

# North Central Mass Gift Local Card Program

## Things to know:

- The Gift Local Card is a regional gift card program to encourage shopping local and to support our regional economy. Similar programs launched by other chambers and merchants groups have been successful in generating new sales and bringing significant new dollars into their local economies.
- The Gift Local Card is the only gift card of its kind in the region. Dollars from gift cards sold can only be spent with businesses participating in the program.
- Participants in the program will be featured in the marketing program to promote the Gift Local Card. A list of places to redeem the gift card will accompany all gift card sales.
- All participants are listed online with a link to your website at [www.GiftLocalMass.com](http://www.GiftLocalMass.com).
- Participants must be a member of the Chamber or the Johnny Appleseed Trail Association and located in North Central Massachusetts.



*Shop Local. Buy Local. Support Local.*

## Here's how it works:

Gift cards are sold at the Chamber office (860 South Street, Fitchburg) online at [www.GiftLocalMass.com](http://www.GiftLocalMass.com) or at the Johnny Appleseed Visitors Center (located on Route 2 West, Lancaster). Merchants that accept the card are included in the list given to all purchasers as well as online at [www.GiftLocalMass.com](http://www.GiftLocalMass.com).

## Ways merchants can redeem the card:

- 1. Online – with a private login at swipeit.com.** Log onto a website and enter in the card number and amount you wish to deduct. **There is no up-front cost for this set-up.**
- 2. Swipe-It app.** Download the app on GooglePlay or the AppleStore. **There is no up-front cost for this set-up.**
- 3. Calling 508-452-7600.** **There is no cost to redeem via the phone system.**
- 4. Stand-alone gift card terminals** are available for purchase (similar to a credit card terminal).

## Fees to the merchant:

There is a 5% charge per sale that goes to the Chamber. This helps cover the Chambers costs to administer the program.

There is a 15¢ (fifteen cents) transaction fee each time you deduct money from the card. This fee is for Swipe-It. This fee is only applicable if you are deducting funds. There is no charge to the merchant for checking a balance on a gift card for the customer.

## How merchants are refunded for gift card purchases:

You will receive payment from the Chamber each month for the Gift Local Cards you redeemed the previous month (minus the 5% processing fee per transaction and 15¢ transaction fee for each “swipe” of the gift card). For example, for one \$10 gift card transaction, you would receive \$9.35 back from the Chamber. (50¢ would go to the Chamber and 15¢ would go to Swipe It)

For more information or to enroll in the program, contact  
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