



#### **Purchase**

**\$25 eGift Card** get a **FREE \$10 BONUS eGift Card**  
**\$50 eGift Card** get a **FREE \$25 BONUS eGift Card**  
**\$75 eGift Card** get a **FREE \$40 BONUS eGift Card**

## **Lisle Loyal eGift Card Program**

The Lisle Loyal eGift Card Program is administered through the Village's program partner, Yiftee. Participants in the program will have the ability to customize a gift card, market themselves, drive traffic and elevate their visibility in and around the Lisle community. Participating businesses can directly impact the amount of financial support they receive through the program by successful marketing efforts. The greater the promotion of the branded card and the program, the greater customer recognition, traffic, and generated financial support.

### **Benefits of Participation**

Marketing and promotional assistance support from the Village of Lisle, DuPage Convention and Visitors Bureau and Lisle Chamber of Commerce.

- Lisle Loyal marketing includes PoS signage, posters and slicks for participating businesses, email and website suggested language and set up support.
- Village of Lisle providing financial support to cover administrative fees
- To encourage more customers to buy gift cards and support your business the Village of Lisle is sponsoring bonus gift cards
- Sign up is quick and easy
- eGift Card is mobile - there are no additional printing or distribution expenses
- Program integrates with current business websites and social media sites
- Redemption is online via portal requiring no additional set up or equipment
- Funds from purchased gift cards are automatically sent weekly
- Fraud risk is eliminated
- No Point of Sale technology revisions or setup
- Real-time reporting

### **Cost to Participate**

There is no expense to your business to participate in this program. Yiftee is waiving the 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 have sold. Participating businesses would typically pay an eDelivery fee on each gift card purchased. The eDelivery fee is \$1+5% of the purchased card value. The Village of Lisle is funding administrative expenses throughout the program.

#### **Financial Support From the Village of Lisle To Cover Administrative Fees**

Financial support through December 15, 2020 by the Village includes:

- Funding the 5% monthly subscription fee October 1, 2020 to December 15, 2020 (business fee)
- Funding the \$1+5% eDelivery fee for each card sold (purchaser or business fee)

### **Sign Up Is Easy**

Yiftee has provided an [on-boarding guide](#) that assists with [signup](#), how to [redeem gift cards](#) and suggestions on how to make the program successful for your business.

### **Sign Up Today!**

Training is available to assist you with set up and onboarding questions. To sign up for training contact [cklima@villageoflisle.org](mailto:cklima@villageoflisle.org)  
Promotion Is The Success Of This Program



## Promotion Is The Success Of This Program

You send out marketing messages 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 and associates. The purchaser will automatically receive an additional bonus on gift card purchases of over \$25.

### **Financial Support From the Village of Lisle For Bonus (BOGO) Gift Cards**

- \$25 eGift Card, receive an additional \$10
- \$50 eGift Card, receive an additional \$25
- \$75 eGift Card, receive an additional \$40

*\*Bonus gift cards must be activated and used by December 15, 2020*

*\*Limit one bonus gift card per person per business.*

Yiftee will send you the funds weekly by electronic funds transfer (ACH) which will include the original gift card and bonus amounts when the bonus gift card is activated. Bonus gift cards must be activated and are only valid until December 15, 2020. When customers purchase an eGift Card to your business over \$25 value, they will receive two gift card codes – one for the original amount purchased, and one for the bonus amount to your business. 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. Limit one bonus gift card per person per business.

## eGift Cards Redemption

You will receive access to a Yiftee online portal that you will use to redeem the cards by entering a code that the customer presents to you and the value of the transaction. You do this via the internet with the customer on the phone or in person. There's no PoS integration, 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 shows the customer's card balance.

Your portal allows you to run real time reports on what cards have been purchased, redeemed and are still outstanding. For more information on the gift card redemption process, please read this [step-by-step guide](#).

## Marketing Support

[The Lisle Loyal Market Place](#). Your gift card/logo will be visible to the public on this page once you have signed up. The Village of Lisle, DuPage Convention and Visitors Bureau and the Lisle Chamber of Commerce will provide additional marketing support for the program and participating businesses.

Assistance with website and email content is also available by contacting [cklima@villageoflisle.org](mailto:cklima@villageoflisle.org).

## Questions

For questions about the program, please email [cklima@villageoflisle.org](mailto:cklima@villageoflisle.org).

For technical questions about using the platform, please email [support@yiftee.com](mailto:support@yiftee.com).



**For information about other Lisle Business Relief efforts visit [VillageofLisle.org](http://VillageofLisle.org)**