are required online. New offers are notified to members in the weekly email as they are added.

We also add information in our public listing (see [bluf.com/shops](http://bluf.com/shops)) where there is a member offer. Starting later this year, we'll also highlight offers more regularly to members, to help drive traffic to our partners, and remind BLUF members of the benefits of supporting the club.

### **Clone Zone**

Clonezone stocks the best in luxury quality gay men's leatherwear, from brands all over the world including Mr S Leather. We have always been aware of the iconic BLUF club, and are happy to announce that we have joined up with the team to offer all card-carrying members discount off in all Clonezone stores and online. Simply show your card at the till or use a code online. It's important to us that you have access to our hand-selected ranges of leather at a special rate. If you have any questions about BLUF membership at Clonezone, please feel free to email me (Mark Aylward) at [marka@clonezone.co.uk](mailto:marka@clonezone.co.uk) (BLUF #650) Clonezone has stores in London, Birmingham, and Manchester

*BLUF White card: 15% with code BL*

*BLUF Black card: 17.5% with code BL*

*Restrictions: Black Card discount available online only*

**Shops • [www.clonezone.co.uk](http://www.clonezone.co.uk) • [marka@clonezone.co.uk](mailto:marka@clonezone.co.uk)**



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On the member offers page, each vendor has a description, as seen on the previous page, and we can optionally include an image and a link. Members can see whether or not a card is required, and the discounts available, including different discounts for the two cards. If a voucher code is required (for online orders, for instance), it will be shown only to members who are eligible.

You can supply your own text (though we may edit it), if you wish. If possible, text should be in English, French, German and Spanish, so we can show the correct version to different users. It is also possible for you to update this information directly if you wish.

On the membership card page itself, there's a summary of the offers available with the BLUF cards:

Vendor	City	White card	Black card	More info
Spexter	Munich	10%	10%	<a href="#">Info</a> • <a href="#">website</a>
Fetish Freak	London	10%	10%	<a href="#">Info</a> • <a href="#">website</a>
Regulation	London	10%	10%	<a href="#">Info</a> • <a href="#">website</a>
Mister B	Amsterdam	5%	<b>10%</b>	<a href="#">Info</a> • <a href="#">website</a>
Mister B	Berlin	5%	<b>10%</b>	<a href="#">Info</a>
Boxer		5%	5%	<a href="#">Info</a> • <a href="#">website</a>
Clone Zone		15%	<b>17.5%</b>	<a href="#">Info</a> • <a href="#">website</a>
Embossy Boots		10%	<b>15%</b>	<a href="#">Info</a> • <a href="#">website</a>
Thickwall Cylinders		10%	10%	<a href="#">Info</a> • <a href="#">website</a>
SM Apartments	Berlin	10%	10%	<a href="#">Info</a> • <a href="#">website</a>
Haus Mein Gott		15%	15%	<a href="#">Info</a> • <a href="#">website</a>
FStop74	Pittsburgh	10%	<b>20%</b>	<a href="#">Info</a> • <a href="#">website</a>
Cuts and Curls Hairstyling	Amsterdam	10%	10%	<a href="#">Info</a> • <a href="#">website</a>
De Bruin & Stacey	Venlo	10%	10%	<a href="#">Info</a> • <a href="#">website</a>

### What's changed in 2020?

As part of our long term plan to ensure the sustainability of the club, in July 2020 we launched a 'subscription' scheme, allowing members to sign up to make a regular donation to BLUF each month. Subscribers receive the BLUF Black card, which is a plastic card, similar to a credit card.

We have already spoken to some vendors, who have agreed that they will offer an additional tier of discounts for members with the new BLUF Black card, and we would very much appreciate your help too.

So, from July 2020, there are two types of BLUF card; the existing white virtual card (or home-printed), and a new professionally produced BLUF Black card. The status of either can be verified on the same page, [bluf.com/merchant](http://bluf.com/merchant) - in the case of the Black card, we recommend verification, as there is no expiry date on the card.

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Sample cards are shown left. The Black card has a QR code on the rear. On most modern mobile phones, the camera app will automatically read the code, and ask if you want to open a link. The link will display a page on the BLUF site indicating if the card is valid or not.

On the BLUF White card the black B is replaced by a photo of the member.



Our apps will only display valid cards on screen, so if a member displays their card on screen, you do not need to check its validity.

If you would like more details, to offer a discount to BLUF Card holders, or to update an existing offer, please contact [nigel.whitfield@bluf.ltd.uk](mailto:nigel.whitfield@bluf.ltd.uk)