

Community Cards

Join The Shop Local Movement!

Powered by:



Community Card Buyers

Employee Rewards,
Customer Appreciation



Consumer Deals,
Offers, Loyalty



Gifting,
Birthdays, Holidays



Fund Raising,
Schools, Non-profits



Bulk Purchases



Purchased online or in-office, delivered by email or print!

- ✓ Companies, city government, schools, hospitals, realtors, and other local employers purchase gift cards in lieu of national brand gift cards and use them for employee rewards, to recognize volunteers and reward referrals and loyal customers.
- ✓ These are incremental dollars for your small businesses, contributing to the local economy instead of going to large retailers and ecommerce.
- ✓ Consumers buy them for birthdays, holidays, anniversaries, appreciation and to show local support.
- ✓ 51% of card-holders try new places, incentivizing consumer purchases and driving more foot traffic in stores. Cardholders typically spend 30% more than the card's value.
- ✓ Ability to run bonus programs (e.g., Buy \$100 card, get a \$50 bonus card) to triple the value of grant or sponsor money.

Redeeming Community Cards

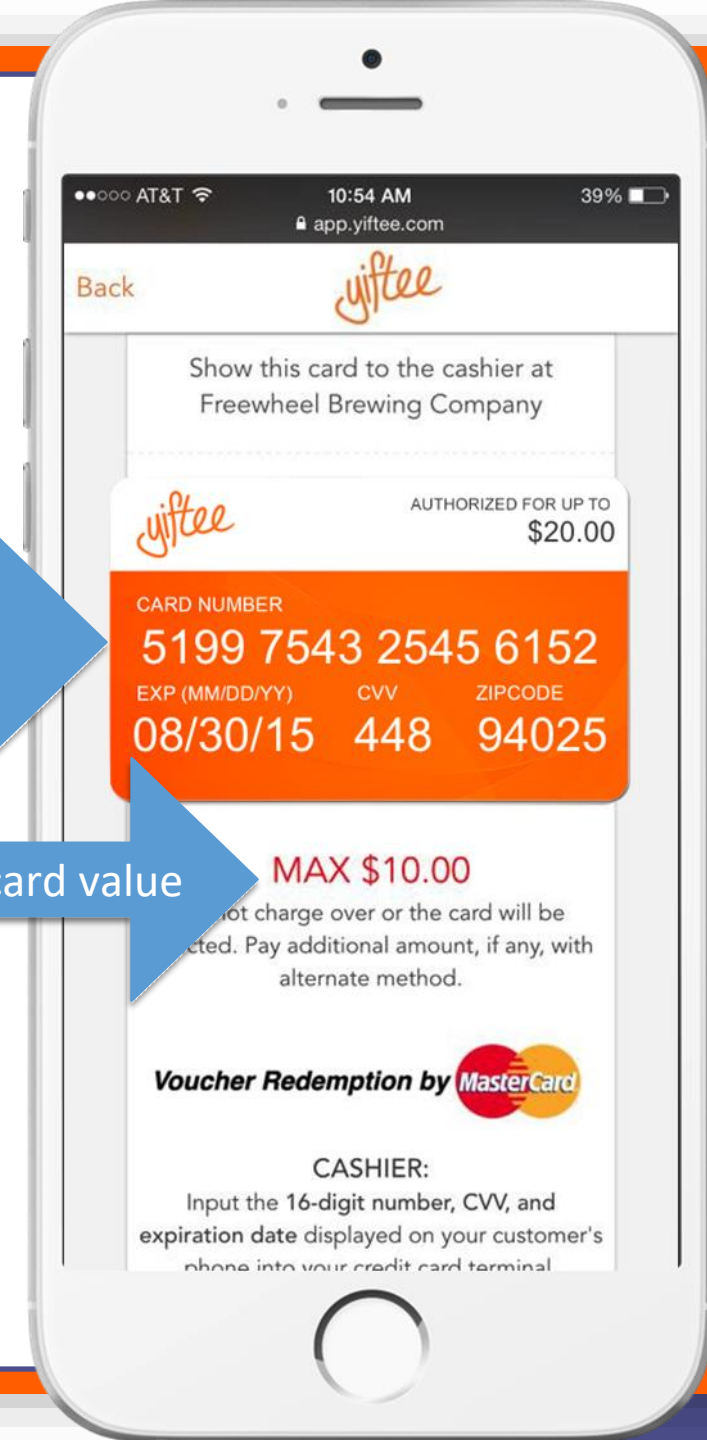
Multi-use, digital MasterCard, redeemable only at participating merchants.

MasterCard validates

Any merchant that accepts MasterCard can participate. Code is keyed in to redeem (like a phone order).

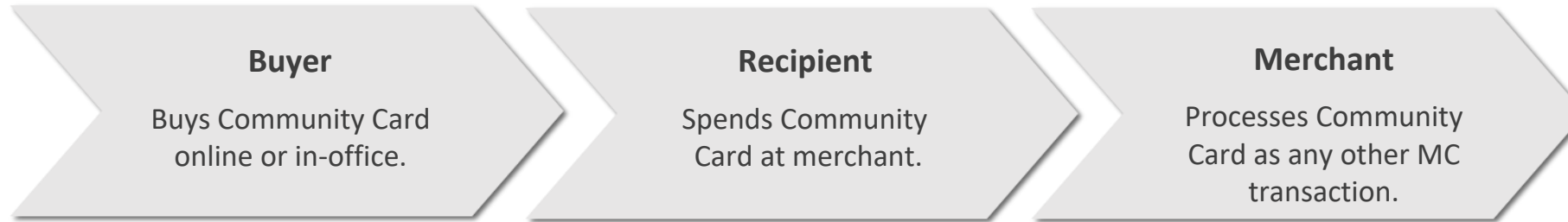
Do not exceed card value

Reconciled by normal MC bank, paid same day.
CNP interchange fees apply on redemption.
No app required on phone.
Yiftee sends monthly reminders to recipients.



Refreshes to
current balance!

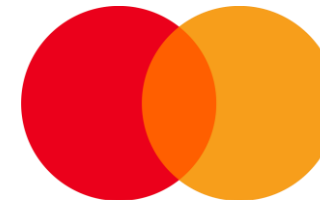
Simple To Deploy: No External Hardware, Terminals or Integration



Takes payment, holds payment in escrow.



Customer presents digital or printed voucher in store, merchant processes as CNP transaction.



mastercard.

MasterCard bank pays merchant.
Yiftee pays MasterCard bank.

Normal funds settlement for merchants; no funds transfer or liability for organizer; no fraud risk for merchants or organizer.

Bonus Programs Support Local Businesses

- ✓ Local employers, city, state & federal funds, professionals, community groups and others can sponsor a bonus gift program.
- ✓ Impact to local businesses is multiplied by consumers purchasing cards.
- ✓ eDelivery fee discounts available for bulk purchases.
- ✓ Up to 8X ROI!

Bonus Gifts

GET BONUS \$\$\$

Buy \$25 or more, get a \$10 bonus gift
Buy \$50 or more, get a \$20 bonus gift
Buy \$100 or more, get a \$40 bonus gift

Limit 4/ purchaser
While supplies last

GO LOCAL TO SAVE OUR BUSINESSES!

Purchase the GO Local Tahoe Card and use it at all your favorite retailers and restaurants to support them during these tough times. There is truly something for everyone and every dollar spent helps keep our community thriving. Check back daily for new businesses to support!

GO SHOP GO EAT GO LOCAL

SHOP • EAT • PLAY

TAHOE CHAMBER OF COMMERCE

Choose an eGift Card Amount:

\$10	\$25	\$50	\$100
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Sponsor-funded eDelivery fee

Buy eGift Card(s)

Next Steps to Launch Your Community Card!

- ✓ To get started, sign the Community Card Agreement and send it to sales@yiftee.com.
- ✓ Assign a staff member to launch the program, promote it, and work with Yiftee on enterprise sales & sponsors.
- ✓ Yiftee will create your portal and the staff member will set up your card with your branding and messaging.
- ✓ Identify and recruit your 10-12 merchants who will be your charter members of the program who will:
 - 1) Run their Activation Card to join and agree to the Merchant Agreement.
 - 2) Train & update their staff monthly.
 - 3) Post signage in their businesses.
 - 4) Promote the program to their mailing lists and social media at least 4 times/year.
- ✓ Identify a minimum of five potential enterprise buyers who will purchase cards for their employees and clients and/or could sponsor a bonus in exchange for local marketing. They could be board members, big employers in town, city government, schools, hospitals, non-profits, etc.



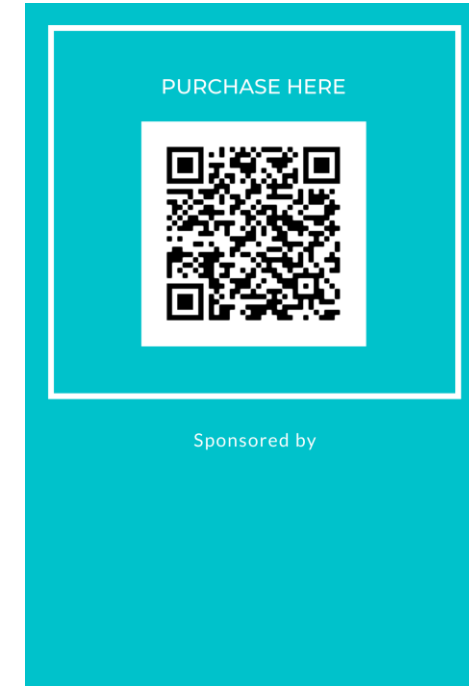
**Cost summary: \$1+5% of gift value "eDelivery fee" paid by gift sender at time of purchase. Periodic reminders to use will be sent, when possible, to the gift recipient. Subject to local laws, Yiftee may apply inactivity fees after 12 months of no redemption activity. Gifts do not expire unless sent by a business as a promotion or award.*

In Store Community Card Marketing Kit

Window Clings (100)



Table Tents (100)



Consumer Takeaway Cards Distributed by Stores (5,000)



Kit includes:

- ✓ 100 window clings.
- ✓ 100 table tents.
- ✓ 5,000 business card size store handouts.

Customized with your:

- ✓ Name, color, card, logo and QR code.
- ✓ Can include sponsor logo if desired.

Cost: \$600 delivered to your door.



Who Is Yiftee?

What we do: Community eGift Cards and promotions that drive new revenue to small businesses in cities, towns, downtowns and main streets. Employers, professionals and consumers buy them to keep local dollars local.

Customers: 600+ communities, 17,000+ merchants. Key partnerships with Mastercard, city governments, chambers of commerce, downtowns, main streets.

Business model: Service is free to organizers and merchants. Yiftee is paid by card buyers who purchase cards to support their local businesses.

Launch date: December 2012 (Community Cards launched in 2018).

Location: Menlo Park, CA, customers nationwide.

Services: Community Cards, eGift Cards, digital promotions, payment processing, security and end user customer and merchant support.