

FAIRFIELD CHAMBER *of* COMMERCE

Fairfield Community Gift Card

Program Overview



Keep LOCAL Dollars LOCAL



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Introducing the New Fairfield Community Gift Card Program



Introduction:

As we begin to approach the Holiday season, and because we are not yet out of the devastating clutches of the Covid pandemic, our business/merchant/restaurant community continues to suffer and they continue to need strong community support. A Community Gift Card Program is one great answer to help them!

Objective:

Keep spending local! Provide an online Fairfield Community Gift Card Program to keep spending in the Town of Fairfield, and drive dollars to those participating businesses and restaurants. Some towns and Chambers have said that anywhere from \$30,000 to \$100,000 can go back into the community, thus helping to build and strengthen the local economy, and help keep businesses open.

A little History:

The Chamber used to sell "Chamber Bucks". Chamber Bucks were physical gift cards. People loved them and would buy and give them to teachers, friends, award winners, family, etc. This particular program ultimately became difficult to administer, and therefore, was closed in the past. Today, the Chamber and the Town want to reinstate and improve on this program, and modernize the process.

The Fairfield Chamber of Commerce and Town of Fairfield are here to help!

Encouraging our community to shop locally is our priority today and every day, especially in the wake of COVID-19. While local businesses work hard to reopen safely, many of us are wondering what we can do to help. The **Fairfield Community Gift Card** makes it easy for ALL of us to play a role in boosting our local economy and strengthening our community.

The Fairfield Community Gift Card is the first e-gift card redeemable exclusively in Fairfield. All of our favorite Fairfield restaurants, retailers and service providers in one place.

Cards can be purchased online (contactless) and emailed or texted to the recipient. The recipient presents the e-card on their phone at time of purchase and merchants key in as a Mastercard CNP (Card not Present) transaction ... similar to phone-in purchases.



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This program is ready to take off! We invite your business to enroll now and benefit from the program; it will also help you acquire new customers long-term.

Business Participants:

- Businesses/Merchants/Restaurants can participate for a nominal annual participation fee. Chamber members and non-members are now eligible.
- **Upgrade Your Listing:** Merchants can upgrade their basic listing to a Featured Listing for a fee. As an added value, featured merchants appear at the top of the webpage with a logo or image, plus the opportunity to post a special offer.
- **Sponsorship Opportunities:** Businesses can show their support of this community program through sponsorships also creating additional brand awareness. Call the Chamber office for more information.

Fairfield residents & visitors are looking for opportunities to support restaurants, coffee shops, and local stores. The holidays are coming, and with them, gift giving! A record number of new home sales are bringing city transplants to the area. Students from the universities are shopping and dining in town. **Make sure they are shopping and dining with you!**

Gift Card Program Term:

- Ongoing, year-round. But, imperative to begin now as the 2020 holiday season approaches.

MERCHANTS: IT'S EASY TO PARTICIPATE!

- No special terminals or software needed! If you accept Mastercard, you can accept Fairfield Community Gift Cards.
- Merchants receive 100% of the sale.
- Your customer will present the e-Card to the cashier on their phone. The cashier will key in the card number as a Mastercard NCP.
- No waiting for reimbursement. You'll receive the funds on the day of your next merchant settlement!
- Both Chamber members and non-members are eligible to participate. **Enrollment is limited to those businesses located in Fairfield and Southport only.*

Reach New Customers!

- Create and grow brand awareness.
- Increase your business's visibility in the community!
- Drive people to your business and/or website.



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Chamber/Town Marketing Plans:

- All marketing outreach will drive residents, gift givers & recipients to view the listing of participating merchants!
- Your business will be listed on the Fairfield Community Gift Card webpage with a link to your website.
- Press Conference
- Press Releases
- Marketing emails to Chamber database of over 3,000 contacts
- First Selectwoman will include in her weekly Town Update
- Linked to the Experience Fairfield & Fairfield Chamber websites
- Outreach to Fairfield University & Sacred Heart University for student/parent use.
- Fairfield Moms group to post.
- Street Banners in downtown Fairfield and Black Rock Turnpike.
- Banner on Sherman Green
- Year-round promotions for holidays: Christmas, Valentine's Day, Mother's Day, Father's Day, graduations, etc.

Theme: "LOVE♥LOCAL"!

ENROLLMENT Details for Businesses on the next page ...



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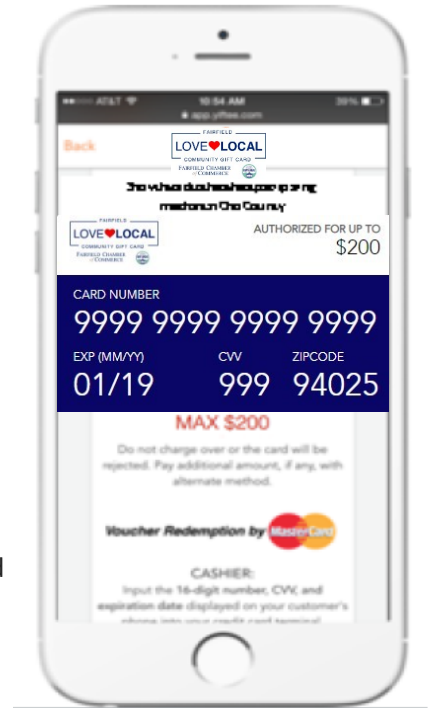


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Merchant Enrollment Overview

HOW IT WORKS:

- 1) **SIGN UP** with the Fairfield Chamber of Commerce. Return the completed **Enrollment Form** to Krista@FairfieldCTChamber.com or enroll [online](#). Yiftee Merchant Agreement can be viewed [here](#).
- 2) **RUN ACTIVATION CARD:** Yiftee will send you a welcome email that includes a 10¢ Activation Card. Please process as a Mastercard transaction on your POS to officially complete your enrollment in the program and thereby acknowledging your approval of the Yiftee [Merchant Agreement](#).
- 3) **NOW YOU ARE READY TO ACCEPT CARDS:** Your customer will present the Fairfield Community Gift Card on their phone (or printed). Click on the “View Gift Voucher” bar.
 - Cashier will process transaction as a Mastercard (**credit card, not a gift card**) - key in the 16-digit card number, CVV, zip code, expiration as required by your POS.
 - If a sale exceeds **the Fairfield Community Gift Card value**, enter the card value first, then collect another form of payment method for the remaining balance. **No tipping is allowed.**
 - View a [MERCHANT TRAINING VIDEO](#). Show this video to your employees as part of their training.
- 4) **RECEIVE YOUR FUNDS:** Mastercard will authorize the purchase and you receive your funds in your next credit card settlement. It's as easy as that!



CONGRATULATIONS AND WELCOME TO OUR LOVE♥LOCAL COMMUNITY!

Merchant Participation Fee:

Annual Participant Fees: Fees will be billed annually from date of enrollment.

Early Bird Enrollment Discount : Sign up by October 23rd and **SAVE \$50!**

	Basic	Upgrade to Featured Listing
Chamber Member Business	\$100 \$50	+ \$200
Non-Chamber Member Business	\$150 \$100	+ \$200

Basic Listing includes: Company name, address, phone, link to website and pin on google map

Featured Listing includes: all of above plus logo or photo, option to list a special offer and top-of-page listing.

Sponsorship Opportunities Available! Call the Chamber office for more info.



Terms and conditions subject to change.

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Purchase Overview

HOW TO PURCHASE:

- 1) **IT STARTS WITH THE WEBSITE:** Purchasers will be directed to the Fairfield Chamber of Commerce website to begin. Here they will find links to purchase a card, check a card balance or see a list of participating merchants.
- 2) **PURCHASE A CARD:** Purchasers will have the option to select cards in \$25, \$50, \$100 or any other denomination between \$5—\$250.
 - Purchasers only need the email or cell phone number of the person they would like to send an eCard to.
 - Purchases can write a personal message to be sent with the eCard.
 - Purchases can select a date for the eCard to be delivered. Today or any time in the future.
 - The purchase of the card is subject to a delivery fee of \$1 + 5% of the card amount.
- 3) **CARD IS DELIVERED TO RECIPIENT:** The gift recipient will receive an email or text letting them know that the purchaser has sent them a Fairfield Community Gift Card.
 - The personal message from the purchaser is seen by the recipient.
 - Recipient is directed to a list of participating merchants, retailers and restaurants that accept the Fairfield Community Gift Card.
 - The purchaser receives notifications when the eCard is delivered, opened and redeemed.
- 4) **KEEPING LOCAL DOLLARS LOCAL:** Yiftee will send the recipient reminders to use any unspent funds!
 - No more forgotten gift cards sitting at home. The card is on the recipient's phone and they are reminded to redeem the gift card at participating businesses.
 - The card can be used at more than one location until the balance has been spent. Recipients can start by buying a coffee, then a little retail therapy before enjoying lunch, all by redeeming their eCard at participating cafés, shops and restaurants.
 - Fairfield Community Gift Cards do not expire. After 12 months of inactivity the eCard is subject to a monthly service fee. If the card is used at any time, the 12 month inactivity clock resets.



Companies and Organizations interested in **bulk purchases** to be used as employee incentives, raffles prizes or giveaways can contact the Chamber office directly.



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FAIRFIELD COMMUNITY GIFT CARD PROGRAM



MERCHANT ENROLLMENT APPLICATION

BUSINESS INFORMATION

Date: _____

Company Name: _____

Physical Address (no PO Boxes): **Business must be located in Fairfield or Southport in order to participate in this program*

Street: _____ City: _____ Zip: _____

Main Phone Number: _____

Website: _____

CONTACT INFORMATION

Contact Name: _____

Email Address: _____

Title: _____

Work Phone: _____ Cell Phone: _____

BILLING INFORMATION—If different than above

Billing Contact Name if different than above: _____

Billing Address: _____

Billing Email Address: _____ Phone: _____

ENROLLMENT FEES

Annual Participant Fees: Fees will be billed annually from date of enrollment.

Early Bird Enrollment Discount : Sign up by October 23rd and SAVE \$50!

	<u>Basic</u>	<u>Upgrade to Featured Listing</u>
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Basic Listing includes: Company name, address, phone, link to website and pin on google map

Featured Listing includes: all of above plus logo or photo, option to list a special offer and top-of-page listing.

Sponsorship Opportunities Available! Call the Chamber office for more info.

Featured Listings Only:

LOGO or Image

Send a high resolution version of your logo or image to Krista@FairfieldCTChamber.com

Payment must accompany completed application. Return to:

Fairfield Chamber of Commerce

1597 Post Road, Fairfield, CT 06824

Phone: 203.255.1011 Fax: 203.256.9990

Email: Krista@FairfieldCTChamber.com

Www.FairfieldCTChamber.com

Payment: Total Fees _____

☐ Check

☐ Invoice (I understand that I will not be active in program until payment is received by the Chamber office)

☐ Visa ☐ Master Card ☐ AMEX

Card # _____

Name on Card: _____

Expiration Date: _____ CSC Code: _____



Thank You!



FAIRFIELD CHAMBER
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