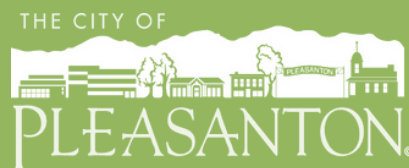


Toolkit for Gift Pleasanton Merchants



*How to Get Started with the
Gift Pleasanton Community
eGift Card Program*



Welcome to Gift Pleasanton!

Thank you for becoming a participating merchant in Pleasanton's Community eGift Card Program! Community eGift cards are a simple way for residents, businesses, and companies to "give back" and drive more business into our local stores.

Custom-branded for Pleasanton, the digital gift cards are valid at any participating merchants, including restaurants, salons and spas, boutiques, sports and entertainment, and more.

They are a quick and easy way to keep spending local, strengthen the local economy, and revitalize our community. We are excited that you have joined us!

City of Pleasanton
Economic Development Division



Introducing Our Technology Partner...



“Ever since we launched the company back in 2012, we have been all about bringing profitable businesses to local shops and restaurants. We started by doing simple eGift Cards for small businesses. Along our journey, we developed easy ways to promote them, and for companies and individuals to buy lots of them. Then it all came together when we started doing Community Cards.

It turns out with small businesses, when you combine them and go digital, you attract new buyers that bring new revenue to the community. Everyone wants to shop local, but it needs to be easy, and the shopper needs to make the choices. The Community Card, with “something for everyone” allows just that.

Now, we have more than 265 Community Cards generating millions of dollars of new revenue for small businesses each year. The key to success is our partnership with you. We can do tech, security and payments, but YOU know your community. We’re here to back you 100%, so let us know what you need, and we’ll share what we’ve got and together, let’s keep local dollars local.

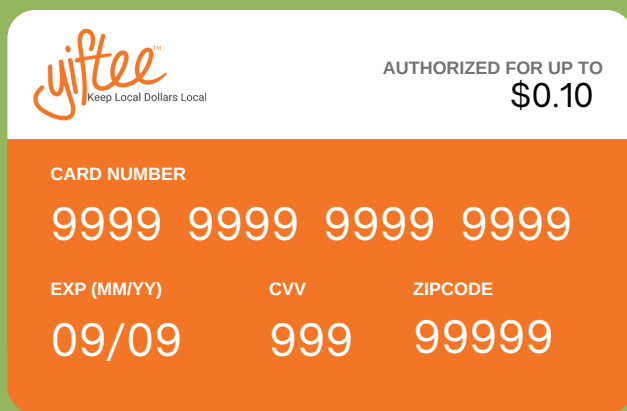
Welcome to Yiftee! We’re thrilled to work with you.”

Donna Novitsky, CEO, Yiftee, Inc.



Run Your Activation Card

Once you confirm your participation, you will receive an email with instructions to run an Activation Card from Yiftee. Make sure to check spam and junk folders if it does not appear in your inbox.



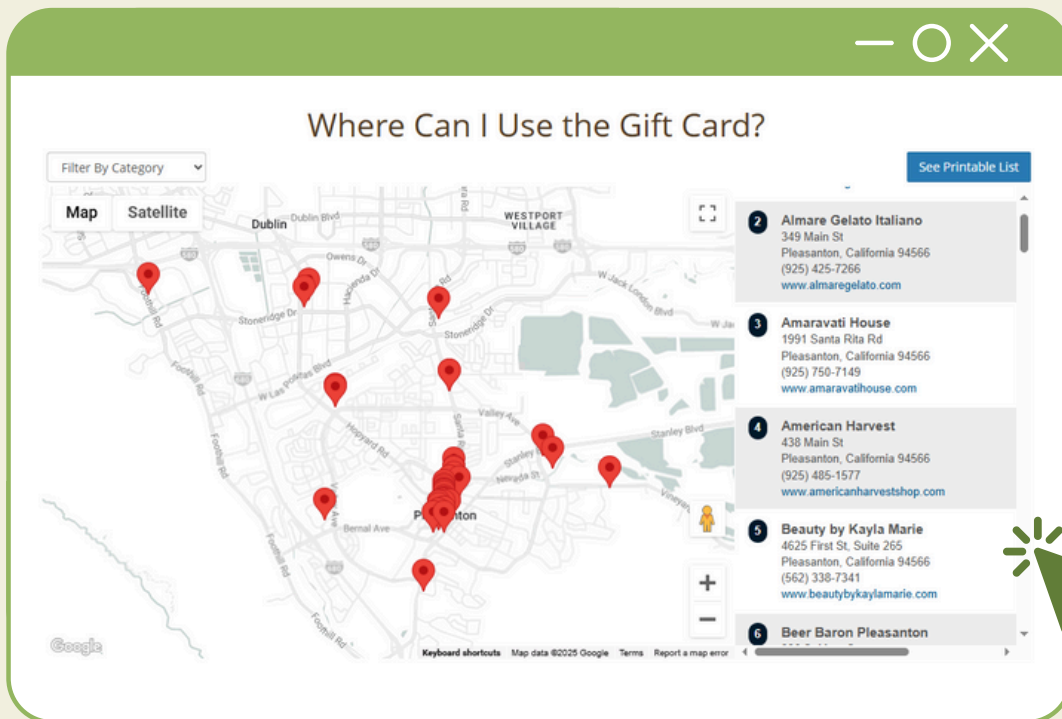
Use the following instructions, to activate your PoS system:

- 1** Locate the Activation Card in your email. This card works like a typical credit card but has a maximum value of \$0.10.
- 2** Manually enter the provided card number, expiration date, and CVV/CVC
- 3** If you need a billing address, use: Yiftee, 325 Sharon Park Drive #215, Menlo Park, CA 94025
- 4** Run the card for \$0.10 (If your POS system can't process this amount, you can run it for \$1.00; it will decline but Yiftee will get the information they need)



What Happens Next

Once the Activation Card has been processed, your business will appear on Gift Pleasanton's website, www.inpleasanton.com, in "Where Can I Use the Gift Card?"



Activation Cards may take up to **24 hours** to process before your business is live on the site and before you can start accepting gift cards.

Businesses with **BOTH** store front and online shops must run different Activation Cards through both PoS systems. Businesses with multiple PoS systems must run a different Activation Card through **EACH** system.

If a business changes their PoS system or Credit Card processor, they **must** run a new Activation Card.

If you need a new or additional Activation Card, contact support@yiftee.com.

Redeem a Gift Pleasanton Community Card

- 1** A customer will present a gift card on a mobile device or printed on paper.
- 2** Locate the card balance. It's on the **top right** of the digital card or scan the QR code for a printed card.
- 3** Process the gift card as a MasterCard: plug in the 16-digit code, CVV, zip code, expiration as required by your PoS System.



DO NOT charge more than the card balance, otherwise the transaction will be declined.

If the payment exceeds the eGift Card value, enter the card value first, then use another payment method for the remaining transaction amount.

AND DO NOT USE FOR TIPS.

And that's it! You'll get paid as normal, just as you would any MasterCard transaction.



Reasons Why Gifts Get Declined...

Trying to redeem a gift card immediately after running an Activation Card. Activation Cards may take up to 24 hours to process before the business is live, even if the Portal says "Live."

Charging more than the gift card's balance. If the customer's purchase is more than the current purchase, you must split the bill between the gift card and another payment method. You cannot charge more than the actual charge.

Changing your PoS or Credit Card processor and not running new Activation Cards. If a business changes their PoS system, they must contact support@yiftee.com in order to receive and run new or additional Activation Cards.

Unrecognized PoS System. Businesses with different PoS identifiers must run Activation Cards on EACH PoS to process gift cards on all their PoS Systems, including ecommerce engines.

Typos. Gift card will be declined if any redemption information is mis-typed.





Train Your Employees

Make sure all your current and new employees know how to redeem Gift Pleasanton Community eGift cards.



Scan this QR code to access our Yiftee Merchant Training Video

Keep the “How to Redeem” flier handy. This handout is included in your Welcome Kit email and is located on the city website’s Business Promotions page.

Place the flier in a location where your employees can find it easily.



Let Your Customers Know



IN-STORE

We encourage all participating businesses to make use of provided marketing materials. Our **window clings** are great for alerting passersby that your business is part of Gift Pleasanton. **Stickers** and **checkbook** inserts do well to remind returning customers of Gift Pleasanton.

If you have not received any marketing materials from the City of Pleasanton, please contact us at econdev@cityofpleasantonca.gov or call us at (925) 931-5038.

ONLINE



In joining Gift Pleasanton, we invite you to share the exciting news online! Make use of our merchant media kit to announce your Gift Pleasanton participation on your social media platforms. Included in the kit, you can find social media posts for **Instagram**, **Facebook**, and **Twitter**. You can find the merchant media kit here.

You can let website visitors know that you accept Gift Pleasanton by installing your unique **Yiftee eGift button**. Yiftee's eGift button allows customers to purchase a Gift Pleasanton eGift card directly from your website.



Stay Connected



Engage with Gift Pleasanton's social media community. Like and reshare announcements on our Gift Pleasanton Instagram account.

Follow @inpleasanton and turn on post notifications so that you can stay up to date on our latest offers, giveaways, and collaborations!



Look for our monthly Merchant E-Newsletter. Every month, the City of Pleasanton sends out an email newsletter to all our participating businesses.

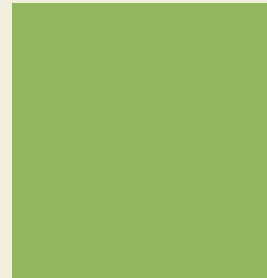
These emails contain important updates regarding upcoming campaigns, new marketing opportunities, and more!



Check your mail. Occasionally, the City of Pleasanton will mail out additional in-store marketing materials for our campaigns.

During these campaigns, we tend to witness an increase in local spending, so these tools help direct that spending to your business.





Questions?

If you have questions about Gift Pleasanton, contact econdev@cityofpleasantonca.gov or call us at (925) 931-5038

For technical support, contact support@yiftee.com.

