



The Town Observer – January 17, 2008

Boston Masspass: Supporting Everything Local

by Kevin G. Bligh

Thanks to the efforts of Bridgewater businesswoman Janine Higgins, South Shore residents are able to save money at local businesses, businesses are able to attract and retain a new clientele and charitable organizations across the greater Bridgewater area are able to garner added fundraising money.

Higgins, the founder and president of Boston Masspass, is in her second year of producing the discount coupon book and is currently beginning production for the 2009 edition. “I worked in corporate America for years and simply was not getting what I was hoping out of it,” explains Higgins. “By starting Boston Masspass I have been able to create a successful business and give back to the local community at the same time.”

The theory behind Boston Masspass is three fold: it allows businesses the opportunity to attract new customers by providing an incentive to potential customers with discount savings, it affords consumers the ability to support local businesses as an added bonus, and it allows charitable organizations to sell the book and reap a portion of the proceeds from the sale of the book to be returned to the organization.

“The key to the success of the Boston Masspass business has been that we have been able to deliver a quality product and tie it into the success of so many aspects of the local community,” Higgins said.

May organizations across the South Shore have taken Higgins up on the offer to sell the books as a fundraiser and in turn Boston Masspass has returned thousands of dollars to these charities and group based upon the number of books sold. The book, which sells for twenty dollars, earns groups a minimum of seven dollars in return for every book they sell. As a group sells more books the potential to earn more dollars per book then also increases.

Organizations such as schools, churches, sport teams, cheerleaders, drama clubs and civic organizations have all utilized the Boston Masspass as a fundraiser and have benefited from the book’s success. “I am thrilled with the amount of groups that I have been able to help and being able to do all this while affording the local businesses with greater visibility is truly rewarding,” said Higgins.

The Boston Masspass book includes coupons for local restaurants, coffee shops, movie theaters, golf courses and dry cleaners. The majority of the businesses that offer discounts within the book are local in nature, however also included are coupons for chain restaurants and businesses that call local communities home.

Higgins, who received the idea for the book while conversing with fellow travelers in Jamaica, confirms that the businesses highlighted in the book have all taken a real liking to the threefold approach of Boston Masspass. “the businesses are thrilled with the response that they have seen of new customers walking in the door, perhaps people that would never have come into the establishment had it not been for the book,” stated Higgins. “But the fact that the businesses in the book also get to help out so many charities and organizations through their partnership with Boston Masspass is another reason why so many businesses feel as though this is such a worthwhile venture.”

Any group looking to fundraise by selling Boston Masspass can contact Higgins for more information on the program. And with the production of the 2009 book starting at the end of the month, businesses looking to advertise in the next edition should contact Boston Masspass for more information. For more information about Boston Masspass, consult their website at www.bostonmasspass.com.