



GIFT FREMONT

Spend at least **\$20**, get a **\$5 bonus**.
 Spend at least a **\$40**, get a **\$15 bonus**.
 Available through **September 30** or while funds last, courtesy of the City of Fremont.

CITY OF Fremont **FREMONT CHAMBER OF COMMERCE**

Come in We're OPEN

www.GiftFremont.com

GIFT FREMONT

The City of Fremont is launching a new program to help our local small businesses weather the COVID-19 storm - **Gift Fremont** - an eGift Card platform for Fremont small businesses. This platform will serve as a local online marketplace which will encourage anyone to find and support participating business by purchasing gift cards online.

Why Participate?

- Sell eGift Cards directly from this platform and receive the card sale funds up front every week, no business website required!
- You can also create your own custom-branded eGift Cards via Yiftee and sell them from your website and Facebook pages (as well as the Gift Fremont eGift Card platform).
- Signing up only takes a few minutes.
- No more plastic gift cards - this program is all online.
- Redeeming gift cards is easy! You will have access to an online portal where you enter the code that the customer will receive after purchasing a gift card. For more information, check out [this step-by-step guide](#).
- Enjoy enhanced publicity and marketing via the City of Fremont's promotions and communication channels.
- Leverage [Yiftee's partnership with Facebook](#) which will allow you to easily promote your eGift cards on social media once you've set up your account.
- To encourage more customers to buy gift cards and support your business, the **City of Fremont will be offering a bonus on gift card purchases** (\$5 bonus on purchased gift card value of \$20 or more, \$15 bonus on purchased gift card value of \$40 or more). This means each week your business will not only receive funds equal

to the original gift card amount that customers purchase, but also the bonus amount on all gift card purchases of over \$20 that the City is offering to customers!

How Much Will it Cost Businesses to Participate?

Yiftee is waiving your monthly subscription fees through September 30, so there is no cost to you now, and no obligation going forward except to redeem the cards you've sold. Normally, participating merchants pay an eDelivery fee on each gift card purchased. The eDelivery fee is \$1+5% of the card value that the customer purchases, and applies only to the original amount and not to the bonus amount.

Example of eDelivery fee: A customer purchases a gift card for \$40 from the Gift Fremont platform for your business. The customer will automatically receive a \$15 bonus on top of that amount. Yiftee will transfer \$40 + \$15 at the end of the week to you. The eDelivery fee for this transaction would be \$3 (\$1 + 5% of \$40).

To further help our small businesses, the City of Fremont will cover the eDelivery fee until the initial funding set aside for this program runs out. At which point, the merchants will start paying for the fee.

What is the eDelivery Fee for?

This fee covers payment processing and fraud protection for you, among other things.

How Do I Promote This Program?

Send out a marketing message on social media and to your customer mailing list with a link to buy your custom eGift Card. People will click on the link and purchase the card for themselves or email/text them to their friends. They will automatically receive an additional bonus on gift card purchases of over \$20 value courtesy of the City of Fremont. Yiftee will send you the funds weekly by electronic funds transfer (ACH) which will include the original gift card and bonus amounts. If customers purchase a gift card over \$20 value, they will receive two gift card codes – one for the original amount purchased, and one for the bonus amount. Customers can either use both codes themselves, or treat them as two separate gift cards and choose to gift one of them to someone else.

How Do I Redeem Cards?

You will receive access to a Yiftee portal online that you use to redeem the cards by entering a code that the customer gives you and the value of the transaction. You do that via the internet with the customer on the phone or in person (not available in ecommerce shopping carts). There's no PoS integration, so it's up to you to make sure that you 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 cards redeemed, as well as see your outstanding balance of unredeemed cards. For more information on the gift card redemption process, please read this [step-by-step guide](#).

You're In Good Company: To see the list of participating merchants, visit the Gift Fremont page www.GiftFremont.com. Your business will be listed here and your gift card/logo will be visible to the public on this page once you're signed up.

Questions:

For questions about the program, please email econdev@fremont.gov.

For technical questions about using the platform, please email support@yiftee.com.

Hope to see you at the Gift Fremont Marketplace!

LEARN more about the program by reading these FAQs.

CHECK OUT the Gift Fremont online marketplace.

SIGN UP to join the growing list of participating businesses.

