

Community Card Checklist- Week 1

- Set up your portal customized with your branding. Find Image size indications on page 4 of your Set-up Guide For Organizers.
- Order a custom made Marketing Kit (info and examples below) including window clings, table tents and in-store handouts or create your own.
- Add your Community Card link to your website, as well as other websites where people look to find out what's happening, e.g. your chamber of commerce, visitor's bureau, city and county websites, parks and recreation, and your facebook and instagram accounts. Make it easy for people to find your card!
- Familiarize yourself with your portal and make sure to check out the marketing tab for templates, tools, training, social media content, press release drafts, etc. ("Navigating Your Portal" video attached.)
- Create an initial list of merchants by filling out the attached Merchant Spreadsheet.
- Prepare an email to send to merchants to introduce the program (use the template provided).
- Customize the Merchant Intro Overview, FAQ document and How To Redeem document (use templates provided). No time? Need help? Contact Yiftee and we'll customize the materials for you.
- Optional- Email us to set up a merchant webinar for Week 3 so a Yiftee team member can train your merchants and answer their questions.