



Lexington Chamber & Nift Gift Card Program

Business FAQs

Do I have to participate?

No, but the paper Lexington gift certificates will be going away. The Chamber will not issue any new ones, as of August 2020.

Do I need to be a Chamber member?

No: Nift's gift card program is open to any retailer, restaurant or service provider.

What's the benefit for members, then?

On our co-branded web page, Chamber members will be listed first and identified with an icon. Non-members will also be on the dedicated Lexington businesses page, but they will be listed further down.

What does it cost to participate?

\$0. Nift allows you to set up your gift card at any time, upload your logo or a photo of your business, and start selling gift cards immediately. Cards can be bought online or in person and redeemed online or in person.

What if I don't have an online way to redeem the cards?

Nift will work with you to integrate the gift cards into whatever your sales process involves.

Nift says 100% of the proceeds go directly to the business. Is that true?

It is, but there is a processing fee charged by the third-party credit card

processor when your customer buys the card. The rate is 4% and goes to that processor, not Nift. When your customer redeems the card with you and you claim it with Nift to be reimbursed, you will receive 96% of the face value of the card.

How do I get my money?

Each gift card has a unique code that Nift tracks when your customer purchases it. When the card is redeemed, you go into your profile on the Nift site and match the code. You can claim multiple codes at once and get a batch reimbursement.

You have two options for your reimbursement: connect your bank information with your Nift account and reimbursements will be deposited directly, usually within 24 hours. If you prefer not to connect your bank, Nift will issue you a paper check, which takes about a week to process and mail.

What if customers still bring in the old paper gift certificates to use?

The Chamber will honor any outstanding gift certificates in perpetuity! So you can still mail them in and get reimbursed from the Chamber if a customer uses them. We are encouraging people to use them up, though!