

Community Card Checklist– Week 5 and Beyond

- Obtain your city's calendar of events (fairs, wine walks, restaurant weeks, farmer's markets, networking events, etc.) and look for opportunities to promote your card. Create your own marketing calendar of news to "keep it fresh" in your community.
- Get familiar with the reporting tool in your portal so you can keep track of gift cards sold and redeemed as well as send stats to your merchants. (instructional video attached)
- Periodically reach out to businesses that haven't already activated. Let them know you're running a BOGO or have secured a large bulk purchase to encourage them to sign up.
- Check out our weekly Best Practices (link below), choose the Best Practice that you wish to start with and schedule others for later in the year.
- In October, start reaching out to local employers to fund a Holiday BOGO or purchase gifts in bulk for their employees in December. We offer lots of perks to bulk purchasers that they won't get with national brand gift cards, plus they'll get the added bonus of supporting local businesses.
- Create holiday marketing materials for Valentines Day, end of school, Mother's/Father's Day, December, etc. Customize the materials linked below or create your own.
- Get familiar with the Order Desk feature (video and FAQ document attached)
- Optional: Set up a "Featured Merchants" section for your gift card page to incentivize shoppers to redeem your gift card by offering them a discount. See the Set-Up Guide for instructions.