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(54) Title: A METHOD AND SYSTEM FOR MEMBERSHIP RECRUITMENT THROUGH VALUE SENDING

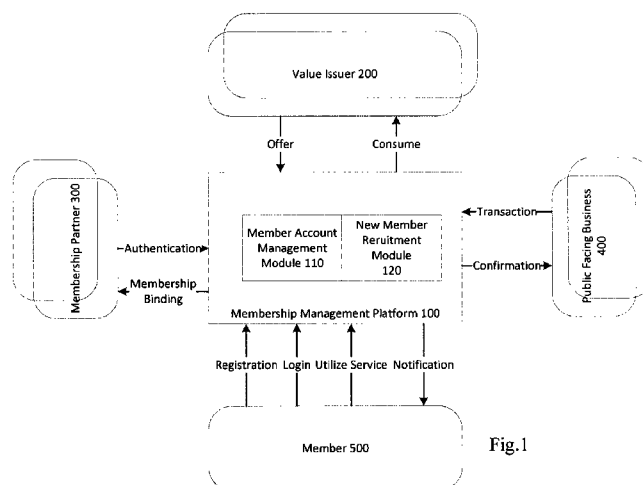


Fig.1

(57) **Abstract:** A system and method provided for recruiting new membership through value sending from existing members. The value can be coupons, discount offers, membership points or payment vouchers in physical and/or electronic formats. The method is an active way to recruit new members through the social network of existing members. Once a member in the system sends value from their account to the non-members by simply entering his/her mobile phone number as identification of the receiver, the receiver will receive the notification through short message service (SMS) or similar service of the value received. The receiver uses his/her mobile number together with the password disclosed within the notification message for redeeming the received value at the point of purchase in the corresponding public facing business. In addition, the receiver can update his membership details through a registration webpage on the internet. The system includes a membership management platform comprising servers, processors and programs which are configured to provide integrated operation among the membership partners, value issuers, public facing businesses and members.