

3rd Quarter Checklist

- Set up a table or booth to sell cards at your community's summer events using the "Order Desk" feature in your portal. (Instructions linked below.)
- Refresh in-store signage and redistribute the "How To Redeem" document. Make sure employees are trained and ready for lots of new business.
- Send the Realtor & Developer Best Practice one pager to realtors, home lenders, developers, local agents and organizations, encouraging them to send your gift card for move-in gifts, marketing incentives and referral program gifts.
- Send the Hospitality Best Practice one pager to hotels, restaurants and attractions, encouraging them to use your Community Card to promote their businesses during the busy travel season.
- Use the "Featured Merchants and Special Offers" capability to showcase restaurants on your Community Card page for your local Restaurant Week or contact us to run a special Restaurant Week BOGO.
- Do email and social media campaigns and a newsletter article on "Shop Local" for birthdays, anniversaries and special occasions.
- August is Black Business Month. Encourage companies that have Diversity, Equity and Inclusion (DEI) budgets to fund a \$10,000 Buy-One-Get-One (BOGO) program in exchange for marketing and branding opportunities. Or find 3-5 sponsors for lesser amounts and pool the funds for your BOGO.
- Target your local banks, realtors, developers, city government, tourism offices and large employers to fund a BOGO program for the holidays. Use the same strategy as above.

3rd Quarter Results

Target \$10,000 in card sales in Q3

2 new bulk purchases of \$1k or more

50+ merchants in the program

Ready for the holidays!