



## HOW TO SELL MORE COMMUNITY EGIFT CARDS - SPONSORS!

### 1) Group Purchases, Awards and Rewards- The "Patron Card"

**Who makes bulk purchases?** Any local employer with (schools, hospitals, universities, real estate agencies, law firms, government offices, corporations, etc.) Community Cards are great for employee rewards, holidays, anniversaries, referrals and appreciating those employees who go the extra mile. Bulk purchasers can send the gifts all at once or over the course of time.

**The "Patron Card"**- The "Patron Card" is for patrons of your community spending \$1,000 or more and using the gift cards for awards and rewards. If purchasers can send funds via check or ACH, we'll waive the fees completely. All "Patron Cards" expire in 12 months and there is no recoupment of unused funds. "Patron Cards" must be purchased by a business or non-profit. They can't be purchased by individuals or consumers.

**Steps for "Patron Card" bulk purchases-** Email [sales@yiftee.com](mailto:sales@yiftee.com) for bulk purchases. We'll set up a free "Patron Account" for the purchaser and if they're paying via check or ACH, we'll deposit the funds into that account once we receive them. We must receive the funds before sending the gifts. For large purchases, we'll order the gift cards for the purchaser.

#### **Perks for your sponsors-**

- Waived eDelivery Fees
- Purchasers can add their logo to the email header that goes out with gifts or you can feature their logo on your Community Card or gift card page.
- Access to a free "Patron Account" which allows purchasers to send gifts whenever they'd like, plus, run reports and track gifts.



## **2) Buy One Get One Promotion**

**Who can sponsor your BOGO?** Any local company or corporation can sponsor. We've especially seen local banks and credit unions take an interest in funding these promotions in exchange for community recognition (ideas below). We've also seen city governments, ARPA (via federal/state/county/city) funds, tourist offices (i.e. hotel taxes), real estate agencies and developers, law firms, and others. Check out your Board of Directors for good candidates!

**How much do you need for a BOGO?** Often communities combine funds from more than one sponsor. \$10k is a good amount for your bonus pool but Yiftee has done them for anywhere from \$500 to \$500k, depending on the size of the community. We recommend that you take up to 20% of the donation to cover your costs of marketing and managing your comm card program.

**Steps for launching your BOGO-** Contact [raquel.lopez@yiftee.com](mailto:raquel.lopez@yiftee.com).

1. Send Funds by check or ACH (mail to Yiftee, Inc. 325 Sharon Park Drive #215, Menlo Park, CA 94025 or contact us for banking info to transfer funds).
2. Fill out the Quickstart - we can hop on a call with you if you need help.
3. Create your banner and optional bonus gift card image w/sponsor logo.

We recommend offering a bonus of at least 40% of the purchase value and setting a limit on the number of bonus gifts per purchaser. Your funds will cover the bonus gifts plus a \$1 fee per bonus gift. Set an expiration on bonus gifts to get them used faster and recoup any unused funds. Yiftee will launch your promotion on your selected start date. There's no cost to set up a BOGO and the bonus cards are processed exactly the same as your regular Comm Cards by the merchants.

**Perks for your sponsors** - Do a press release and post on social media when you launch your BOGO (Yiftee can provide templates) and highlight your sponsors. Feature their company logo on all of your promotional materials, on your community card, bonus gift card and gift card webpage. Keep marketing going throughout the campaign. Make them the hometown heroes for supporting local businesses!



### **3) Subsidizing eDelivery Fees so Buyers Only Pay Face Value**

**Who can subsidize your eDelivery fees?** Anyone can sponsor the fees. See the list under BOGOs above for recommendations. We've seen everything from local banks to the local Walmart in a small town subsidizing fees. Some Organizers choose to pay for them themselves. Fee sponsorships range from \$500 on up.

**Steps for subsidizing eDelivery fees** - Contact [raquel@yiftee.com](mailto:raquel@yiftee.com). You can send funds via check, ACH or add a credit card to your account. We'll turn on subsidy as soon as we receive funds. Please note that subsidy gets turned off automatically when your account balance reaches \$300. If you have a credit card on file, we recommend you turn on the "auto-recharge" option in the "manage account" section of your portal, under "current balance". That way you can continue subsidizing the fees without worrying about your balance dropping below \$300.

**Perks for your sponsors** - Feature their company logo on all of your promotional materials, on your Community eGift Card and gift card webpage.