

# Grey • Bruce • Huron **STRONG** **STORE**

Spend your money  
where your heart lives

## THE GIFT CARD CAMPAIGN



## AN EXPLAINER FOR BUSINESS OWNERS

Designed to encourage  
supporting local  
businesses, including  
those without an  
online presence

1 - BUSINESSES THAT CHOOSE TO PARTICIPATE WILL BE LISTED ON [WWW.GBHSTRONGSTORE.COM](http://WWW.GBHSTRONGSTORE.COM)

2 - CUSTOMERS CAN SEARCH/FILTER BY LOCATION & TYPE OF BUSINESS AND PURCHASE GIFT CARDS FROM \$20-\$100

3 - HOSTED BY SHOPIFY & ADMINISTERED BY NPX

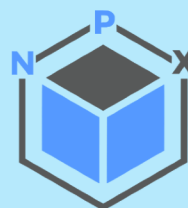


HANDLES ALL CUSTOMER  
ORDERS AND PAYMENTS

NO SENSITIVE CUSTOMER  
INFORMATION WILL BE RETAINED



THE CUSTOMER PAYS  
SHOPIFY'S 3%  
ADMINISTRATION FEE



WILL SEND AN  
EXCEL SHEET TO  
THE BUSINESSES  
EACH DAY WITH:

- Vendor Name
- Gift Card Numbers (Last 4 Digits)
- Amount on the Gift Card
- Order Date & Order Short ID

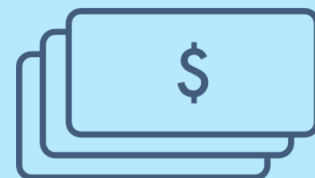
(Only sent when new purchases are made)

## FREE SIGN UP

THERE IS NO COST TO  
LOCAL BUSINESSES TO  
BE INCLUDED!

TO JOIN, EMAIL [GBHSTRONGSTORE@NPXINNOVATION.CA](mailto:GBHSTRONGSTORE@NPXINNOVATION.CA) WITH:

- Company Name
- Company Logo File
- Contact Information
- Website/Social Media Links
- Business Location(s)



NPX WILL TRANSFER MONEY  
TO THE LOCAL BUSINESSES  
ONCE A WEEK VIA E-TRANSFER

(Email address required)

# Grey • Bruce • Huron STRONG STORE

Spend your money  
where your heart lives



## HOW TO REDEEM THE GIFT CARDS

UPON COMPLETION OF PURCHASE, CUSTOMERS WILL RECEIVE AN EMAIL WITH THE VIRTUAL GIFT CARD

(Check junk mail folder if not received within 24 hours)

### WHAT DO I DO?

- 1 - Ask customers to quote last 4 digits of their gift card either in person or over the phone
- 2 - Verify using excel sheet sent by NPX
- 3- Use excel sheet to record amount spent and balance remaining on each card

(or any other tracking method of your choosing)

\*Please note that every business is responsible for tracking the usage and balances of gift cards purchased for their store

THE EMAIL WILL LOOK LIKE THIS:



(Last 4 digits will not be blurred in actual email)

## Example Excel Sheet

	A	B	C	D	E	F
1	Vendor	Amount	GiftCardCode	Order Date	Order Short ID	
2	NPX	CA\$50.00	2b7d	['2020-04-29'	1008	
3	NPX	CA\$100.00	3d6h	['2020-04-26'	1005	
4	NPX	CA\$50.00	4f75	['2020-04-29'	1003	

(GBHStrong and the organizations that created it collect no revenue, fees, or reimbursement from vendors or buyers)