



Corporate “Give Back” Program 2021

Support our local community by using the **Shop 716 eGift Card** for customer and client appreciation, employee rewards, surveys, contests, welcome gifts, etc. Treat your employees and customers to the best of our local region, while contributing to the economic recovery of COVID-19, spurring confidence in the *Shop Local* and *Support Local* themes put forth by the Shop 716 initiatives.

- ✓ **Beginning 9/13/2021, Erie County will match the first 20 corporate purchases with \$2,500 worth of Shop 716 eGift Cards. Erie County will also cover the eDelivery fees.**
- ✓ **After the first 20 corporate purchases are secured, Erie County will then cover eDelivery fees for any corporate purchases, while funding remains available.**
- ✓ Shop 716 is powered by the technology of **Yiftee**
- ✓ Program is administered, free of charge, by the **Amherst Chamber of Commerce**
- ✓ 100% of eDelivery fees are Yiftee fees
- ✓ When the promotional period ends, corporate purchases can be made via **credit card** on the website at www.amherst.org/shop716
 - ✓ eDelivery Fee = \$1.00 per card + 5% of value; A \$25 card = \$2.25 eDelivery Fee per card
- ✓ -OR- Corporate purchases (over \$1,000) can be made via **ACH or check** directly to Yiftee
 - ✓ eDelivery Fee = \$.50 per card + 3%; A \$25 card = \$1.75 eDelivery Fee per card
 - ✓ Payment Details can be sent upon support confirmation of the Corporate Shop 716 “Give Back” program

Q: Since the **eGift Card** is like a MasterCard, can it be redeemed anywhere?

A: *No. They can only be redeemed at our participating locations. Visit www.amherst.org/shop716 for a list of those businesses. The program is intended to support our local independent businesses throughout Western NY.*

Q: Can the **eGift Card** be used more than once?

A: *Yes. They are multi-use and the current balance is always reflected on the digital voucher. They do not expire and Yiftee will send monthly reminders for the first year and quarterly thereafter.*

- ✓ The **Shop 716 eGift Card** is a MasterCard (**credit card, not a gift card**)
- ✓ It can be emailed, texted or printed for recipients
- ✓ An excel file can be uploaded to streamline the process
- ✓ Email **Christine Langenfeld** at shop716@amherst.org for next steps

