



# GIFT CARDS

## REWARD MEMBERS & GUESTS, WHILE GENERATING ADDITIONAL REVENUE FOR YOUR CLUB!

Starbucks, Best Buy, Barnes & Noble, Macy's - do any of these companies exist within your wallet in the form of a gift/cash card? These cards generate additional revenue streams and keep members coming back to your club. In fact, the average gift card value is \$50, and consumers typically spend 20% more than the face value of the card, and custom branding Gift Cards helps reinforce brand awareness, thus potentially increasing awareness & recognition of your club.

## FEATURES OF THE GIFT CARD APPLICATION INCLUDE:

- Complete tracking of all Gift Card transactions.
- Issue whatever value card you wish and even specify where in your club it can be spent.
- Issuance, Activation, Redemption and Topping Up of Gift Cards are all handled directly through your Point Of Sale.
- Detailed reporting is accessed with the click of a button and gives you detailed information regarding all of your Gift Cards.
- Utilize Batch creation of gift cards for larger tournaments.

## INCREASE REVENUES

Clubs can expect a significant increase in revenue from the sales of Gift Cards compared to traditional paper certificates. Easy to reload, gift cards not only make for a great gift but are also ideal for refunds, returns, or rain checks, instead of giving cash back or dealing with time-consuming credits.

## REDUCE COSTS

Gift Card programs are more efficient and cost-effective than paper. Activating a card at your Jonas Point Of Sale system is a simple process. Because cards have no value until activated, fraud is significantly reduced and lost or stolen cards can be easily tracked and deactivated.

## CREATE ADDITIONAL BUSINESS

Gift Cards are just another means of promoting your club to your members and guests. Tournament winnings, gifts, and a safe payment tool for children are just a few ways gift cards can equate to generating additional revenue at your club.

## REDUCE MANUAL PROCESSES

Once activated, Gift Cards require no manual processing, saving you time and effort. Detailed reporting is easily accessed, revealing buying habits, trends, outstanding amounts and tracking all with just a few clicks.