

## Yiftee Merchant FAQs

Q: What is a community gift card?

A: A community EGift Card is a gift card, powered by Yiftee and MasterCard, which works exclusively at participating small businesses of a particular community. The City of Warren has created the MI Warren Buy Warren EGift Card that will be purchasable online through our own portal and redeemable at businesses just like yours!

Q: Why should I join?

A: The MI Warren Buy Warren card is a great way to help not just your business, but also the array of local businesses throughout our community. The City of Warren will be running promotions to add to the value of the gift cards so we see a maximum amount of revenue going to local businesses. Additionally, current participants throughout the country have raved how people that come in to spend their community gift cards will often spend extra, putting even more money into your business.

Q: Will I be charged to be part of this?

A: No, there is no fee for participating and you will see the full, face value of the card, less the typical "card not present" MasterCard fee.

Q: Are these typical gift cards that we will swipe?

A: No, these are fully online and digital gift cards. MI Warren Buy Warren cards are purchasable online and sent by text or email, with the option to print them out. When a customer brings a card to your establishment, you will key in their information (card number, cvv code, zip code, expiration), as you would any "card not present" MasterCard.

Q: Is this trustworthy?

A: Yes! Many places across the country have participated in Yiftee's EGift Community Gift Card program, including our own Detroit and Ferndale. Additionally, every charge is processed through MasterCard.

Q: Do these cards expire?

A: Special promotions, rewards and bonuses can expire, but purchased gift cards do not expire.

Q: What if a customer requests a refund?

A: You can process a refund the same way you would for a MasterCard credit card.

Q: Can customers split payment type if their purchase exceeds the value of the card?

A: Yes, but the specific amount charged must be determined first, as these gift cards will be declined if they are charged for more than their value.

Q: Can tips be added to the card?

A: No, tips cannot be added after the fact. This is because there is no hidden tip tolerance added when the card is charged, as it can be charged its full face value.

Q: Can I change my mind?

A: Yes, you can cancel participation at any time.

Q: How can I let people know about this?

A: If you would like to run promotions, we have the ability to advertise on the MI Warren Buy Warren card portal. Additionally, Yiftee has provided marketing materials and templates. Do not worry though, we will be advertising and marketing the MI Warren Buy Warren Card extensively.

Q: How will people know I am participating?

A: In addition to marketing, the MI Warren Buy Warren portal will include a comprehensive list of all participating businesses.

Q: Can anyone participate?

A: Any local small business can participate, whether it be a restaurant, a bike shop, etc. If you are considered a small business in Warren, you are encouraged to participate! All you need is a POS system that accepts MasterCard.

Q: How do I sign up?

A: Fill out the participation form, read the merchant agreement, and when the campaign begins you will receive an activation card through your email. You will key this into your POS system, providing the necessary information to add your business to our web of participating locations.

Q: I still have questions, what should I do?

A: If you have any outstanding questions, comments or concerns, feel free to send those to [dclark@cityofwarren.org](mailto:dclark@cityofwarren.org) or call 586-574-4676 (extension 4529).