

#### Welcome!

# Thank you for being a participating merchant in your Community eGift Card Program!

Ever since we launched the company back in 2012, we have been all about bringing profitable business to local shops and restaurants. We started by doing simple eGift Cards for small businesses. Along our journey we developed easy ways to promote them, and for companies and individuals to buy lots of them. Then it all came together when we started doing Community Cards.

It turns out with small businesses, when you combine them and go digital, you attract new buyers that bring new revenue to the community. Everyone wants to shop local – but it needs to be easy and the shopper needs to make the choices. The Community Card, with "something for everyone" allows just that.

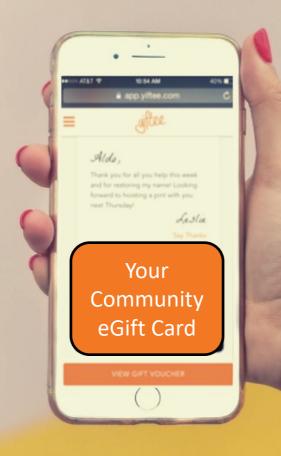
Now we have more than 450 Community Cards generating millions of dollars of new revenue for small businesses each year. <u>The key to success is our partnership with you.</u> We can do tech, security and payments, but YOU know your community. We're here to back you 100% so let us know what you need, and we'll share what we've got and together let's keep local dollars local.

Welcome to Yiftee! We're thrilled to work with you.

Donna Novitsky, CEO Yijtee, Inc.

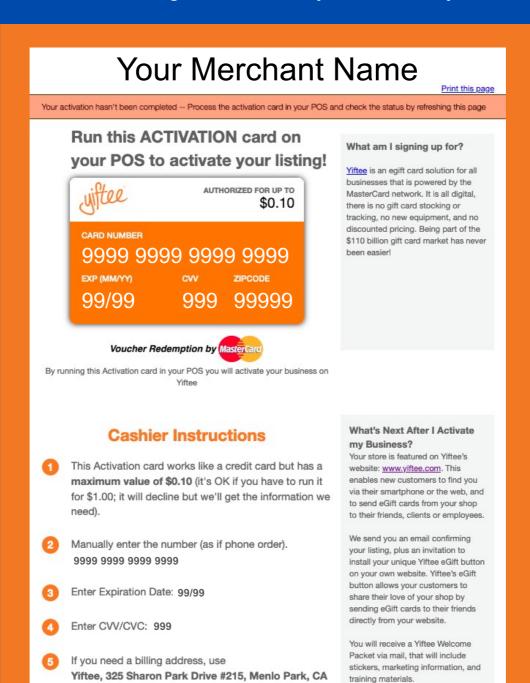
# 4 Simple Steps

To start redeeming Community eGift Cards!



## Run Your Activation Card

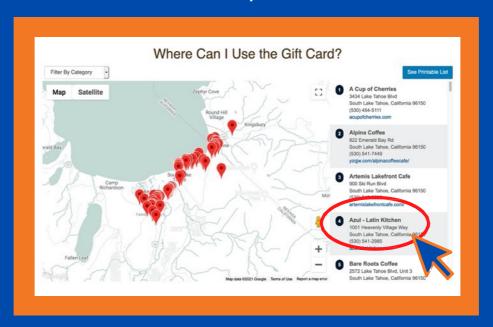
You will receive an Activation Card from Yiftee in your email. Please make sure to check your spam and junk folders if you don't see the email in your inbox. Follow the instructions at the bottom of the page and key in the sixteen-digit code into your POS system.



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### Run Your Activation Card

Once the Activation Card has been processed, you'll see your business on the map in your Community's online portal.



#### **Please Note:**

- Running your Activation Cards means you "opt-in" to your Community Card program and agree to the Merchant Agreement here: https://yifteeutil.com/merchant-agreement
- Activation Cards may take up to 24 hours to process before your business is live on our site and before you can start accepting gift cards.
- If your PoS system requires a minimum transaction of \$1, run the Activation Card for \$1. It will get declined, but we'll still get the information we need to add you to the program.
- Businesses with BOTH store front and online shops must run different Activation Cards through both PoS systems. Businesses with multiple PoS systems must run a different Activation Card through EACH system.
- If a business changes their PoS system or Credit Card processor, they
  must run a new Activation Card.
- If you need a new or additional Activation Card, please contact your gift card Organizer or <a href="mailto:support@yiftee.com">support@yiftee.com</a>.

# Run Your Activation Card ONLINE BUSINESSES

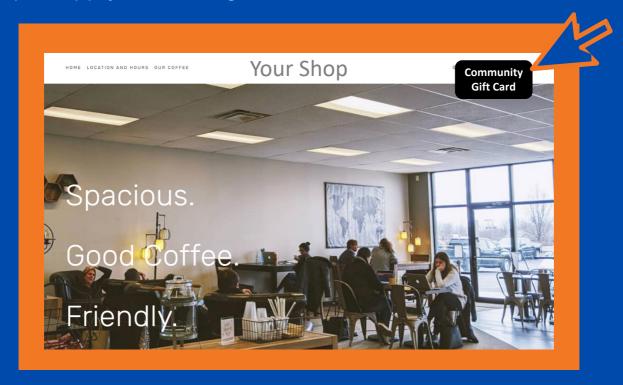
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### **Get More Business!**

Let everyone know you are participating in your community gift card program

1) Post your community card's URL on your website with a "Community Gift Card" button. Use the link from your comm card page: e.g. https://app.yiftee.com/gift-card/lake-tahoe--south-shore

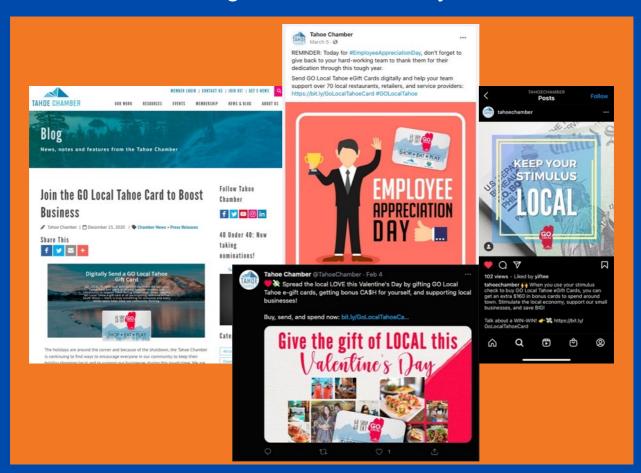


Make it easy for customers to see and buy!



### **Get More Business!**

- 2) Post your "Window Cling" on your store-front, put up point of purchase signage, and make your Community Card participation visible to your customers so they know they can spend their cards at your business.
- 3) Post your local community card's URL to your social media and send it out in your customer newsletter to bring cardholders in your store.



You'll find customizable social media posts and other free resources here:
<a href="https://yiftee.zendesk.com/hc/en-us">https://yiftee.zendesk.com/hc/en-us</a>

### Train Your Employees

- 1) Watch and share the How to Redeem video and Quick Training Guide below.
  - 2) Post the 2 training documents below where employees can see.



Watch this 2 min video on How To Redeem eGift Cards: https://www.youtube.com/watch?v=FB7Y2dyK64A&t=28s

## Quick Training Guide: How To Redeem a Community eGift Card

- 1) Customer presents Community eGift Card on a mobile device or printed on paper.
- 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 the current balance. To check balance on a printed gift, go to <a href="https://c.yiftee.com/check-gift-balance">https://c.yiftee.com/check-gift-balance</a>.
- 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.

# Start Redeeming Gift Cards!

If you have questions or need help with anything, please contact <a href="mailto:support@yiftee.com">support@yiftee.com</a>

Questions?

