

Chamber e-Gift Cards

Opt-in to Participate

As a Chamber member, we invite you to participate in our NEW e-Gift Card program. Please follow the simple steps to opt-in. This will not replace our current paper gift certificates and they can still be redeemed with you.

Why Participate?

1. Drive more business into your store.
2. Keep local customers spending local & get visitors excited about our local shops, too!
3. Cards can ONLY be used at participating merchants.
4. No special technology or administration required to participate (Must accept Mastercard and be able to key in the transaction like a phone order.)
5. No back-office administration: Funds are automatically paid to you, via your usual Mastercard processor.

How to Opt-in

1. See the email received from Yiftee. If you already participate in our gift certificate program, an email has automatically been sent to you. Please check all your business emails (name@, Info@, hello@, etc.) for opt-in instructions. Here you will find your activation card.
2. Run the activation card, a unique digital Mastercard, on your POS to join. All set!
3. If you will not be using this additional platform to redeem gift certificates, please let us know.

How it Works

- Consumers can purchase e-Gift Cards from the Chamber website, Live Darien App, our Instagram linkin bio... and YOUR platforms (optional).
- e-Gift Cards are displayed on a shopper's hand held device (or printed).
- Redemptions work on your already existing POS system, same way when someone uses a credit card with you (you type in the card number).
- Your reimbursement will now be automatic and there is no need to call the Chamber or wait for a check!
- An e-Gift Card recipient can use their one card in multiple locations.
- The e-Gift Cards only work at participating Chamber merchants.
- **All you need to do is look for an email from Yiftee where next steps will be explained.**
- If you have not received your email from Yiftee, call or text Kesti at 203-470-4614.

FAQs you may find helpful:

Q: Is there a deadline to participate?

A: No, but sign up before the launch on May 1 so consumers don't get frustrated while shopping. If you will not be signing up, please let me know.

Q: Can the e-gift card be used by contactless payment (tapping) the POS system?

A: Not yet but it is in development.

Q: Is there a fee to purchase the eGift Card?

A: The gift sender pays \$1.00 plus 5% of the gift value. The gift recipient gets 100% of the gift value. The store is paid the full value of the card, less their normal card-not-present (CNP) Mastercard fee. The goal is for sponsors to cover this processing fee?.

Q: Can the Chamber e-Gift Card be used more than once?

A: Yes. They are multi-use and the current balance and expiration date are always reflected on the digital voucher. Recipients receive monthly reminders to redeem. You can check balance on Yiftee.com or <https://c.yiftee.com/check-gift-balance> or use the link at the bottom of printed gifts.

Q: How to I sign up?

A: Tell the Darien Chamber that you want to participate, and Yiftee will send you an Activation Card, which is a 10-cent prepaid Mastercard. Running the Activation Card is your authorization to opt-in to the program which means you agree to the Yiftee Merchant Agreement here: <https://bit.ly/2Ovc0ga>

Q: What if I can't process the Activation Card, which is a \$0.10 credit card transaction?

A: No problem. Process the Activation Card for your minimum amount. It will be declined but Yiftee will get the information they need to add you to the program.

Q: What if I can't key in a Mastercard?

A: This is very unusual. Ask your processor as this is a configuration and usually not a technical limitation. Some national chains like Walmart and McDonalds HQs do not allow their cashiers to key in the codes but the local businesses can do it.

Q: What if the purchase is for more than the Chamber e-Gift Card value?

A: Run the Chamber e-Gift Card for the remaining balance on the card, and ask the customer for a different form of payment to cover the rest of the transaction. Gift recipients can check balance on Yiftee.com or go to <https://c.yiftee.com/check-gift-balance> or use the link at the bottom of the printed gifts.

Q: What do I do if the Chamber e-Gift Card is 'declined'?

A: The transaction is declined if you try to redeem more than the value of the card, or if any of the redemption information is mis-typed. Start the transaction over with the correct value and info. Go to <https://c.yiftee.com/check-gift-balance> to check the balance of a card or use the link at the bottom of printed gifts.

Q: Is tipping allowed on the Chamber e-Gift Card?

A: No, unless you pre-authorize the amount with the tip included, since this is a prepaid card.

Q: Does the Chamber e-Gift Card function as a 'pre-paid' credit card regarding automatic tipping hold-backs?

A: No. It can be redeemed for the full value. But there is no tipping allowed on the Chamber e-Gift Card .

Q: Since the Chamber e-Gift Card is like a Mastercard, can it be redeemed anywhere?

A: No. They can only be redeemed at participating locations who have run their Activation Card.

Q: Can I apply a refund to the Chamber e-Gift Card?

A: Yes. Refunds can be applied to a valid (unexpired) card just as you would to a credit card.

Q: Can I cancel my participation?

A: Yes. Anytime, by notifying us. You will be removed from the marketing materials online and can no longer process the cards.

Q: Is Merchant Training necessary?

A: It is essential to a successful gift card program. It is easy and just like teaching them to run a credit card. Make sure you know how to redeem the Chamber e-Gift Card and train your staff correctly. Post the "How to Redeem" one-pager where your employees can see it. You must let us know if you update your POS or change CC processors, as you will need to run a new Activation Card.