

## Morgan Hill Yiftee Gift Card Program



The [Morgan Hill Chamber of Commerce](#) and [Choose Morgan Hill](#) Teams have joined forces to launch -

### **THE MORGAN HILL YIFTEE GIFT CARD PROGRAM!**

Our partner Yiftee, has created a service where you can design your own custom-branded eGift Cards and sell them from your website, Facebook page and through a Morgan Hill Online Marketplace. Read below to learn more about the Yiftee Program, register to attend a LIVE Demo and hear what other cities are saying.

***It takes a few easy steps and minutes to create an active gift card program:***

1. *Upload your card image, your location(s) and a short description of your business for customers to see.*
2. *Put a link on your website and Facebook for people to buy eGift Cards.*
3. *Yiftee handles payment processing, protects you from gift card fraud and pays you weekly via electronic payment transfer (ACH) for eGift Cards sold.*
4. *Customers will come in your store with your new eGift Cards on their phones or printed.*
5. *Each eGift Card has a unique digital code that you validate online and indicate the amount of purchase so Yiftee can deduct it from the customer's card balance.*

***This joint effort is part of a larger more inclusive campaign to support the recovery of Morgan Hill's Small Business Community. Stay tuned for future announcements and program unveilings!***

[Create Your FREE Yiftee Gift Card Here](#)



## How Yiftee Works



**HOW DOES YIFTEE HELP MY BUSINESS:** The Yiftee Gift Card Program gives you a quick, easy and FREE way to build a platform to sell gift cards and generate immediate cash for your business. Upload your unique gift card link onto your business website and sell directly through your site. The Yiftee Business Portal collects information from gift card buyers such as name, email and telephone number so you can expand your customer contact list. The portal also sends monthly reminders to gift card holders and allows you to create specials and email updates to your customer database. NO hidden fees, credit card processing fees or integration into your current sales system are required.

**WHAT IS THE COST:** Yiftee is *waiving monthly subscription fees through Sept 30, so there is no cost to you now and no obligation going forward* except to redeem the cards you've sold. Card buyers pay eDelivery fee of \$1+5% of the card value, unless the business elects to pay that fee instead. Starting in October, the service fee will be 5% of gift card sales which will be deducted from the funds transferred to you for the card revenue. There are NO additional processing fees on the cards.

**HOW DO I SIGN-UP:** Set up is a simple process where you provide your contact info, business description, account info and an image for your custom eGift Card. Once complete, send out a marketing message on social media and to your customer mailing list with a link to buy your custom eGift Card. Customers will click on the link, purchase the card for themselves or email/txt it to their friends. NO coding or integration necessary.

**HOW DO I RECEIVE PAYMENT:** Yiftee will compile all sales every week and send you the gift card funds on a weekly basis via electronic funds transfer (ACH). The revenue from gift card sales is deposited into your account before the gift cards are even redeemed.

**HOW DO CUSTOMERS REDEEM CARDS:** Each business will be given a unique Yiftee online portal that will allow them to redeem the cards by entering a code that the customer presents and the value of the transaction. This information exchange is conducted with the customer on the phone or in person and only an internet connection is needed. NO PoS integration is required so it's up to you to process the cards on your Yiftee portal before completing the sale to make sure that the card is valid and to adjust the customer's card balance. Through your portal, you can also run reports for cards sold, redeemed, and outstanding balance of unredeemed cards, as well as run optional promotions like BOGOs (fees may apply).

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## Live Program Demonstrations w/ Q&A



**Wednesday July 8 @ 03:00 PM**

***Join Zoom Meeting***

<https://us02web.zoom.us/j/83761308773?pwd=L3MzVFRMcFgwNOl0dWhYU251Tisrdz09>

***Meeting ID:*** 837 6130 8773

***Password:*** 436835

***One tap mobile***+16699006833



**Friday July 10th @ 10 AM**

***Join Zoom Meeting***

<https://us02web.zoom.us/j/82500680487?pwd=aFgwZ1hMcitSdzBkZnFKRW96R0NGZz09>

***Meeting ID:*** 825 0068 0487

***Password:*** 071483

***One tap mobile***+16699006833

## What Other Cities Are Saying

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# Redlands LOCAL Card

How Yiftee's Partnership Transformed a Community



### About

The About Redlands Network represents more than 2,000 locally owned businesses. Independent businesses are the backbone of Redlands' local economy and the foundation of Redlands' unique culture. By collaborating with Yiftee, About Redlands is protecting the beauty and culture of their local economy for the people who live and work there.

### How Did Yiftee Help?

By working with the About Redlands Network, Yiftee helped to power a Community Card that enables the community of Redlands to keep their diverse small businesses alive through the COVID-19 business shut down and long after.

### Launch Results

	<b>50</b>	Merchant Partnerships (And Counting!)
	<b>59</b>	Yiftee Cards Purchased
	<b>4.5K</b>	Small Business Revenue

"We want to give back to our community at this time. COVID-19 has really hit businesses hard, especially our small businesses. We want to lend a helping hand and continue to show people why Redlands is so great" -About Redlands Network

"The Redlands LOCAL Card brings together a group of diverse businesses in town, ensuring there is something for everyone" -Erin Rivera, owner of The Frugal Frigate Children's Bookstore



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# Gift Fremont

How Yiftee's Partnership Transformed a Community



### About

Located on the southeast side of the San Francisco Bay, Fremont is home to over 230,000 people. Gift Fremont, an express card program organized in collaboration with the Fremont economic development team, unites the rich cultural, economic, and recreational histories of the city's five unique business districts.

### How Did Yiftee Help?

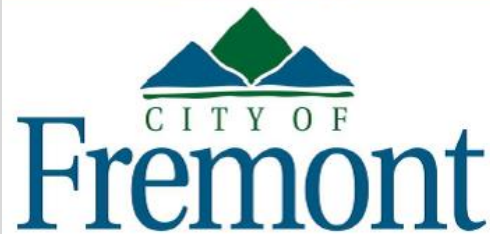
By connecting local merchants with passionate community members and good corporate citizens, Gift Fremont has been instrumental in supporting Fremont's independently owned businesses. Gift Fremont's partnership with Seagate represents the program's first corporate sponsorship, providing a \$5k donation to fuel a city-wide BOGO campaign,

### Launch Results: First Month

	<b>36</b>	Merchant Partnerships
	<b>257</b>	Yiftee Cards Purchased
	<b>10K</b>	Small Business Revenue

"Gift Fremont is a significant initiative for our City, embraced by local businesses and community members alike. Fremont is defined by a rich history and culture, but the past few months have been hard for businesses. Gift Fremont combats these financial impacts by stimulating the local economy and uniting our community through this challenging time."

- Fremont Mayor Lily Mei



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