



INTRODUCING THE #DTJAX E-GIFT CARD POWERED BY YIFTEE!

Keeping Local Dollars Local

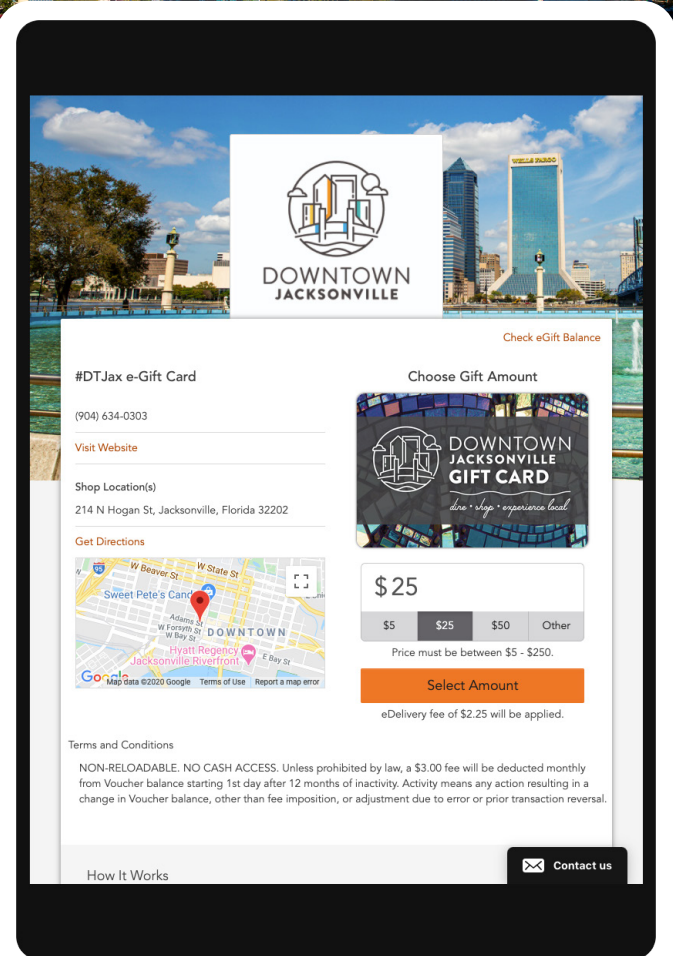
As a shop, restaurant or bar, health or beauty provider, arts or entertainment venue, tour provider or hotelier in #DTJax, you're invited to participate in our e-Gift Card program. Exclusive to Downtown Jacksonville, #DTJax e-Gift Cards are a simple way for people and companies to keep spending local, strengthen local businesses and support Downtown.

Custom branded for #DTJax, these digital gift cards can be used at any participating business. There's no fee to participate. There's no special technology or administration required either, as long as you accept Mastercard and can key in the transaction like a phone order.

People buy them online and give them as gifts, thank yous, or just because. Local companies use them for employee rewards, customer appreciation, marketing and other programs. Realtors use them to thank their customers. They will be available for purchase through DTJax.com and you can sell them from your website and Facebook pages as well.

Sounds Great, How Does It Work?

1. Sign up by emailing Eduardo@dtjax.org with the subject line "#DTJax e-Gift Card Opt-in."
2. Yiftee, our technology partner, will send you an Activation Card. Run it as a digital Mastercard on your PoS to join.
3. Let your staff know about the program and promote the #DTJax e-Gift Card on your website to sell more.
4. Customers will present the #DTJax e-Gift Card information on their mobile device or bring a print out.
5. Click on the "View Gift Voucher" bar and process it as a key-entry Mastercard credit card (credit card, not a gift card). Key in the 16-digit code, CVV, zip code and expiration date as required by your PoS.
6. Mastercard will authorize the purchase and you are paid as usual by your Mastercard bank.



Contact: Donna Novitsky, donna@yiftee.com or Eduardo Santos, eduardo@dtjax.org.



DOWNTOWN
JACKSONVILLE



#DTJAX E-GIFT CARD FAQs

Q: Is there a deadline to participate?

A: No. But if you want to be included in the #DTJax e-Gift Card program launch, sign up by May 17, 2020.

Q: How do I sign up?

A: Email Eduardo@dtjax.org with the subject line “#DTJax e-Gift Card Opt-in.” We will add you to the program and Yiftee will send you an Activation Card, which is a 10-cent prepaid Mastercard. Running the Activation Card is your authorization to opt-in to the program and means you agree to the Yiftee Merchant Agreement here: bit.ly/2Bqrbxm.

Q: What if I can't process the Activation Card (the \$0.10 credit card transaction)?

A: No problem. Process the Activation Card for your minimum amount. It will be declined but Yiftee will get the information they need to add you to the program.

Q: What if I can't key in a Mastercard?

A: This is very unusual. We can introduce you to a processor who will allow you to do this.

Q: What if the purchase is for more than the e-Gift Card value?

A: Run the e-Gift Card for the remaining balance on the card, and ask the customer for a different form of payment to cover the rest of the transaction.

Q: What do I do if the e-Gift Card is declined?

A: The transaction is declined if you try to redeem more than the value of the card, or if any of the redemption information is mistyped. Start the transaction over with the correct value and info.

Q: Is tipping allowed on the e-Gift Card?

A: No, unless you pre-authorize the amount with the tip included, since this is a prepaid card.

Q: Does the e-Gift Card function as a “pre-paid” credit card regarding automatic tipping hold-backs?

A: No. It can be redeemed for the full value. But there is no tipping allowed on the e-Gift Card.

Q: Since the #DTJax e-Gift Card is like a Mastercard, can it be redeemed anywhere?

A: No. They can only be redeemed at participating Downtown locations that have run Activation Cards.

Q: Is there a fee to purchase the #DTJax e-Gift Card?

A: The purchaser 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: Can the #DTJax e-Gift 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>.

Q: Can I apply a refund to the e-Gift Card?

A: Yes. Refunds can be applied to a valid (unexpired) card just as you would to a credit card.

Q: Can I cancel my participation?

A: Yes, you can cancel anytime, by notifying Downtown Vision staff or emailing eduardo@dtjax.org. You will be removed from the marketing materials online and can no longer process the cards.

Contact: Donna Novitsky, donna@yiftee.com or Eduardo Santo, eduardo@dtjax.org.



DOWNTOWN
JACKSONVILLE