

Community Card Checklist– Week 3

- Submit early release, embargoed press release to your local newspaper to write an article for your launch next week.
- Add a link to your gift card page on your website and encourage your merchants to do the same.
- Follow up with merchants and get at least 20 to run their Activation Cards by the end of the week. Run a Location Report, make phone calls and go door-to-door as needed.

If you're running a BOGO, inform merchants of BOGO and funding for bonus gifts that will result in 3X-8X of BOGO funding in circulation quickly. They need to Activate NOW to get their fair share.

Similarly, let merchants know that your board members are planning to make bulk purchases and they need to sign up now to avoid missing out. FOMO is a powerful recruiting tool!

- Get social media posts ready to go for your launch, using Yiftee's content in the Marketing Resources and/or your own creative ideas.
- If you're creating your own in-store signage, customize flyers in the Marketing Resources tab and get ready to post them around town.
- Optional- Host your merchant webinar.