

Spend at least \$20 on a gift at any of our merchants and receive a **\$5 GIFT** at that merchant.
Spend at least \$40 on a gift at any of our merchants and receive a **\$15 GIFT** at that merchant.
Available while funds last, courtesy of the City of Fremont and local contributors. Limit 1 per customer per merchant.



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 serving as a local online marketplace which will encourage customers 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.
- 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 25% bonus to each gift card purchase** (for purchased gift cards valued from \$25 to \$200). This means each week your business will not only receive funds equal to the original gift card amount that customers purchase, but also an additional 25% that the City is offering to customers!

How Much Will it Cost Businesses to Participate?

Yiftee is waiving your monthly subscription fees for the duration of the Gift Fremont program, so there is no cost to you now, and no obligation going forward except to redeem the cards you've sold. Participating merchants pay an eDelivery fee of \$1+5% of the card value. Please note, the eDelivery fee applies only to the original amount that customer purchases. There is no fee for the 25% bonus amount.

Example: A customer purchases a gift card for \$100 from the Gift Fremont platform for your business. The customer will automatically receive a 25% bonus (\$25) on top of that amount. Yiftee will transfer \$100 + \$25 at the end of the week to you, minus the eDelivery fee applicable on only the original gift card amount of \$100 which equals \$6 (\$1 + 5%). This means that your business will receive $\$94 + \$25 = \$119$.

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 25% bonus gift card 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 25% bonus amounts.

What is the eDelivery Fee?

As mentioned above, for the duration of the City of Fremont's promotion, merchants will need to absorb the \$1+5% eDelivery fee. This fee covers payment processing and fraud protection for you, among other things. The default setting is that customers pay the fee and you get 100% of the face value. Please change this setting by logging into your Yiftee Merchant Portal, click Manage Accounts, select the tile that says "Subsidize eDelivery Fee," and flip the switch to "On."

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.

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 condev@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

