

## City of Hawthorne Community Gift Card Program

### Initial Merchant Contact Email/Letter

The City of Hawthorne is always looking for innovative ways to support local businesses, especially as they continue to recover from the financial impact of the COVID pandemic. To help bring customers back to your business, we're excited to introduce the City of Good Neighbors Community Gift Card Program! Consumers can purchase the Cards as gifts or for self-use, and companies can use it for employee rewards, anniversary gifts, customer appreciation, survey incentives, contests and anything they might have used a gift card for – **but the dollars stay local and benefit our shops, restaurants and our Community.**

More exciting news! We are launching the Gift Card program with a limited time bonus program, funded by the American Rescue Plan Act (ARPA) which has been very successful in many other communities, from small towns like La Canada/Flintridge, CA to big cities like Nashville. The ARPA funds are also being used to cover the eDelivery fees for card purchasers during the promotion. For example, a person could buy a \$25 card and get an additional \$25 card for free!

To participate in this program and benefit from the additional business, 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. The **Cards only work at participating merchants**--those who choose to take advantage of this exciting 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"). This is your authorization to participate and you are agreeing to Yiftee's Merchant Agreement found here: <https://yifteeutil.com/merchant-agreement> . We've attached additional details about the program.

To enroll, use this link, scroll to the bottom of the page, and click the Appy to Join Button. <https://app.yiftee.com/gift-card/hawthorne--ca-hawthorne/> or just use a smart device to scan this QR code:



For questions or more information, contact Tim Campbell at the City's program partner, HDL Companies, via email at [Tcampbell@hdlcompanies.com](mailto:Tcampbell@hdlcompanies.com) or via phone (424) 228-8517, x. 1140.