

**Jackson County Area Chamber – Gift Card Program**

<http://jacksoncountychamber.chambermaster.com/events/details/shop-local-gift-card-sales-event-4008>

**Gift Card Program Details**
The chamber is committed to helping our members and our community as a whole.  We believe small businesses are the back bone of our community.  We want to support our community and do our part to help encourage buyers to shop locally while complying with the social distancing ordinances. One option we'd like to explore is selling gift cards on our website.  Would your business like to be included in the gift cards we offer?  Here's how it would work:

* We post the gift card sale on our website
* We advertise the program on our FB page, website, and email blast
* People purchase the gift cards directly from our site
* We notify the businesses of the sale
* We collect the money from the purchaser and pay the business directly
* Businesses send gift cards directly to the purchaser
* We are essentially the middle man, facilitating the sales, and we would ask for short turn around times to provide the gift cards to the recipient in order to continue in the program
* This is a great way to encourage buying locally, get your name out to the public, and hopefully increase revenue for your business.
* We would offer $10 and $25 gift cards, and buyers could chose either amount and order in any quantity
* We would include your logo on the website page and in our email blasts

One of our larger supporters offered to sponsor a gift card giveaway and they donated $500 to the program.  Each Friday, through the end of May, we will have a drawing for a $50 gift card winner.  Everyone who purchases gift cards is entered to win, and the winner chooses their $50 gift card from any participating business.

We didn't seek this out originally, but it was the idea of our board chairman, and has been a great incentive for this program.

There is a helpful chamber master video on organizing and setting up the event, which is what we followed.  We are happy to answer any questions.

Leigh Carroll – lcarroll@jacksoncountyga.com
Mindy Mosser – mmosser@jacksoncountyga.com
Melissa Britt – mbritt@jacksoncountyga.com