

2nd Quarter Checklist

- Refresh in-store signage at your merchants' locations. Redistribute "how to redeem" document and make sure employees are trained.

- National Administrative Assistant Day is April 26th. Reach out to employers with the Bulk Purchase one pager on showing their gratitude to the ones who support them all year round.

- Teacher Appreciation Day is May 2nd. Reach out to PTAs/PTOs and schools to show their gratitude with your Community Card. Promote your Community Card as the perfect gift for teachers at the end of the school year.

- It's Moms, Dads and Grads season! Post on social media (use the customizable free content in the Yiftee Resource page), post flyers around town to "Celebrate Mom/Dad/Grads and support local businesses."

- Do email and social media campaigns and a newsletter article on "Shop Local" for birthdays, anniversaries, special occasions, and gratitude.

- Coach gifts! Reach out to kids' sports leagues to inspire parents to purchase your Community Card to appreciate coaches and team managers for a great season. Post flyers around town.

- Use the "Featured Merchants and Special Offers" capability to highlight businesses targeting Moms, Dads and Grads on your eGift purchase page or Mom/Dad-owned businesses.

- Find sponsors for a BOGO. Offer them branding opportunities in exchange for \$10,000 to fund a BOGO. Or take up a collection from 3-5 sponsors for lesser amounts and pool the funds for your BOGO.

2nd Quarter Results

- Target \$10,000 in card sales in Q2 and more than that in redemptions, depending on your holiday sales.
- 2 new bulk purchases of \$1k or more.
- Get a sponsor (could be multiple organizations chipping in) for a bonus program of \$5k or more
- 50+ merchants in the program