

How to...

Increase Card Sales in Your Community!

Why it is important to find partners



It can be difficult and costly to build awareness for a new consumer product - like your Community Card. No one goes to the Chamber website to buy a gift card. The best way to establish your program is with partners. They can be corporate, professional, medical, realtor, government, schools or other groups, but getting them on board early will jumpstart card sales and get more revenue to your merchants sooner. Plus employees receiving a card at work are more likely to give one, so now you've got momentum. It's a win for your partners too - since they can usually support local businesses and "give back" with the same dollars they would otherwise have spent on national brand and ecommerce gift cards. Here are three popular partner programs to "keep local dollars local."

Buy One Get One Programs

leveraging sponsor dollars for a multiplier effect

Support Local Business Programs

to preserve the unique character of your community

Employee Reward Programs

for year-round benefit and continuous awareness building

Buy One Get One Programs

What a BOGO does for your community? It multiplies money and jumpstarts sales!

BOGO programs are a simple, versatile and fast way to get attention for your Community Card and pump immediate funds into your local economy to recover from COVID-19.

Features of the BOGO Program

- Customize your program to fit your budget - Buy \$X, Get \$Y
- Create a compelling incentive for all community members to buy cards for themselves and others
- Set an expiration date on the bonus cards. This will ensure the bonus funds quickly benefit local businesses. Money from expired cards will be returned to the program fund and can be used again in a later promotion

Create a Sponsorship Program

- To fund the “Get One” bonus cards, invite potential sponsors to contribute in exchange for recognition as a supporter of the local businesses that make your community special
- Create sponsor donor levels that appeal to your community, e.g.:
 - Platinum: \$10,000+
 - Gold \$5,000+
 - Silver \$2,000+
 - Bronze \$1,000+
- Add sponsor logos to your marketing materials and website to thank your generous donors at all levels
- *Important!* Make sure your sponsors are informing their employees, clients, members and other stakeholders that they are supporting the community in this way, and **bonus dollars are available when they purchase your cards!**

A SUCCESS STORY: Zionsville

In early April 2020, Zionsville, IN launched the “Zionsville Shop Local Card.” A generous donor in the Zionsville Chamber contributed \$1,000 to be used in a BOGO promotion, buy a \$30 card get an additional \$10. For \$1,000 this promotion will engage almost 100 people in the community and generate at least \$3,600 in small business revenue.

Possible Sponsors

- Local employers, e.g. corporations, your city, chambers of commerce, visitor’s office
- Individual donors, e.g. realtors
- Country clubs and other community organizations
- Banks, credit unions, mortgage, insurance and other financial services businesses

Next Steps

- Use the attached resources and templates to reach out to potential partners
- Once you have partners and funding for your BOGO, email donna@yiftee.com to get set up and have the appropriate funds for the program transferred to your account

Support Local Business Programs

What does a small business gifting program do for your community? It keeps local dollars local! Industry studies show 40% of money spent locally is reinvested locally. Speed recovery from the COVID-19 pandemic.

Features of Program

- Companies and other partners do not want to see their local small businesses fail. Here is a way to help them rebound from the COVID-19 pandemic and build a stronger base than ever
- Give bulk gifts customized to your program and budget.
- Send out as few or as many gift cards seamlessly to employees, customers, partners, clients, etc.
- Effective on both large and small scales

Impact of Program

- When giving local every dollar counts, make an impact no matter how big or small your program or business
- For promotions and rewards, givers can set an expiration date to encourage usage quickly and get funds to the small businesses. The majority of unused funds are returned and can be recycled

Possible Sponsors of the Promotion

- Corporations and non-profits of any size, e.g. hospitals to recognize essential workers, schools to thank teachers, cities to help residents who may be out of work, employers to appreciate work-from-home employees, utilities to give customers a break
- Local businesses to appreciate clients, partners and customers
- Your City/Chamber of Commerce/OED/Visitor's Bureau to help the economy

Next Steps for small gifting programs (< \$500 Gifts)

- Reach out to potential partners to see if they would do a one time purchase to help out local businesses
- Small gift orders can be bought directly on the website and emailed to the recipient

Next steps for large gifting programs (> \$500 Gifts)

- Partners who would like to give gifts totaling more than \$500 can reach out to donna@yiftee.com to set up an account with possible discounts on fees

A SUCCESS STORY: Lancaster Local!

The City of Lancaster, SC kicked off the \$LocalLancaster\$ program with generous gifts of \$300 for each city employee to allow them to support local businesses. With over \$50k in circulation at launch, in the first week, \$13K of those cards were redeemed, going straight into the pockets of Lancaster's small businesses. Now, the city is recruiting other large employers to give gifts of any size.

Employee Rewards Programs

What Employee Reward Programs do for your community: support small businesses ongoing with year-round purchases and increased card sales as employees get rewards, use them & learn about sending.

Features of Program

- Instead of national brand and ecommerce gift cards where the funds leave your community, use your Card for employee reward programs
- Senders can track budgets, manage access permissions, view redemptions and run reports with the Yiftee Enterprise App
- Customize the program to fit any organization's budget
- Easily send rewards individually or in groups
- Can be integrated with other HR rewards programs

The Detroit Card Keeps \$2M Spend Local

Dan Gilbert, CEO of Quicken Loans and Bedrock Development, wanted to reward employees and also support the local businesses in downtown Detroit where they work. Yiftee created The Detroit Card, which works at 100+ local shops and restaurants. It is used for Employee Rewards, Anniversary and Holiday Gifts and many more community engagement programs.

Impact of Program

- Fuels consistent card sales growth into the local economy all year
- Replaces national brand and ecommerce gift cards with one that directly benefits the community
- Demonstrates commitment to the local community where employees live and work

Possible Partners Near You

- Almost all companies buy gift cards for employee recognition, whether formally or ad hoc. Channel those dollars to also benefit the local economy instead of funds going to national brands and ecommerce

Next Steps

- As a community card leader, use the attached resources and templates to reach out to potential partners in your area
- Once you have a partner interested, email donna@yiftee.com to get them set up and trained on how to reward their employees with your community card.