

October 1, 2020



Dear Business Owner,

We are pleased to offer you an on-line presence that can **generate cash flow for you right away**. You can create your own custom-branded eGift Cards and sell them on your website and Facebook and Instagram pages, as well as on the Newark Gift Card Marketplace online, here: [https://app.yiftee.com/gift?start\\_with=gift&aff=98#/merchant](https://app.yiftee.com/gift?start_with=gift&aff=98#/merchant) . Here is a link to sign up: [https://c.yiftee.com/merchant-signup?aff=98#/gift\\_card](https://c.yiftee.com/merchant-signup?aff=98#/gift_card) Yiftee is our partner, the company that developed the eGift Card program and who manages all the arrangements for you. They also offer 24/7 customer service.

**COST:** There are usually regular merchant fees of 5% per transaction. However, the City of Newark is paying those fees to help you during the pandemic. The City funding will continue as long as funds are available. As a result, there is no cost to you now. There is no processing cost on redemption. Your only obligation is to redeem the cards you've sold.

Card buyers typically pay eDelivery fee of \$1+5% of the card value, but the City is also paying those fees as long as funds are available, as stated above.

**YOUR SIGN-UP and PAYMENTS TO YOU:** You can sign up in a few minutes, and send out a marketing message on social media and to your customer mailing list with a link to buy your custom eGift Card to help weather the COVID-19 storm. People will click on the link, purchase the card for themselves or email/txt them to their friends. Yiftee will send you the funds weekly by electronic funds transfer (ACH). Set up is a simple process where you provide your contact info, location, banking info, and an image for your custom eGift Card. No coding or integration.

**REDEEMING CARDS:** You will get a Yiftee portal online for your business alone that you use to redeem the cards by entering a code that the customer gives you and the value of the transaction. You redeem via the internet while the customer is present in the store or on the phone (not in e-commerce shopping carts). You can access the portal on your phone, tablet or computer with an internet connection. There's no PoS integration, 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. On your portal, you can also run reports on cards sold and redeemed and see your outstanding balance of unredeemed cards. You can also run optional promotions like BOGOs (fees may apply).

**QUESTIONS:** feel free to email [support@yiftee.com](mailto:support@yiftee.com) or [sales@yiftee.com](mailto:sales@yiftee.com) for more info. Your customer eGift Card is a direct relationship between you and Yiftee. We hope you find this service valuable now, and after the current pandemic crisis passes.

All the best,

***Richard***

Richard Lipsit  
Grocery Outlet  
Newark Chamber Volunteer

***Fallon***

Fallon Tran  
Lion Center  
Newark Chamber Volunteer

***Anne***

Anne Stedler  
Economic Dev Manager  
City of Newark

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**SUCCESS STORIES FROM OTHER COMMUNITIES USING YIFTEE GIFT CARD PROGRAMS**

- *The Town Of Frisco's eGift Card Program sold \$225k in Gifts at 68 participating local merchants.*
- *The Gift Fremont program has generated \$23,000 in small business revenue to date and they're still going strong! Check out the Gift Fremont Marketplace: [https://app.yiftee.com/gift?start\\_with=gift&aff=87#/merchant](https://app.yiftee.com/gift?start_with=gift&aff=87#/merchant) or Google "Gift Fremont is Live"*
- *The Geneseo Double Bucks Card, in Geneseo, IL, launched a promotion that sold out in less than three weeks, pumping \$80,000 into their local businesses!*
- *The Royal Oaks Downtown Dollars eGift Card program, in Royal Oak, Michigan, saw fast success with \$20k in redeemed gift cards within the first week!*
- *Mason, Ohio, is still running a very successful community gift card program that has already generated*