



FAST FACTS FOR EABA MEMBERS

Shop EAV Community Digital Gift Card

A Main Street Initiative to support our small businesses!

East Atlanta Business Association has teamed up with Yiftee to create an East Atlanta Community Wide Digital Gift Card!

THE CUSTOMER EXPERIENCE:

- Buy ONE DIGITAL GIFT CARD at EastAtlantaBiz.com
- Pay a \$2.25 delivery fee + \$1 and .5% of gift card value.
- Spend the gift card balance at participating businesses...one or multiple businesses.
- Track your balance online and get balance updates via text message or scan a QR code at businesses.
- Support local East Atlanta businesses and strengthen our community.

INTERESTED EAST ATLANTA BUSINESS MEMBERS:

- Let us know you'd like to participate!
- We'll add you to the Shop EAV Community Digital Gift Card list that links to your business logo, address, website.
- Then we'll send you an activation code to run through your PoS system that confirms your participation.
- Your business and listing will show up on the map at eastatlantabiz.com.
- EABA provides gift card redemption training, marketing materials and promotions via email and social.
- Your business will process the Shop EAV Digital Community Gift Card as a MasterCard through your credit card processing system with manual input only
- You will receive the payment for the purchase and pay the processing fees on the purchase.

Email hello@eastatlantabiz.com to get your business started in the Shop EAV program TODAY!



East Atlanta Business Association

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THIS PROGRAM WORKS FOR YOUR BUSINESS IF:

- Your business can process Mastercards through a virtual or wired terminal.
- You can input the numbers manually to your PoS system. This is the only way Shop EAV digital gift cards can be processed.
- You want to reach more customers and increase sales by collaborating with other businesses!
- You support East Atlanta and the East Atlanta Main Street initiative.

BENEFITS OF THE PROGRAM:

- Full training for you and your employees.
 - a. [Merchant Participation Overview](#)
 - b. [Merchant Training Kit](#)
 - c. [Merchant Training Video](#)
 - d. [Merchant Activation Video](#)
 - e. [How to Redeem A Community Gift Card](#)
- Customized Shop EAV community gift card website with your business name, address, logo and website linked at eastatlantabiz.com.
- Add a "Buy Shop EAV Gift Cards Here" button to your website and social.
- An email and social marketing campaign driven by EABA to promote your business!
- Marketing and social content provided to you by EABA to promote your participation in the program.
- Printed window clings, check balance QR Code signs and other fun Shop Small Saturday swag!!
- How to redeem gift cards and training handouts to post for employees.
- Your marketing is amplified and supported by all participating businesses.

Shop EAV Digital Community Gift Cards were launched on Shop Small Saturday 2022 via email, social and at participating locations. We are currently expanding merchant offerings. Additional benefits, training info and promotions of the Shop EAV program will be rolled out throughout 2023. You can start TODAY by promoting your business as a Shop EAV participating merchant! Email hello@eastatlantabiz.com to get started.