Keep Local Dollars Local

Holiday Marketing for Your Community Card

Holiday Sales that Give Back All Year Long!

The Holidays Are Big Gift Card Business!

November-December 2022 Community Card Sales

200
CommCards

$30,000
Avg. card sales

400
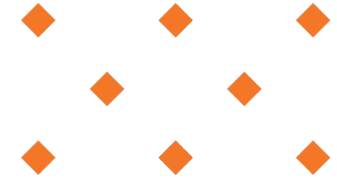Cards/community

9,000
Merchants, 45/ea.

$75
Avg. card value
+30% typical overspend

1,500
Transactions =>
more foot traffic &
51% try new spots

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How <u>You</u> Can Do This

Recruit Sponsors

Buy-One-Get-One bonus programs double or triple $

Local Marketing

In-store, public signage, social media, press, SEO

Enterprise Bulk Purchases

Employee reward programs and holiday gifts

Recruiting Sponsors

Consumers love bonuses!

You define the levels, the limits, the timeframe

Yiftee manages it for you

Funding sources

Can be one or a group of community-minded organizations:

City/county government, banks & credit unions, travel office, real estate developers, employers in your downtown/main street area

What's in it for them?

Make Sponsors Your Hometown Heroes!

Put their branding front and center!

Website, card image, in-store marketing, employee flyers, press, social media

Focus on merchant need and high ROI

Contributions are multiplied by 2-8X because of additional & repeat purchases

Sponsor Logos

Branding & Promotion Opportunities

Many ways to recognize the generous support of your sponsors	
Logo on Community Card	X
Logo on bonus cards	X
Logo on eGift purchase page	X
Logo on gift emails sent by sponsor	X
Logo on public marketing materials	X
Links to sponsor's website	X
Press release with quote	X
Logo on Organizer website	X
Social media posts	X

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You Could Get Fancy (but you don't have to)

Sponsor type	Company rewards program	Bonus – platinum (per program) Exclusive	Bonus – gold (per program) Shared	Bonus – silver (per program) Shared	Bonus – bronze (per program) Shared
Qualifying gift purchases	$1,000/yr	$TBD	>$5,000	$2k-$5k	$1k-$2k
Logo on gift emails sent by sponsor	X	X	X	X	X
Logo on marketing materials	X	XL	L	M	S
Logo on eGift purchase page		XL	L	M	S
Links to your website		X	X		
Press release		Exclusive	Shared	Shared	Shared
Logo on Chamber website		XL	L	M	S
Social media posts	X	X	5	3	1
Logo on bonus cards for promos		Exclusive	Shared		

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Why sponsor?

Local Businesses Need Our Help

Trend: **Enlisting communities in recovery via public-private partnerships**

Small businesses = 99% of US businesses, 60M US jobs

½ of the private sector workforce

Fewer employees, higher costs (src: NY Times, July 2022)

Difficult to compete with flexibility of gig work for employees

Increased costs to do business (labor, goods & services)

Recovery will take time (src: McKinsey and Co.)

It took 6 yrs. to recover from 2008-09 recession

Lasting effects in supply chain disruption hit small business hardest

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Get the Word Out with Local Marketing

Don't reinvent those wheels! We've got your covered.

Marketing Resources For You

Find them in your portal or on yiftee.com

In-store marketing templates

Social media templates

Sponsor materials

Best practices

Newsletter template

Press release template

Need help to customize?
Just ask us!

| Order Desk | Marketing Resources | Buy One Get One | Analytics |

Manage Locations ↻

Add A Location   Upload CSV   Location Rep

Click here to see your custom community card page. Put its URL on your website to sell cards and include it in your materials. Ask merchants to put it on their websites to increase sales.

Merchant Portal / Listing / Manage Locations

🔍 Search table for...

Store Name	Address	City	State	Business Number	Status
Staplestown	32120 Highway 79 South	Temecula	California	(951) 302-6478	Need to Run Activation

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Activate Merchants, Expand Your Reach

Feature your merchants

- ✓ Gift card link on your website
- ✓ Newsletter, social media, local press
- ✓ Set up "Featured Merchants and Special Offers" in your CommCard

Engage merchants' marketing

- ✓ Gift card link on their websites
- ✓ In-store signage
- ✓ Send email to their mailing list
- ✓ Merchant newsletters, social media

Creative Local Marketing That Works

People Love Hometown Videos

SHOP

Berkeley, CA

DISCOVER

DINE

BERKELEYBUCKS.COM

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Use Cards at Community Events

Sell cards at events

Use "Order Desk" for instant delivery
Pumpkin patches, holiday fairs, etc.

Prizes & awards

Halloween parade
Christmas tree decorating contest
Scavenger hunts & raffles
Gift basket donations

Organized groups

Local conferences
Sports tournaments

Welcome New Residents & Visitors

Realtors & developers

Welcome gifts for new home buyers & tenants
Customer appreciation
Open house gifts
Marketing to potential buyers & sellers
Referral gifts

Hotels & visitor offices

"Workation" programs
Welcome to new & repeat guests
Conference attendees
Guest recovery when something goes wrong

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Schools Purchase CommCards

Colleges & universities

Orientation/welcome gifts

Finals week survival gifts

Teacher/staff holiday gifts

Graduation gifts

Elementary & high schools

Publicize in school bulletin

Teacher holiday & end of year gifts

Graduation gifts

Enterprise Sales
& Patron Accounts

How they help you grow your Community Card program

Enterprise Sales: A Giant Market!

25%

$60B

Keep It Local!

% of Yiftee 2022 Community Card sales that went to enterprises!

Money enterprises spend on gift cards every year!

NO to small business, but YES to Community Cards
– Variety
– Shows community spirit

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Who Buys Them?

Hospitals	**Schools**	**Universities**

Realtors & Developers	**Law Firms & Services**	**City Gvmt & Non-Profits**	**Banks & Credit Unions**

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Why Do They Buy Them?

Unique & Unexpected

Not the same old ecommerce and national brand cards
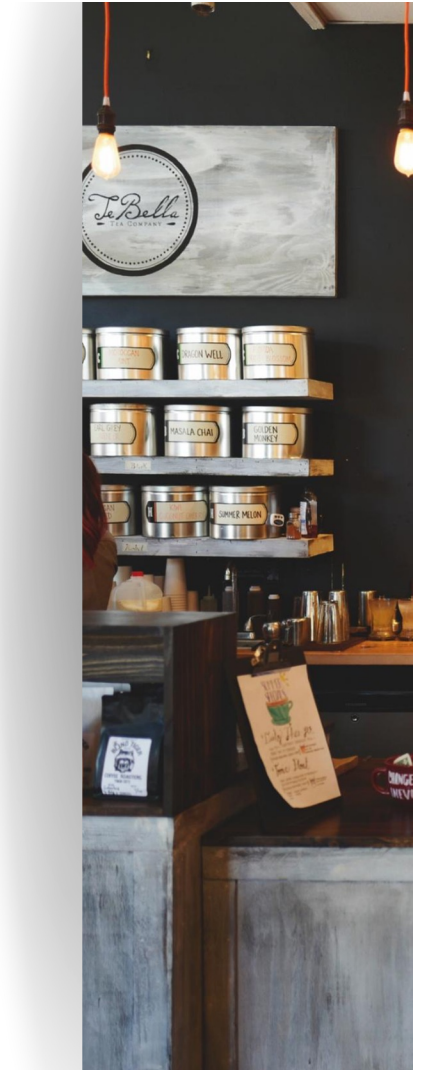
Supports Local Businesses

Local shops and restaurants are the heart of the community

Recipients Choose Where to Spend

Always something for everyone, FUN to choose!

Show Their Community Commitment

Give back to the place that employees live and work

NEW! Become a Community Patron

No eDelivery fee

Enterprise gets their own private Patron Account

- Easy to send gifts anytime from their own desktop
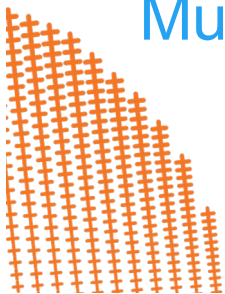- Customize with their logo on the card and email
- View reports on their sent gifts
- Manage budgets and allow managers to send on demand

Must be an enterprise, NOT individual consumer

- Purchase must be for gifts, rewards, awards or promotions, not for self-use
- Minimum purchase of $1000, does not have to be all at once

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Outreach to Larger Organizations (200+)

Who are the target industries?

City government
Banks, credit unions, finance
Academic
Real estate, developers
Healthcare
Manufacturing

Yiftee will do all the outreach for major accounts

Phone calls, emails, and follow up

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The Pitch – Who & What

Who are the folks you want to speak with?

- HR/benefits/rewards
- Community engagement/outreach
- Department managers

What are the key talking points?

- Employee appreciation/spot bonuses/holiday gifts in place of Amazon or Starbucks
- Unique and personal gifts, supporting our local merchants
- Fun experience for the employee to redeem in one or many of X number of shops and restaurants in your program
- Give twice – once to your team members, and again to the community when the card is spent

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Let Us Help! How to submit a lead
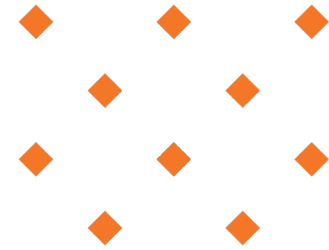
1. Click "More info" on your webpage

Choose an eGift Card Amount

| $5 | $25 | $50 | CUSTOM |

Buy eGift Card(s)

eDelivery fee of $2.25 will be applied. ⓘ

Volume Discount Program

Support Local! Consider using our Community Cards for employee rewards, holiday gifts, customer appreciation, welcome gifts, prom incentives, etc. Get access to reduced or waived fees for purchases over $1,000, plus direct assistance and a free Enterprise Accou business reporting. Sponsorship opportunities are also available.

More Info

2. Fill out form w/contact info

Sign up to purchase our Gift Cards in bulk.   ×

Please complete the information below

Business Name

Contact Name

Email

Phone

Submit

3. We'll take it from there!

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Next Steps?

Pat Hart

pat@yiftee.com

978.230.3028

Have a great prospect in mind? Let me know!

Custom slides to help your argument – do you want them?

Call/email me

THANKS FOR

Questions?

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