

You're Invited to be Part of the Berkeley Bucks eGift Card Program!

At Visit Berkeley we're always looking for innovative ways to support Berkeley based businesses and build our community – now more than ever! As the Destination Marketing Organization, it is our goal to promote Berkeley as a desirable destination for both locals and visitors alike. Visit Berkeley works in tandem with various organizations across the city such as the **Berkeley Chamber, Berkeley Neighborhood Districts, City of Berkeley Office of Economic Development**, and other community leaders to keep our city vibrant and inviting to all.

We are excited to introduce our latest initiative: the **Berkeley Bucks eGift Card Program powered by Yiftee!** Consumers can purchase the Card as gifts or for self-use, and companies can utilize it for employee rewards, anniversary gifts, customer appreciation, survey incentives, contests, and more. In the process, the Berkeley Bucks eGift card will encourage local spending at participating merchants and keep those **dollars local to benefit our shops, restaurants, small businesses, and our overall Community.**

People will purchase the Cards online and email, text or print them for use in your shops and restaurants. To accept the Cards all you need to be able to process a key-entry (like a phone order) Mastercard, and you are paid through your credit card bank in your normal settlement, with your normal Mastercard CNP processing fee. **Berkeley Bucks will only work at participating merchants, so you must opt-in to be part of this free program.**

There is no cost to you to participate in the program. To opt-in, you simply run a 10-cent charge (or whatever is your minimum) on a **prepaid Mastercard that Yiftee**, our technology partner, will send you by email (the "**Activation Card**"). We are excited to get started to promote Berkeley Businesses like yours.

To get started, your "**Activation Card**" a digital Mastercard with 10 cents on it will **be sent in the next hour. It will come from our partner, Yiftee (merchantsupport@yiftee.com). DO NOT REPORT IT AS SPAM.**

Please process it as a credit card as soon as you receive it. If you can't do a 10-cent transaction, process it for your minimum charge amount and it will be declined, but Yiftee will get the information they need so you can accept the Cards.

Processing the Activation Card means that you agree with Yiftee's Merchant Agreement found here: <https://bit.ly/2Bqrbxm>. If you have any questions, please respond to this email and either Yiftee or I will reply to help!

Please activate no later than September 24th if your business is interested in being able to accept these Cards and the additional business they bring to your store. We are planning to launch **October 1st** and merchants who are signed up will be featured.

Q: is there an end date to the program? If not how do we position that? Also think that giving the impression that this is a long-running program is a positive message.

Eg

"We expect to keep the Berkeley Bucks program live through mid-2022 at minimum. Of course, you can opt out of the program at any time.

If you have any questions or would like support in setting up your business with the Berkeley Bucks Program, please feel free to reach out to Jeffrey Church, jchurch@visitberkeley.com, or your Neighborhood Association. We look forward to working together to continue supporting Berkeley-based businesses and “Keeping Cash in the Community”!



keeping cash in the community



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