

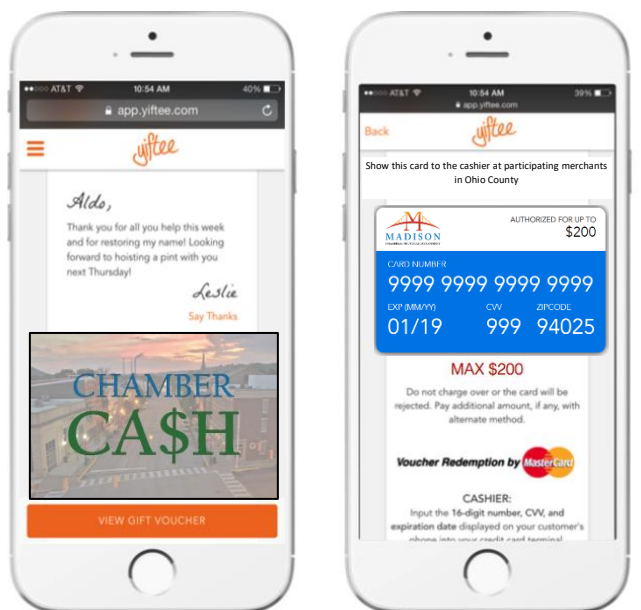


MADISON AREA CHAMBER OF COMMERCE

www.madisonindiana.com

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Community “Give Back”: Simple Solution for the Digital Age



The Madison Chamber CA\$H Community Card Uniting Corporations, Consumers & Local Merchants

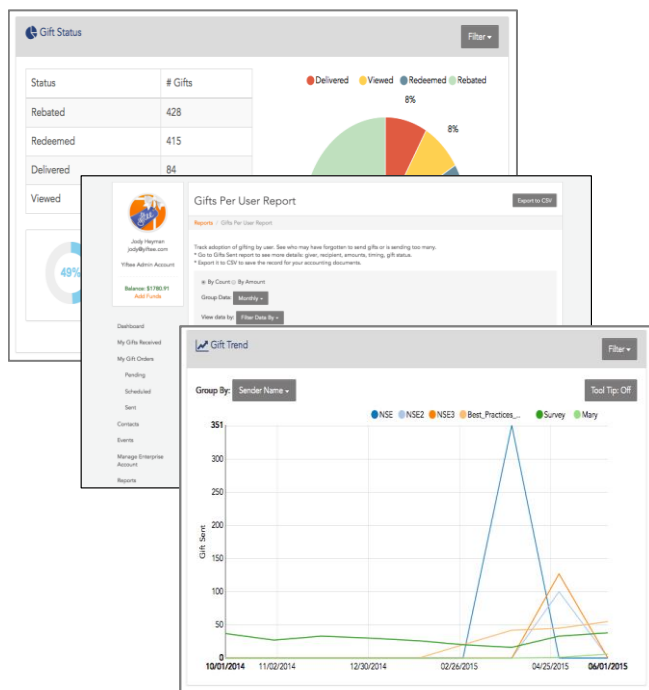
“CHAMBER CA\$H” Community eGift Card is a simple way for corporations and individuals to “give back.” Custom-branded for us, they are digital gift cards that can be used at any participating merchants. They are a quick and easy way to keep spending local, strengthening local business and building community.

People buy them online or through the Chamber office and give them as gifts, thank yous, employee rewards, survey incentives, marketing programs, customer appreciation or just because. They can be purchased at merchants’ and public websites, and **companies can use an enterprise portal that tracks budgets and department usage, and saves money because most card balances that are not spent can be returned to corporate buyers.**

The Chamber’s gift certificate program invested nearly \$100,000 in 2019 alone. Our new all-digital Chamber CA\$H cards are custom-branded and redeemed as virtual vouchers, powered by MasterCard, from mobile phones or printed. With no back-office administration, funds are automatically paid to the merchant.

Save Money While Giving Back

As a Corporate giver of the Chamber CA\$H Community Card, your team can either send gifts using credit cards, or you can set up and fund an enterprise account. The latter allows you to define accounts with specific budgets (e.g. by manager or program such as welcome or anniversary gifts, survey incentives, etc.) and authorize access to those funds. Corporations can set the expiration date of the eGift Card and unspent eGift Card money will be returned to you (less a 10% restocking fee). Comprehensive reporting gives you visibility into givers, recipients, spending, refunds, redemption, information and more.



Contact: Donna Novitsky, donna@yiftee.com or your local organizer

powered by

How to Get Started...

- 1) **Use the CHAMBER CA\$H Community eGift Card wherever you would have used a gift card. Secure interest from your Company to use the CHAMBER CA\$H for employee rewards, survey incentives, spot bonuses, customer appreciation, marketing, etc.**
- 2) Yiftee and our partners will secure interest from merchants to participate. Merchants must take Mastercard and opt-in. The program is free to the merchants. Let us know if you have specific merchants where your employees would want to spend their cards.
- 3) Yiftee will set up your Enterprise account then you can set up department or program budgets (or not) and start sending gifts.

Community eGift Card FAQs

Q: Is there a deadline to participate?

A: We launched our program on **January 22, 2020** to introduce the community to our new Community eGift Card. We'd love to have you participate as soon as possible in order to phase out our Good Cents Gift Certificate program.

Q: Is there a fee to purchase the eGift Card?

A: Right now, the gift sender pays \$1.00 plus 5% of the gift value. The gift recipient gets 100% of the gift value. The store is paid the full value of the card, less their normal card-not-present (CNP) Mastercard fee.

Q: Is there a way to offset the fees to purchase the eGift Card?

A: Yes, discounts are available for **companies with an Enterprise account** and individual customers who purchase directly through the Chamber office to send gifts. The Chamber is also seeking corporate sponsors to cover the cost of purchases made through the Chamber office. Sponsors will be advertised on the digital card and through promotion to the public.

Q: Can the eGift Card be used more than once?

A: Yes. They are multi-use and the current balance and expiration date are always reflected on the digital voucher. Recipients receive monthly reminders to redeem. You can check balance on Yiftee.com or <https://c.yiftee.com/check-gift-balance>.