

Yiftee Community Cards: Merchant Training

Increasing Revenue with your brand new
“Shop Local” program. Tips, tricks, and how-to.

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What is a Community Card?

A Community Card is a multi-use e-Gift Card which can conveniently be spent at any number of chosen (and activated) local businesses.



Fully Digital e-Gift

Redeem as a Manual Entry CREDIT CARD & Get paid out with all of your other credit card settlements for the day.



Exclusive Participants

Only invited local merchants, such as yourself, are able to redeem from your program.



Zero Cost

Businesses pay nothing to join the program or operate on the program. Yiftee does not engage in revenue sharing, so merchants get the full value of all gift cards redeemed, minus only their normal credit card processing fees.



Easy to Implement

Participating as a redeeming merchant requires absolutely NO special equipment or integration. This program works with any POS system that can run a manual entry credit card.

What's in it for you?



Increased Sales/Revenue

Get your piece of the pie! Large local bulk purchases and possible promotions run by the city mean that lots of money will be flowing through this program. *average \$30 overexpenditure



Build Consumer Loyalty

Regular engagement with customers through the Community Card program can help in building loyalty to your business. You will have the opportunity to run promotions for cardholders, loyalty incentives, and more.

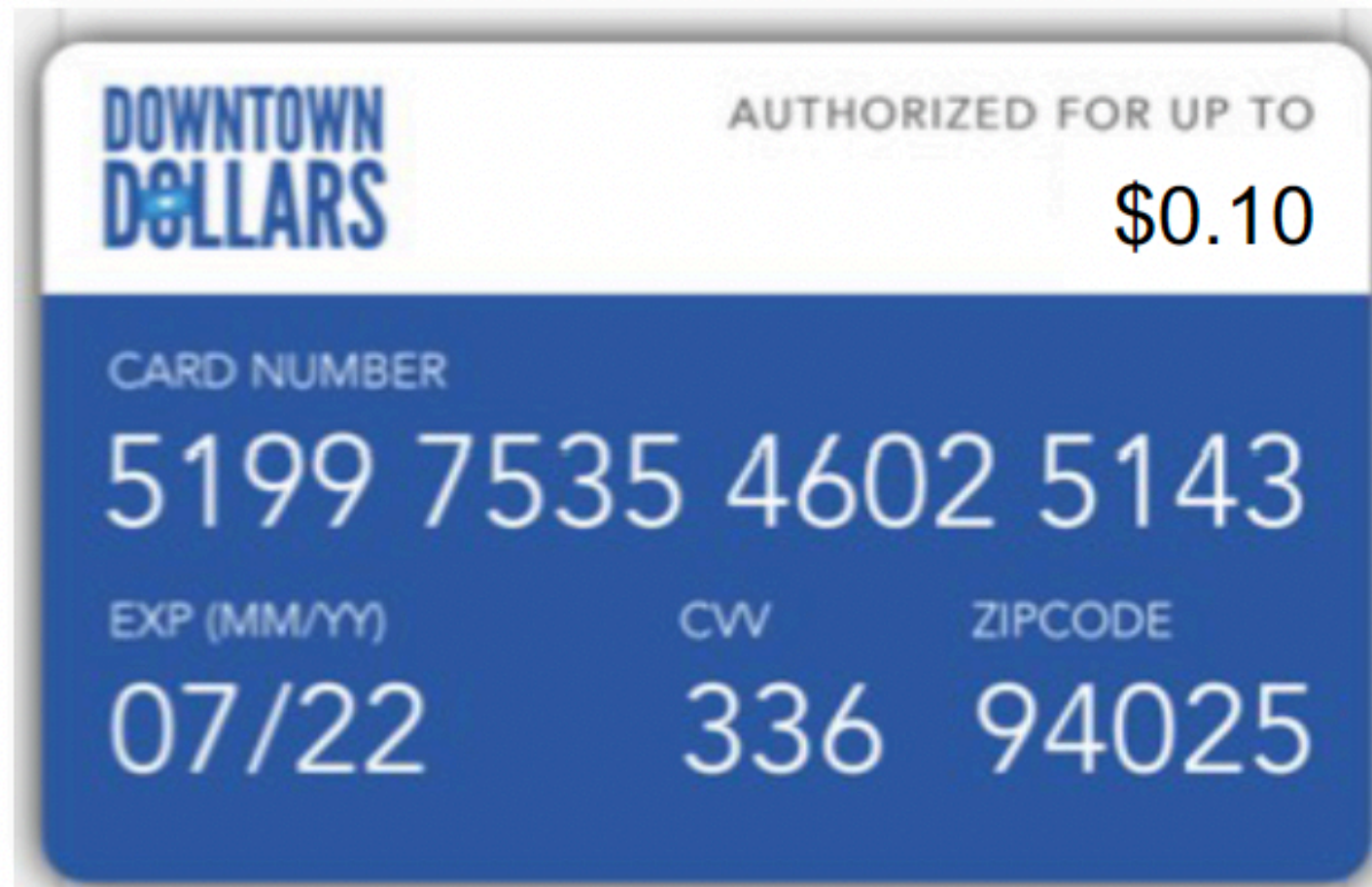


Business Visibility and Positive Brand Image

Supporting local initiatives can improve your brand image, as consumers often prefer businesses that demonstrate a commitment to their community.

How to Join

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.

- 1 Find your Activation Card from Yiftee**
You will receive it to your email. Please check your spam. If you don't receive it, contact support@yiftee.com.
- 2 Manually Enter the Card into POS**
The card comes with instructions for how to manually enter. By doing so, you are **OPTING IN** to the program and agreeing to the [merchant agreement](#).
- 3 Repeat for Additional POS Systems**
Repeat this process if you have more than one POS system. If you miss the second system, it's okay - our system will catch it.
- 4 Locate your business on the "Where to Redeem" Map**
You are now live - woohoo! Within a few hours, you will see your business populate on the master map.

How to Redeem

Donna Novitsky,

Enjoy a gift and support our
downtown merchants!

A secret admirer

Say Thanks



\$25.00

Downtown Dayton

Your gift does not expire. Fees may apply.
See below.

VIEW GIFT VOUCHER

Show this card to the cashier at
Downtown Dayton

DOWNTOWN
DOLLARS

AUTHORIZED FOR UP TO
\$25.00

CARD NUMBER

5199 7535 4602 5143

EXP (MM/YY)

CWV

ZIPCODE

07/22

336

94025

MAX \$25.00

Do not charge over or the card will be
rejected. Pay additional amount, if any, with
alternate method. DO NOT USE FOR TIPS.

Voucher Redemption by 

[WHERE TO USE THIS CARD](#)

Billing Address: Yiftee, 325 Sharon Park Drive
#215, Menlo Park, CA 94025

4 Easy Steps

1

Locate the Card Balance

Current Balance is reflected on the top right of the card, or, at the QR code on the printed gift. **Do not charge beyond the available balance.**

2

"Split the Bill" if Needed

If the transaction is more than the available balance, run 2 transactions: one for the remaining card balance, and one for the rest of the bill.

3

Manually Enter Card Credentials

Run as a Manual Entry CREDIT CARD, using the 16 digit code, expiration, and CVV provided.

*do not use for tips, unless pre-authorized

4

Automatic Payment!

You will be paid as normal, just as you would any other Mastercard Transaction.

Reasons Cards Get Declined



Overcharging

You can only charge the available balance on the gift card, located in the top right of the electronic card, or at the QR code on the printed gift.



Unregistered POS System

If you have not yet activated your POS system, then you will not be able to run any transactions. If you have activated, but the POS ran its occasional “auto-update,” then the system may decline at first. However, when you run the card again, it will approve!



Typo!

Incorrectly entering the card information will, of course, cause the card to be declined. Simply try again!

Train Your Employees!

“How to Redeem” Document

The “How to Redeem” Document walks employees through how to redeem, step by step. Have it front and center at the register, to make it easy for employees to reference!

Merchant Training Video

Send this Merchant Training Video to all of your employees and new hires for those that might be more visual learners.



Get your fair share... and more!

How to get Cardholders in YOUR business



Offer Promotions

Offer deals exclusive to Community Card holders or offer additional perks for using the Community Card at your store, like a small gift, an extra service, or a discount on the next purchase.



Social Media/ Email Marketing

Use your business's social media page and email list to advertise that you accept Community Cards. You will demonstrate your business as a responsible community member AND attract attention from cardholders. Templates for socials and email.



Window and In-Store Displays

Ask your organizer if they have purchased a "marketing kit" with window clings, table tents, and business cards. If not, build your own with these templates.

Merchant FAQs

- **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.
- **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.
- **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 on the program simply serves to provide you with an additional source of revenue for your business.
- **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.
- **Can the Community Card carry a balance and be used more than once?** Yes, the card may continue to be spent at any/all participating businesses, until there is no remaining balance.
- **What about tech support?** Yiftee's US-based tech 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.
- **Is there a fee to purchase the Community Card?** The card buyer pays \$1.00 plus 5% of the card value, unless this fee is subsidized by a sponsor. The card recipient gets 100% of the card value. The store is paid the full value of the card, less their normal card-not-present (CNP) Mastercard fee.
- **Can I cancel my participation on 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.
- **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. Your organizer also 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.

Thank you

For your Attention

Questions? Contact us:

✉ support@yiftee.com

🌐 www.yiftee.com

📍 Menlo Park, CA

