

Introducing the Mountainkind Card

As a Park City Chamber & Visitors Bureau partner, you are invited to participate in this new exclusive gift card program.

Reasons to Join:

- ❁ There are no fees to participate.
- ❁ Drive customers to your business by accepting the Mountainkind Card.
- ❁ The Mountainkind Card can **ONLY** be used at select participating merchants.
- ❁ No special technology or administration is required to participate; you only need to accept Mastercard and be able to key in the transaction like a phone order.
- ❁ No administrative burden. Redeemed funds are automatically paid to you via your usual Mastercard processor.



ACTIVATE

Run your unique activation card through your POS system.



ADVERTISE

Market your business with signage and original promos.



REDEEM

Run the Mountainkind Card just like a normal credit card.



GET PAID

Automatically, same-day, with all other Mastercard transactions.

Mountainkind Card & Yiftee FAQs

How do I sign up?

Tell the Park City Chamber & Visitors Bureau that you want to participate, and they will add you to the program and send you an Activation Card, a 10-cent prepaid Mastercard. Running the Activation Card authorizes you to opt into the program. Following that, you are “live” and ready to accept redemptions from cardholders.

I already have a gift card program for my business. Why should I join this program?

You may maintain your current gift card program while participating in Yiftee. Participation in the program simply provides your business with an additional source of revenue.

How will this increase my sales?

Community Cards will circulate in the community in high volumes as our Shop Local Currency. Joining the program as a participating merchant allows your business to get a “slice of the pie” and benefit from all the marketing and promotion the community does for the program. It also allows you to participate in the seasonal campaigns we will run on the program.

Is there a contract or commitment?

Merchants do not have to sign any contract or agreement. After opting in, they can be added to or removed from the program at any time, at the discretion of their local program organizer.

How Are Payments Processed?

Yiftee Community Cards are unique digital Mastercard Credit Cards. They are processed by manually entering the card information into your POS, just as you would with a phone-in or card-not-present order. You don't need any special equipment. Since Yiftee cards are Mastercard Credit Cards, merchants are paid out on the same day as all other Mastercard settlements.

Since the Card is a digital Mastercard, can it be redeemed anywhere?

No. They can only be redeemed at participating locations that have run their Activation Card.

Mountainkind Card FAQs

Does Yiftee take a cut of the sale when someone pays with their Community Card?

No. Merchants are paid the full value of the card, less their normal card-not-present (CNP) Mastercard fee.

Do I get marketing support for this?

You will be provided marketing materials that denote that you accept our Shop Local Currency, which you will post in your store. We will also have signage posted around town and on social media, encouraging people to use the program. You may offer additional marketing in your store by offering a small promo to those who use the Yiftee card, which will generate more attention for the program and more redemptions for you.

What about tech support?

Yiftee's support team is available 7 days a week for questions, with an average response time of 3 minutes. You may also organize a meeting with your program's Yiftee strategist at any time for a more elaborate Q&A.

How do I introduce this to my staff?

Yiftee provides regular training webinars to answer any questions and walk through the A to Z of redemption. We also provide a very short training video with everything staff needs to know and a step-by-step one-pager on the easy redemption process. We recommend posting this one-pager next to your POS system.

How is fraud prevented and managed?

Yiftee works with a rigorous third-party security system to prevent fraudulent transactions and is backed by Mastercard. However, Yiftee accepts all responsibility for cases where fraud does occur and will financially cover all fraudulent charges. Communities & merchants bear no financial risk.

Mountainkind Card FAQs

Can I track transactions and performance?

Yes, quite thoroughly. Your organizer has access to extensive data on program transactions via their portal, including a detailed breakdown for your specific business. They can easily provide that information upon request.

What if the purchase is for more than the Community Card value?

Run the Community 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. The balance on the digital card is updated live. Printed cardholders can check their balance using the link listed at the bottom of their card.

What do I do if the card is 'declined'?

The transaction is only declined if you try to redeem more than the card's value or if the redemption information is incorrectly typed. Start the transaction over with the correct value and information.

How do I check the card balance?

The balance will be listed directly on the digital Community Card and will update live. On the printed card, you may view the balance by scanning the QR code on the voucher.

Is tipping allowed on the Community Card?

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

Can I apply a refund to the Community Card?

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

My POS allows me to pass credit card processing fees to the customer. Can I do that with Community Cards, too?

Yes, as long as the added fees are pre-authorized and the final charge amount, including all fees, is less than the balance of the card.

Mountainkind Card FAQs

Is there a fee for purchasing the Community Card?

The card buyer pays \$1.00 plus 5% of the card value unless a sponsor subsidizes this fee. The card recipient gets 100% of the card value. The store is paid the full value of the card, less its normal card-not-present (CNP) Mastercard fee.

Can the Community Card carry a balance and be used more than once?

Yes, the card may continue to be spent at any and all participating businesses until there is no remaining balance.

Can I cancel my participation in the program?

Yes. Merchants may cancel anytime by notifying their program organizer. You will be removed from the marketing materials online and will no longer be able to process the cards.

Is there a deadline to participate?

No, you can join at any time, but we encourage you to onboard ASAP to get the most out of this program!