



Roanoke Rewards

Q. What is the Roanoke Rewards program?

A. The Roanoke Rewards program is part of a national cash back program provided by Retail Benefits and is available to member-owners of electric cooperatives. The program's design is very simple- shop online with participating retailers and receive credit back on your electric bill. There are currently over 6,000 retailers participating in this program and more are added each day. Each retailer sets the amount of cash back that they will provide on purchases and as "cash back" is earned, it will be returned as a credit on the electric bill.

Q. Is Roanoke Rewards only available for REC member-owners or can my family participate?

A. Roanoke Rewards is part of a national cash back program which is only available to electric cooperatives. As such, it is not available to friends or family. Just another benefit of belonging to an electric cooperative!

Q. What are the requirements to participate in the program?

A. In addition to being a REC member-owner, those enrolling in the program must have an active REC account, be 18 years of age or older, reside in the United States, and have a valid email address.

Q. How do I get started?

A. Member-owners can enroll in this program one by one: On the REC website home page, select the option to enroll in the Roanoke Rewards program and complete the registration form.

Once the registration form has been completed and the information validated, the member-owner will be directed to the Retail Benefits website where an account will be set up with a unique Retail Benefits ID number.

Q. How does Roanoke Rewards work?

A. Once an account is setup with Retail Benefits, there are two ways to access the Roanoke Rewards program. One is to download the Retail Benefits Shopping Assistant toolbar. The other is to log on to the member-owner's Retail Benefits account via the cash back portal. Once logged in, shopping is easy. Visit favorite retailers by their website, a link from an email or search for participating retailers directly. "Activate Cashback" for the participating retailer to see the amount of cash back and begin online shopping as usual. In addition to providing cash back rewards, participating retailers will also accept applicable coupons.

Q: Why does my purchase not display right away?

A: Please allow up to 7 days for your purchases to be displayed on the Retail Benefits website when accessing your account. If your recent purchase is not shown, please keep in mind that some merchants may take up to 4 days to report this information back to Retail Benefits by contacting them at 866-904-6044.

Q. How long does it take to receive my credit?

A. Cash back earned from participating retailers will be held in a pending status for 60 days. Once that time has passed, the Roanoke Rewards will be credited to your REC electric bill on the last working day of the month.