**Template Messages for CommCard Holiday Marketing**

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**For recruiting potential merchants:**

The holidays are around the corner and this year at **[your organization]**, we want to encourage everyone in our community to keep their holiday shopping local. Our **[your community card name]** makes the perfect gift or stocking stuffer. Consumers can show their support for local businesses by purchasing the CommCard for their friends, colleagues, or family members. Companies love to use our CommCard as employee rewards and holiday gifts. The important thing is **the dollars stay local and benefit our shops, restaurants, and community.**

People will purchase the Cards online and email, or print them for use in your shops and restaurants. To accept the Cards you need to be able to process a key-entry (like a phone order) Mastercard. You are paid through your credit card bank in your normal settlement, with your typical Mastercard CNP processing fee. The **Cards only work at participating merchants,** i.e. those who opt-in.

There is no cost to you to participate in the program. To opt-in, you simply run a 10 cent charge (or whatever is your minimum) on a prepaid Mastercard that Yiftee, our technology partner, will send you by email (the “Activation Card”). This is your authorization to participate and you are agreeing to [Yiftee’s Merchant Agreement found here](https://yifteeutil.com/commcard_merch_agreement). More info on the program is attached.

**Please reply no later than [your deadline]** if you are interested in being able to accept these Cards and the additional business they bring to your store during the holidays.

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**For recruiting potential corporate buyers:**

I’m delighted to introduce the **[your card name],** the perfect gift for your employees this holiday season**.** It is an eGift Card that can be used wherever you might use a gift card, but instead of national brands, it works in our **local shops and restaurants in the area**. This way your funds have a double benefit – for the recipient and for the community!

We would love to include the name of your company as a community-minded supporter of local business. Attached are some holiday fliers with more information about the **[your card name].** If you are interested in more information on corporate usage and reporting I’d be happy to introduce you to our partner, Yiftee.

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**For merchants to help spread the word:**

Dear **[Community Card Name]** Merchant,

Please help us help you this holiday season, by spreading the word about the **[Community Card Name]!** Together we can build buzz among your customers, and get more redemptions at your store. Check out how the **[Community Card Name]** can help you.

**Card buyer surveys show…**

* People spend over 30% more at local businesses when they buy a Community Card!
* 51% of card buyers try new shops and restaurants!
* 92% of card buyers say they prefer to support their local business with a Community Card vs. buying national brand gift cards!

Customers want to support your local card; they just need to know it exists! That’s where you come in. It’s simple, we’ve already done the promo for you, just send this graphic out to your email list and watch the holiday sales roll in!

With gratitude,

[Organizer Name]