

BY WHAT SHE SAID

AUSTIN · DENVER · KANSAS CITY



the rich auntie of the family

THE RED INFO PACKET

Everything you need to know about RFRL RED – membership benefits, pricing, opportunities, and FAQs. All in one place, whether you're a consumer or a business.

PUT YOUR MONEY WHERE YOUR MOUTH IS

IN THIS PACKET

CONTENTS

head straight to your section

● **START HERE • FOR EVERYONE**

What is RFRL RED? 03

How it works 04

● **FOR CONSUMERS**

The RFRL RED Card – pricing & benefits 05

● **FOR BUSINESSES**

The RED Business Membership – pricing & benefits 06

Perks you can offer 07

● **THE BIGGER PICTURE • FOR EVERYONE**

Where your membership goes 08

By the numbers 09

FAQs – consumer & business 10

Let's get you in 11

WHAT IS RFRL RED?

community is the luxury

RFRL RED is a membership for consumers *and* businesses who want to do more than *talk* about supporting women and non-binary owned businesses – it's for the people ready to invest in the future of the femme economy.

Think of it as **rich auntie energy**: stylish, thoughtful, and all about supporting her community. It elevates the businesses you love, spotlights their brand, and sends aligned customers who come back again and again – and bring friends.

FIRST, WHAT'S RFRL?

RFRL is What She Said's referral app – the largest, most trusted database of women & non-binary owned businesses. Members shout out the businesses they love, build curated lists, discover new brands, and spend with intention.

It's word of mouth, but make it digital. **RED is the membership layer** that turns those referrals into real rewards.

where referrals
are rewarded

Referrals have always been the real currency. RED brings all of that into one simple experience – rooted in in-person connection, shared values, and dollars that move with intention toward businesses that feel aligned.

HOW IT WORKS

simpler than it sounds, babe

01

BUSINESSES OFFER A PERK

A participating business opts in and offers an exclusive perk or discount – something they'd only give their people.

02

MEMBERS BUY THE CARD

Consumers purchase their RFRL RED membership right inside the RFRL app – their digital card lives there.

03

EVERYONE UNLOCKS THE GOOD STUFF

Cardholders unlock deals from trusted, community-vetted businesses – all in one place, all inside RFRL.

THE RFRL RED CARD

perks for your go-tos

\$55.55 /
year

For your ride-or-dies – the places
you'd recommend without
being asked.

- ◆ Exclusive discounts & offers from hundreds of participating businesses
- ◆ Access to special community experiences
- ◆ Member-only perks & surprises
- ◆ Discover & support incredible women- and non-binary-owned businesses
- ◆ Directly fuel the growth of the femme economy

HOW TO JOIN

Download the RFRL app (iOS) or visit **rfrl.app**, create your free account, then upgrade to RED – your digital card lives right in the app.

HOW TO REDEEM

Browse participating businesses in the app and redeem your perk in person or at checkout as directed. It's always with you.

THE RED BUSINESS MEMBERSHIP

grow through community-powered support

\$199 / year

Real loyalty, real exposure, real humans walking through your door already excited to be there.

- ◆ Enhanced visibility within the RFRL ecosystem
- ◆ Connect with highly engaged, intentional consumers
- ◆ Premium business features + your RED dashboard
- ◆ Access to exclusive partnership opportunities
- ◆ Priority for community activations & events
- ◆ Additional promotional opportunities year-round

HOW TO JOIN

Sign up at [the RED business interest form](#), then pick your perk. You choose what to offer – we bring the audience.

NO CUT, EVER

What She Said doesn't take a cut of your sales. It's a flat annual rate – every dollar a customer spends stays with you.

Just want the perks? Head to page 05 for the consumer RED Card.

YOUR PERK

FOR BUSINESSES

PERKS YOU CAN OFFER

you pick the perk, we bring the
audience

Offering a perk doesn't mean giving something away – it's a reason for the right people to walk through your door. Offer **up to 3 perks at a time**, and change them whenever you like. It doesn't have to be huge; it just has to feel like something you'd only give your people.

SERVICES

10% off

\$10 off

Free add-on

Free discovery call

Discount on a
package

RETAIL

10% off

\$10 off

Gift with purchase

FOOD & BEV

BOGO

10% off

\$10 off

start simple,
babe

You can always add more later. New and updated perks are reviewed by our team with about a 24-hour turnaround, so you stay fully in control.

IMPACT

FOR EVERYONE

WHERE YOUR MEMBERSHIP GOES

you're building something bigger

Together, we're proving referrals can be more than recommendations – they can be a catalyst for real economic impact. Every membership helps fund:

01 Grow the RFRL platform

02 Increase visibility for small businesses

03 Expand our business database

04 Create meaningful community experiences

05 Invest in the future of the femme economy

IRL EVENTS

Priority to activate at our market events across Austin, Denver & Kansas City.

SPOTLIGHTS

Featured placements and promo opportunities inside the RFRL community.

PARTNERSHIPS

Access to exclusive brand and event partnerships as we grow.

THE PROOF

FOR EVERYONE

BY THE NUMBERS

this community shows up

AS OF Q3 2026

1,580

businesses on RFRL

1,140

members on RFRL

47

IRL events to date

4,011

event attendees to date

14K

accounts reached
monthly

235

businesses supported

50%+ email open rate

Across 3,500+ newsletter subscribers –
versus a 10.5% industry standard.

15.87% IG engagement

Across 7,320 followers – versus a 3.5%
industry standard. Consistent growth
month over month.

FAQS

you asked, we answered

● FOR CONSUMERS

How do perks & discounts work?

Participating businesses offer an exclusive perk or discount. As a RED cardholder, you unlock and redeem those perks at trusted, community-vetted businesses – all inside the RFRL app.

Is this like Groupon?

We lovingly call it "Groupon for the girlies," but RED isn't about race-to-the-bottom deal chasing. It's rich auntie energy – curated, trusted businesses and loyal repeat customers.

How do I redeem a perk?

Browse participating businesses in the RFRL app and redeem your perk in person or at checkout as directed. Your digital card lives in the app, so it's always with you.

● FOR BUSINESSES

Does WSS take a cut of my sales?

Nope. We don't take a cut of your sales. Your membership is a flat annual rate, and every dollar a customer spends with you stays with you.

How many perks can I offer?

Up to 3 perks at a time, and you can change them whenever you like. New and updated perks are reviewed by our team with about a 24-hour turnaround.

What's the ROI for my business?

Think about how few sales it takes to earn back a \$199 membership – then add the year-round visibility, shoutouts, and community eyeballs leading up to each one. It's built for repeat, aligned customers.

JOIN

FOR EVERYONE

READY TO JOIN THE MOVEMENT?

you in, babe?

Whether you're a consumer who wants to spend with intention or a business looking to grow through trusted referrals - there's a place for you in RFRL RED.

CONSUMERS

Get your RED card

Download the RFRL app or visit **rfrl.app**, create your free account, then upgrade to RED.

rfrl.app/red-membership

BUSINESSES

Become a RED business

Fill out the RED business interest form and we'll get you set up.

[Business interest form →](#)

HAVE QUESTIONS? LET'S CHAT

Book a call: calendly.com/bizbabe-whatshesaidinc/rfrl

Email: bizbabe@whatshesaidinc.com

