

## WRA Pro Deals Informational Packet

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### What is a pro deal?

A “pro deal” has traditionally been a way for outdoor focused companies to create ambassadors for their products by providing their products to outdoor professionals, like ski patrollers or mountain guides, for a steep discount. In the last decade, pro deals have expanded to include other adjacent professionals like medical and environmental professionals who provide support services to recreationists. Because of this, there are several deals that WRA staff are eligible for!

### Who can get a pro deal?

Anyone with a WRA paystub and official WRA email address! This includes part time staff and interns. For some of the deals below, you will be required to submit a paystub from ADP. If this makes you uncomfortable, we encourage you to black out any personal information aside from your name.

### Is this only for outdoorsy people?

No, these deals are a great option for *everyone!* All of the companies below have great deals on clothing, food, coffee, sunglasses, and outdoor furniture. Even e-bikes! Whether you like to climb the tallest mountain or lounge on your porch reading a good book and drinking coffee, or both, there are amazing options for everyone.

### Pro Deal Etiquette

There is suggested etiquette around the privilege of receiving pro deals.

- Pro deals are for **you** and you **only**. Think of it as your secret – don't brag about it, don't post about it, don't try to buy stuff for other people.
- While you are welcome to go try on clothing or shoes at a store, **please do not share** that you are only there to try things on and have a pro deal to use instead. We want to support local outdoor shops whenever possible.
- Shipping may take a while! Pro deal shipping is not the brand's main priority so expect things to take a little longer than normal.

## CURRENT WRA PRO DEALS

**(Please note that this may change periodically. Have a deal that you'd like to pursue? Let us know!)**

### Expert Voice

- **What it is:** an online dashboard of over 650 brands with deals ranging from 25%-60% off!
- **How to Join**
  - Go to [expertvoice.com](https://expertvoice.com) and select “Join Now” on the top right corner.
  - Enter your name, WRA email address, and create a password.
  - Click “Join Now” and search for Western Resource Advocates when prompted to add an affiliation.
  - Verify your email address to get access to your deals.
- **Other things to know:**
  - **Email Notifications:** If you do not want to receive promotional emails from Expert Voice, simply go to your “Account Settings” and click the toggle on the right that says “Allow Email Notifications” off. You will only receive emails about your order.

- **On Platform Ordering vs. Partner Site Ordering:** For some brands, you can order directly on the Expert Voice platforms. For others, they will provide you with a code to use on their main website.
- **Quizzes and Learning Games:** Some deals require you to unlock them by playing learning games or quizzes. These are usually quick and easy to unlock even more deals.

### Outdoor Pro Link

- **What it is:** a platform of 150 brands
- **How to Join:**
  - Visit [OutdoorProLink.com](https://www.outdoorprolink.com) and click “I’m a pro” and then “Sign Up.”
  - From the drop-down options select “Environment Professional” or “Nonprofit / Industry Advocacy.”
  - Fill out the form with your WRA email address and include a part of your job description.
  - Attach a paystub from the last 30 days and submit your application.
  - Outdoor Pro Link will email you when they have approved your account.
- **Other things to know:**
  - Outdoor Pro Link and Expert Voice are similar but often one will have a brand that the other won’t.
  - Outdoor Pro Link also runs additional sales, unlike Expert Voice, where specific items can be up to 75-80% off.
  - Outdoor Pro Link also makes it very easy to search for a specific type of item if you don’t know the brand that you want!

### Prana

- **What it is:** a sustainable outdoor and casual wear clothing brand from California
- **How to Join:**
  - Visit <https://www.prana.com/pro/signup>
  - Fill out the form and select “Environmental Employee.”
  - Fill out the form with your WRA email, submit your job description and your pay stub and apply!
- **Other things to know:**
  - Prana has great options for outdoor and casual clothing, as well as yoga mats!

### Scarpa

- **What it is:** founded in the Dolomites, Scarpa creates footwear for mountaineering, trekking, hiking, alpine running, climbing and skiing.
- **How to join:**
  - Go to [www.scarpa.com](https://www.scarpa.com) and create an account with your WRA email.
  - Confirm your email (check spam folder).
  - Login and submit your information under the Pro Application in the bottom footer. Select “Scarpa Corporate Partner” and attach a paystub.
- **Other things to know:** WRA staff are pre-approved for a “Friends of Scarpa” Pro deal. This is the best discount that they offer to any “Pros.”