



MERCHANT TRAINING

Increasing Revenue with Yiftee Community Cards



COMMUNITY CARDS

Digital Gift Cards

Redeem as virtual Mastercards & get paid as a normal credit card

No Cost

Free to participating businesses

Limited Participants

Only invited local merchants

Easy To Implement

Works with any PoS, no special equipment or integration



YOUR BENEFITS



More Foot Traffic

Gifts & bulk purchases bring new \$ to local shops.

30%

More Revenue

On average there's a 30% overspend on each card.

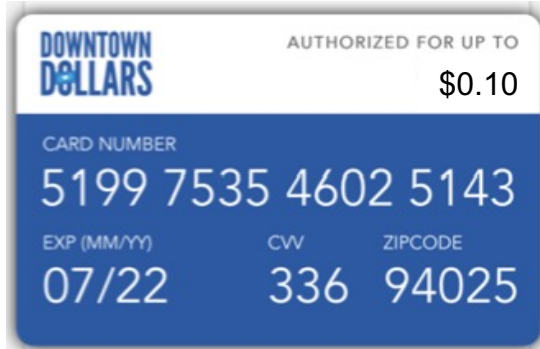
51%

Collaborative Growth

51% of card holders try new businesses!

TO JOIN: RUN AN ACTIVATION CARD

Run this ACTIVATION card on your POS to activate your listing!



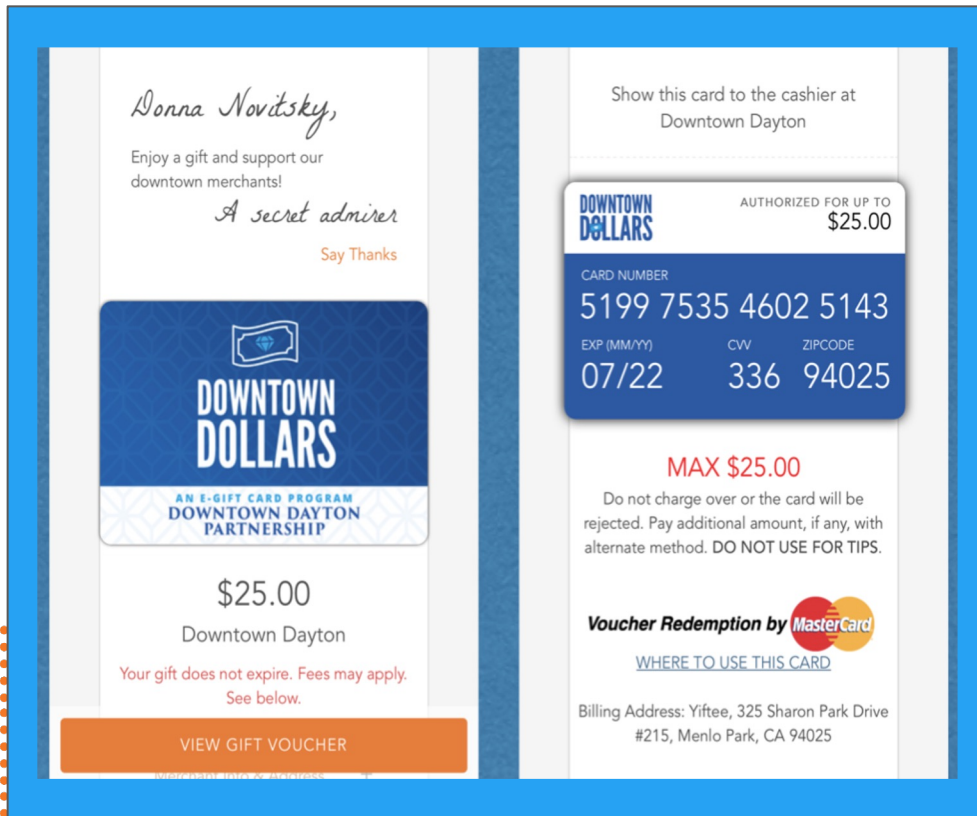
Voucher Redemption by 

By running this Activation card in your POS you will activate your business on Yiftee and you are agreeing to the [Yiftee Merchant Agreement](#). You can find the current agreement linked to "Merchant Agreement" on the footer of Yiftee.com.

*Check out our ["Merchant Activation Video"](#) for a step by step guide and more information.

- You'll receive an Activation Card in an email from Yiftee. Make sure to check your spam folder. If you don't receive it, contact support@yiftee.com.
- Manually enter the Activation Card's number, expiration & cvv. By doing so, you are opting into the program and agreeing to the [Merchant Agreement](#).
- You must run different Activation Cards for every PoS system in your business if they have different identifiers. If you switch PoS systems, you'll need to run a new Activation Card. You can request more Activation Cards at support@yiftee.com
- Within 24 hours of running your Activation Card, you'll see your business on the map of participating businesses.

REDEEMING CARDS IN STORE



- Manually enter the 16-digit code, exp. and cvv into your PoS system & Mastercard will validate immediately.
- The current balance is reflected on all electronic gift cards. Don't charge more.
- Do not use for tips, unless authorized with the bill.
- You can "split the bill" between a gift card and another payment method. Just make sure not to charge more than the gift card balance.
- You'll get paid just like you would with any other Mastercard transaction.

REDEEMING PRINTED CARDS

Donna Novitsky,

Enjoy a gift and support our downtown
merchants!

– A secret admirer

Scan with your mobile
phone to get your gifts'
current balance



Visit <http://app.yiftee.com/gift-card/brentwood/locations> for participating locations.

This printed voucher expires on January 31, 2019. However, the funds for the gift never expire. If your voucher has expired, you can get a new voucher with an updated expiration date and gift funds balance by going here:

<https://app.yiftee.com/g/ZZZZ00/voucher>

Need help? Contact Yiftee at support@yiftee.com.

Check the balance by scanning the QR code or at yiftee.com.

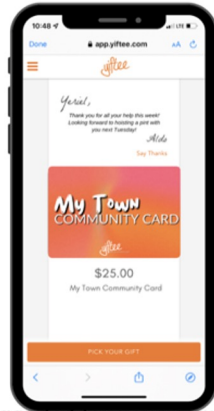
Process just like the digital gift card. Note instructions below printed voucher.

TRAIN YOUR EMPLOYEES

Post this one-pager, share the video

HOW TO REDEEM A COMMUNITY GIFT CARD

- 1) Customer presents **gift card** on a mobile device or printed on paper. Click “View Gift Voucher” to see Mastercard image on phone.
- 2) Process as a Mastercard (**credit card, not a gift card**) - key in the 16-digit code, CVV, zip code, expiration as required by your POS.
- 3) **DO NOT charge more than the prepaid amount**, otherwise the transaction will be declined. Online/mobile gifts always show current balance. To check balance on a pr gift, go to <https://c.yiftee.com/check-gift->
- 4) To process a payment that **exceeds the eGift Card value**, enter the card value first, then use another payment method for the remaining transaction amount. **No tipping is allowed.**



These will be branded for your commu

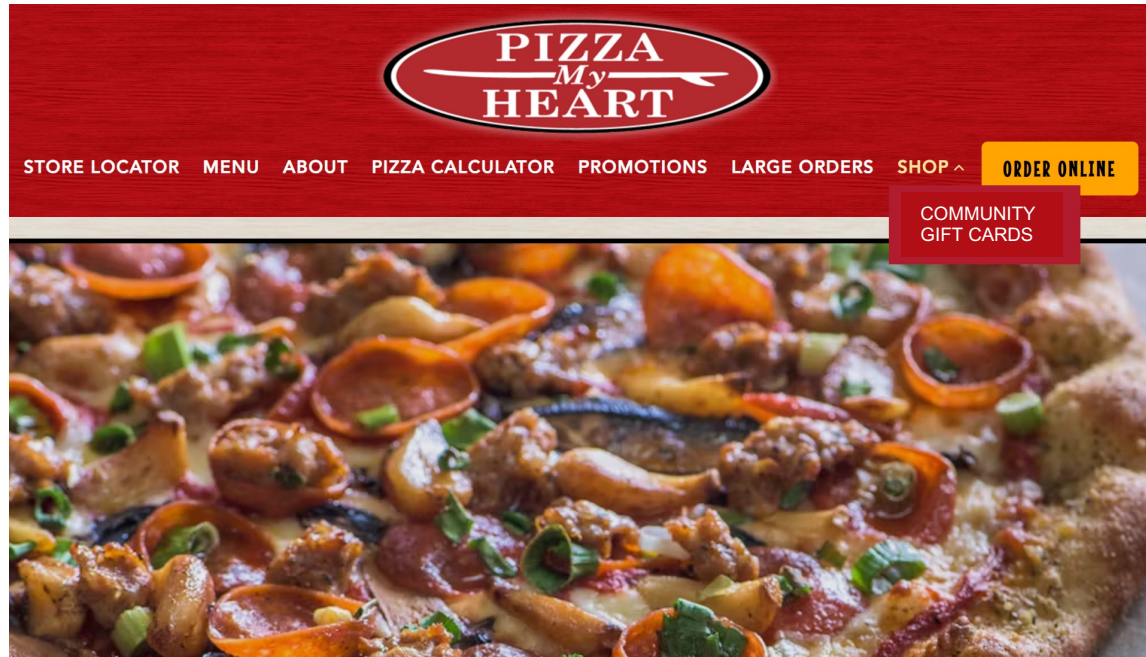
- Make the gift card redemption process part of your regular employee training. Make sure to check in with employees every 3 months and train new staff so they're ready to redeem the cards!
- Print the [“How To Redeem” document](#) and the [“Reason Gift Cards Get Declined” document](#) post them somewhere your employees will see.
- Send this [Merchant Training Video](#) to all of your employees.

GET MORE BUSINESS: MARKETING TIPS

More card sales mean more business for you!

Spread the word about the program in-store, to your customer mailing list, on your website, and on social media.

Add The Gift Card Link To Your Website



POST SIGNAGE IN STORE

Window clings, table tents, bag/check stuffers

Don't have them?

Ask your program organizer or [use these templates.](#)



FREE MARKETING MATERIALS



Post on social media

Download and customize [these templates](#) and post on social media. Always include QR codes to buy them. You can create those [here](#).

Blast to your customer email list

Use [this email message template](#) to let your mailing list know that your business accepts your local Community Card. Regularly send them updates, deals, and other program happenings.

ADDITIONAL INCENTIVES

Discounts

Offer discounts on products, services, or experiences for purchases made with the card.

Giveaways

Host giveaways for community events and purchases made with the card in your store.

Limited Offers

Create limited offers to increase redemptions at peak seasons and when promotions are offered.

Exclusive Deals

Offer customers exclusive deals, access, or experiences when they redeem their card at your store.



MERCHANT FAQ'S

- **Help! I need support!** Email support@yiftee.com Yiftee provides prompt email support 6am-9pm PT. Provide the 16-digit card number in your email if possible.
- **Are there any fees?** The Community Card program is FREE for merchants. You only pay your regular Mastercard card-not-present (CNP) fee. The CNP fee is about 0.5-1% higher, which is \$0.25-0.50 on a \$50 purchase.
- **How do I get the current card balance?** Digital cards on phones (not a photo) always show the current balance. If print or photo, you can check the current balance using the QR code on the printout, or go to yiftee.com.
- **What if the card is declined?** This happens if you try to charge more than the available card balance. See above. It will also be declined if you changed your PoS or cc processor. Contact support@yiftee.com to get a new Activation Card to register your new system.
- **What if there isn't enough money on the card?** If the purchase is greater than the available balance on the card, you need to do a split tender transaction, i.e. "split the bill." Enter the card balance first and process that, then ask for another cc or cash to cover the rest.
- **How do I know how much business I'm getting?** You get paid like you would with any Mastercard transaction. Look for transactions starting with 5199 75xx xxxx xxxx, or ask your program organizer or support@yiftee.com.
- **How is my business protected from fraud?** When Yiftee issues a card they guarantee that it is valid, as long as you do not charge more than the available balance. Yiftee is assuming all the fraud risk upon card purchase.



THANKS FOR Questions?

Contact:



support@yiftee.com

