

# Merchant Kit

## Community eGift Card

Everything you need to know to start redeeming Community eGift Cards at your business.

# 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.

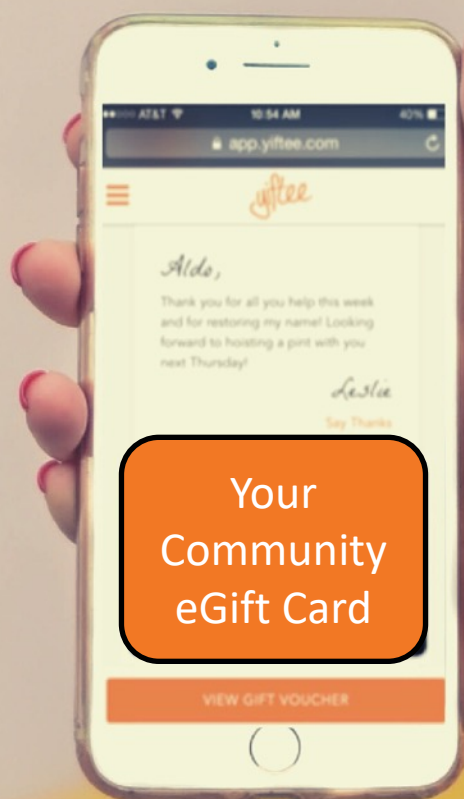
Now we have more than 265 Community Cards generating millions of dollars of new revenue for small businesses each year. *The key to success is our partnership with you.* We can do tech, security and payments, but YOU know your community. We’re here to back you 100% so let us know what you need, and we’ll 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**  
**Yiftee, Inc.**

# 4 Simple Steps

To start redeeming  
Community eGift Cards!



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# Run Your Activation Card

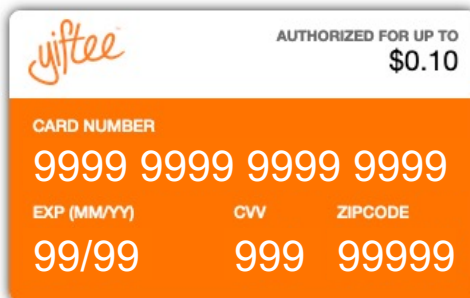
You will receive an Activation Card from Yiftee in your email. Please make sure to check your spam and junk folders if you don't see the email in your inbox. Follow the instructions at the bottom of the page and key in the sixteen-digit code into your POS system.

## Your Merchant Name

[Print this page](#)

Your activation hasn't been completed -- Process the activation card in your POS and check the status by refreshing this page

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

### What am I signing up for?

Yiftee is an eGift card solution for all businesses that is powered by the MasterCard network. It is all digital, there is no gift card stocking or tracking, no new equipment, and no discounted pricing. Being part of the \$110 billion gift card market has never been easier!

### Cashier Instructions

- 1 This Activation card works like a credit card but has a **maximum value of \$0.10** (it's OK if you have to run it for \$1.00; it will decline but we'll get the information we need).
- 2 Manually enter the number (as if phone order).  
9999 9999 9999 9999
- 3 Enter Expiration Date: 99/99
- 4 Enter CWV/CVC: 999
- 5 If you need a billing address, use  
**Yiftee, 325 Sharon Park Drive #215, Menlo Park, CA 94025**

### What's Next After I Activate my Business?

Your store is featured on Yiftee's website: [www.yiftee.com](http://www.yiftee.com). This enables new customers to find you via their smartphone or the web, and to send eGift cards from your shop to their friends, clients or employees.

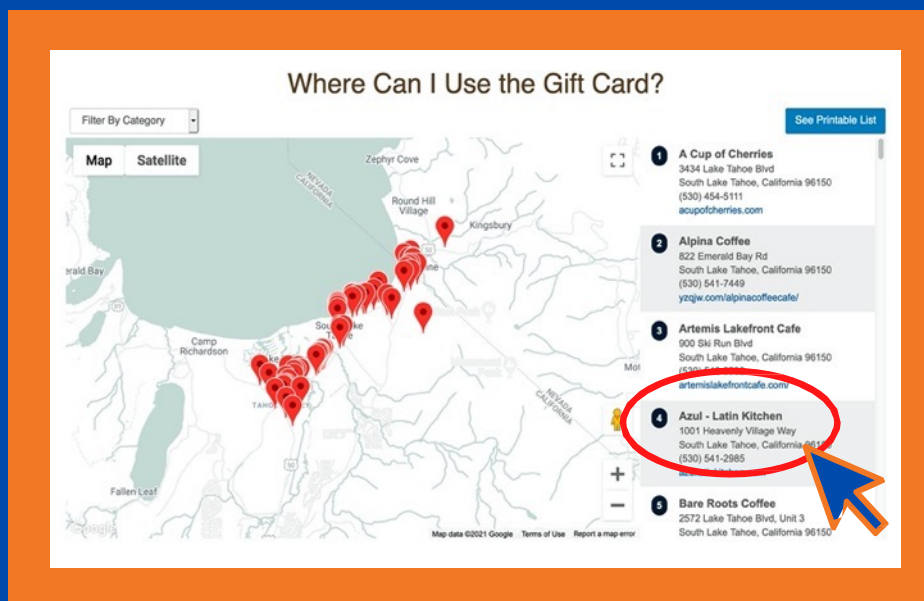
We send you an email confirming your listing, plus an invitation to install your unique Yiftee eGift button on your own website. Yiftee's eGift button allows your customers to share their love of your shop by sending eGift cards to their friends directly from your website.

You will receive a Yiftee Welcome Packet via mail, that will include stickers, marketing information, and training materials.

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# Run Your Activation Card (Continued)

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



## Please Note:

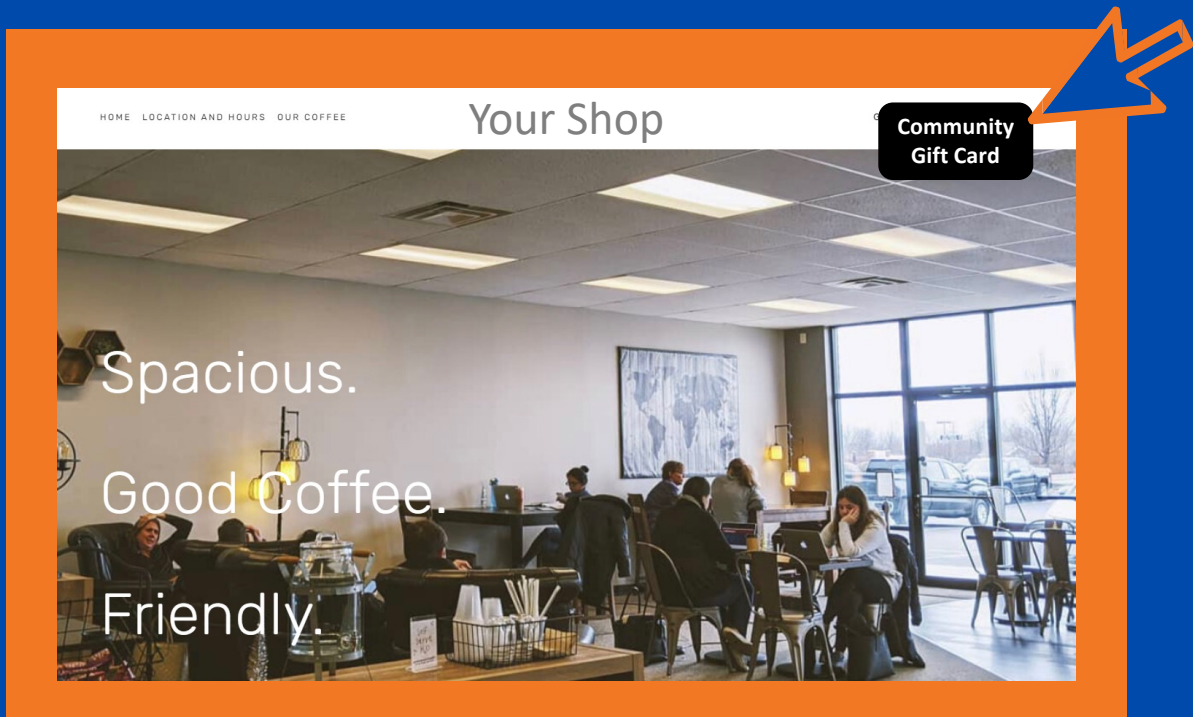
- Running your Activation Cards means you “opt-in” to your Community Card program and agree to the Merchant Agreement here: <https://bit.ly/2Ovc0ga>
- Activation Cards may take up to 24 hours to process before your business is live on our site and before you can start accepting gift cards.
- If your 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 [support@yiftee.com](mailto:support@yiftee.com).

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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!

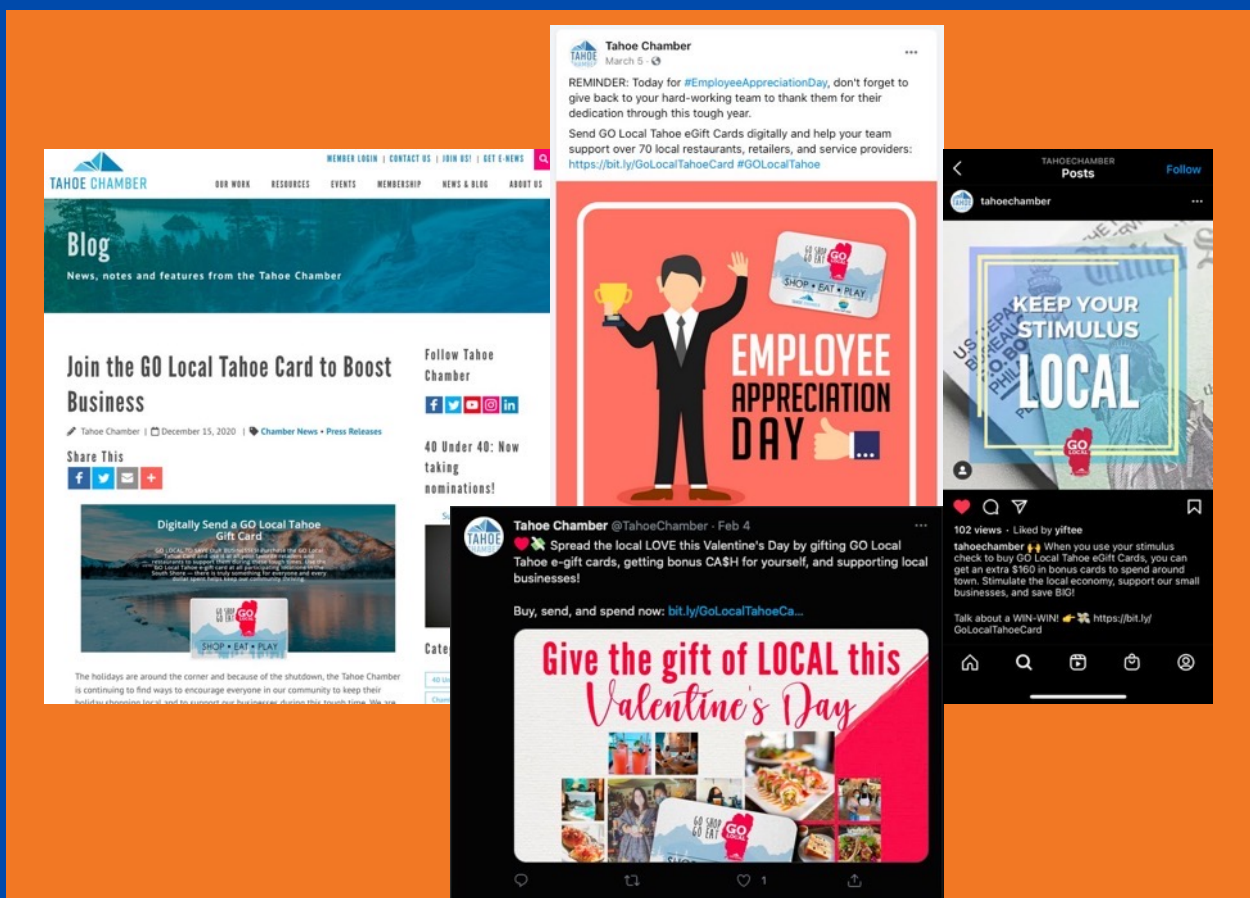
A promotional banner for the GO Local Tahoe Card. At the top, it features the 'GO SHOP GO EAT GO LOCAL' logo. Below the logo are four navigation tabs: 'How It Works', 'Where Can I Use It?', 'Check Balance', and 'For Businesses'. A central red banner contains the text 'GET BONUS \$\$\$' on the left and 'Buy \$25 or more, get a \$10 bonus gift', 'Buy \$50 or more, get a \$20 bonus gift', and 'Buy \$100 or more, get a \$40 bonus gift' in the center. To the right of the red banner, it says 'Limit 4/ purchaser' and 'While supplies last'. The bottom half of the banner features a scenic background of mountains and a lake, with the text 'GO LOCAL TO SAVE OUR BUSINESSES!' in large white letters. Below this, smaller white text reads: 'Purchase the GO Local Tahoe Card and use it at all your favorite retailers and restaurants to support them during these tough times. There is truly something for everyone and every dollar spent helps keep our community thriving. Check back daily for new businesses to support!'.

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# Get More Business! (Continued)

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:

<https://yiftee.zendesk.com/hc/en-us>

# 3

## Train Your Employees

Make sure all your current and new employees know how to redeem your Community eGift cards.

Post the “How to Redeem” flier (included in your Merchant Kit email) somewhere in your business where all your employees can see it.



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 <https://c.yiftee.com/check-gift-balance>.
- 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.**



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## Start Redeeming Gift Cards!

If you have questions or need help with anything, please contact [support@yiftee.com](mailto:support@yiftee.com)



Questions?

*yiftee*<sup>TM</sup>  
Keep Local Dollars Local