



Merchant

FAQ

Merchant fees?

It's free to be a Community Gift Card Merchant as long as you're a current member of the Chamber & Development Council of Crawford County.

Does the card work with my existing point-of-sale (POS) machine?

Yes! Community Gift Cards are Mastercard branded so they are accepted the same as any credit or debit card. No training required. The one catch is you must accept Mastercard, which 99.9% of credit card processors do.

Does the POS require special configuration or backend software?

No additional software is required to accept cards. If your point-of-sale / credit card machine accepts Mastercard then you can accept a Giverrang card simply by swiping or manually keying the numbers, like you do any other card.

How do I accept eGift cards?

eGift cards must be manually keyed into your POS machine. Ask the customer to read or present you with the eGift card numbers as you would a phone order. Manually key the card numbers into your POS terminal. Process the transaction.

We strongly encourage you to inform your staff to expect the eGift payment type so that there is no confusion when customers show up with a picture of the card on their phone. As long as you and your team know to expect this payment form everything will go smoothly.

What are the redemption fees for accepting cards?

You would pay the same fee you currently pay your payment processor for accepting any Mastercard debit card. Depending on the agreement with your payment processor, there may be an additional cost for accepting Card Not Present (CNP) transactions such as an eGift card. Typically, this fee is less than 1%. A small price to pay for earning new customers!

What if I don't want to accept eGift cards because of the extra fee?

If your program is an eGift program then accepting eGifts is a requirement of the program, or else it could cause consumer confusion. To encourage you, the latest reports indicate that gift card purchasers load 10-15% more money onto digital eGift cards than plastic cards (source: Synergy World). Plus, industry reports state that gift card holders spend on average 50% more than a gift card's value. This means you can easily offset the small fee you may incur for accepting CNP transactions while earning a new customer in one sale. Odds are you're likely to make out just fine!

Can I accept Community Gift Cards if the customer is not physically present?

Yes. If your customer is not physically present, simply have them give you the 16-digit card number, expiration and CVC code over the phone (or in a secure manner) and enter the numbers into your POS terminal.

What if a customer wants a refund?

Simply refund the amount the customer paid for with their gift card back onto their gift card. Or adhere to store policy.

What types of businesses can participate?

Any business that is a member of the Chamber & Development Council of Crawford County, has a credit card POS and follows Giverrang's policies can accept Community Gift Cards. These businesses include restaurants, retailers, attractions, service providers, and more! To enroll in the Community Gift Card program, contact Mariah Nutt at mnutt@cdcia.org or call 712-263-5621.

Do I need to have a storefront or physical location to participate?

No. Online and at-home businesses are welcome too!

Are any businesses not allowed to participate?

See the list of prohibited businesses at <https://giverrang.com/static/docs/prohibited-merchants.pdf?cache=20211215>

How will the program benefit service-based businesses?

Service based businesses, like any participating business, are going to receive exposure as a location that can accept the Community Gift Card. If your business is featured on the program web page and other marketing materials you will benefit further. This puts your business in position to be seen or discovered for the first time. Plus, whoever has a Card will have a limited choice of local businesses to spend their card at, so your odds of capturing that business

increases because there is less competition. Once you create a relationship with a gift card holder you have a chance to impress the customer to drive loyalty business and be referred to by that customer to their contacts.

Will you market merchants in the program?

Yes! All merchants in the program are eligible to receive a listing on our Giverrang Community Gift Card website. We will also include merchants in gift card marketing tactics.

Will the Community Gift Card compete with my own gift card?

No. In our experience loyal customers will support you the same. In many instances the Community Gift Card represents new customers. This is true because many Community Gift Card purchasers are unsure of the best local businesses to buy from, or don't quite know the gift recipient's tastes, so an all-in-one Community Gift Card solution will appeal to them. It allows these purchasers to support local businesses without the stress of worrying where to buy from. When a gift recipient receives a Community Gift Card they will enjoy the chance to spend their gift at lots of local options. The recipient will then go through a discovery process to find out where to spend the card and it is at this moment they will see and learn about your business and choose to spend with you. It is a great opportunity to get in front of and engage new customers, and also re-ignite relationships with customers who may not have visited in some time.

Should we give change or cash back to customers?

No. The Community Gift Card should never be exchanged for cash under any circumstances. Any remaining balance left on the card can be spent in a future transaction.

What's the average value of each gift card?

The average value of each gift card is \$50. However, studies indicate that the majority of cardholders overspend by 50% more than the value of each gift card (source: Savvy). So a \$50 average purchase means a \$25 overspend. Others claim it is 40-120% more (source: Stored Value Solutions). Bottom line is merchants that accept the card will reap these overspend rewards.