

It is FREE to participate and ALL GIFT CARD PURCHASE REVENUE goes directly to your business. Grey County will be promoting these gift card purchases throughout the region as part of our Shop Local Campaign.

# 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

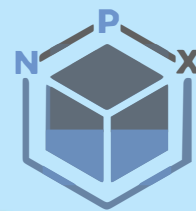


HANDLES ALL CUSTOMER  
ORDERS AND PAYMENTS

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)

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## 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)