



# Welcome to the QC Cash Program

Uniting Companies, Consumers & Local Merchants to Grow Business in Our Community



All-digital QC Cash are custom-branded and redeemed as virtual vouchers, powered by Mastercard, from mobile phones or printed. Funds are automatically paid to the merchant.

## Who Buys QC Cash?

People buy QC Cash online and give them as gifts, thank yous, or just because. They can be purchased from various websites and you can sell them from your website and Facebook pages as well.

Local companies use them for employee rewards, customer appreciation, marketing and other programs. Realtors use them to thank their customers. Consumers buy them for gifts. Join now to get your fair share of this new business!

## As a merchant in Uptown, Charlotte Center City Partners (CCCP) invites you to participate in a new eGift Card program.

**QC Cash** is a simple way for people and companies to give back and drive more business into Uptown stores. Working with Yiftee, the program's vendor, CCCP has custom-branded digital gift cards for Charlotte that can be used at any participating merchant: restaurants, salons and spas, boutiques, sports and entertainment, hotels, etc. They are a quick and easy way to keep spending local, strengthening Charlotte businesses and building our community.

There is no special technology or administration required to participate, as long as you accept Mastercard and can key in the transaction like a phone order. There is no fee to participate.

## How QC Cash Works

1. Sign up with Charlotte Center City Partners by emailing [QCCASH@CHARLOTTECENCERCITY.ORG](mailto:QCCASH@CHARLOTTECENCERCITY.ORG) with the subject line **QC Cash**.
2. You will receive an "Activation Card" from Yiftee, the program's vendor, to run as a digital Mastercard on your PoS to join. Put the **QC Cash** link on your website to sell more.
3. People will come in your business with **QC Cash** on their phone (or printed). Click on the "View Gift Voucher" bar and process it as a key-entry Mastercard credit card.
4. Mastercard will authorize the purchase and you are paid as usual by your Mastercard bank.

# QC Cash eGift Card FAQs

## Is there a deadline to participate?

We are planning a launch on December 1 to introduce the community to QC Cash eGift Card. Sign up before then so that you are a part of the launch program and get this incremental business.

## How do I sign up?

Tell Charlotte Center City Partners that you want to participate, and they will add you to the Card and send you an Activation Card, which is a 10 cent prepaid Mastercard. Running the Activation Card is your authorization to opt- in to the program which means you agree to the [Yiftee Merchant Agreement here](#).

## What if I can't process the Activation Card, which is a \$0.10 credit card transaction?

No problem. Process the Activation Card for your minimum amount. It will be declined but Yiftee, the program's vendor, but it will get the information they need to add you to the program. [View the instructional video](#).

## What if I can't key in a Mastercard?

This is very unusual. We can introduce you to a processor who will allow you to do this.

## What if the purchase is for more than the Community eGift Card value?

Run the Community eGift Card for the remaining balance on the card and ask the customer for a different form of payment to cover the rest of the transaction.

## What do I do if the eGift Card is declined?

The transaction is declined if you try to redeem more than the value of the card, or if any of the redemption information is mis-typed. Start the transaction over with the correct value and information.

## Is tipping allowed on the Community eGift Card?

No, unless you pre-authorize the amount with the tip included, since this is a prepaid card.

## Does the eGift Card function as a 'pre-paid' credit card regarding automatic tipping hold-backs?

No. It can be redeemed for the full value. But there is no tipping allowed on the Community Card.

## Since the eGift Card is like a Mastercard, can it be redeemed anywhere?

No. They can only be redeemed at participating locations who have run their Activation Card.

## Is there a fee to purchase the eGift Card?

The gift sender pays \$1.00 plus 5% of the gift value. The gift recipient gets 100% of the gift value. The store is paid the full value of the card, less their normal card-not-present (CNP) Mastercard fee.

## Can the eGift Card be used more than once?

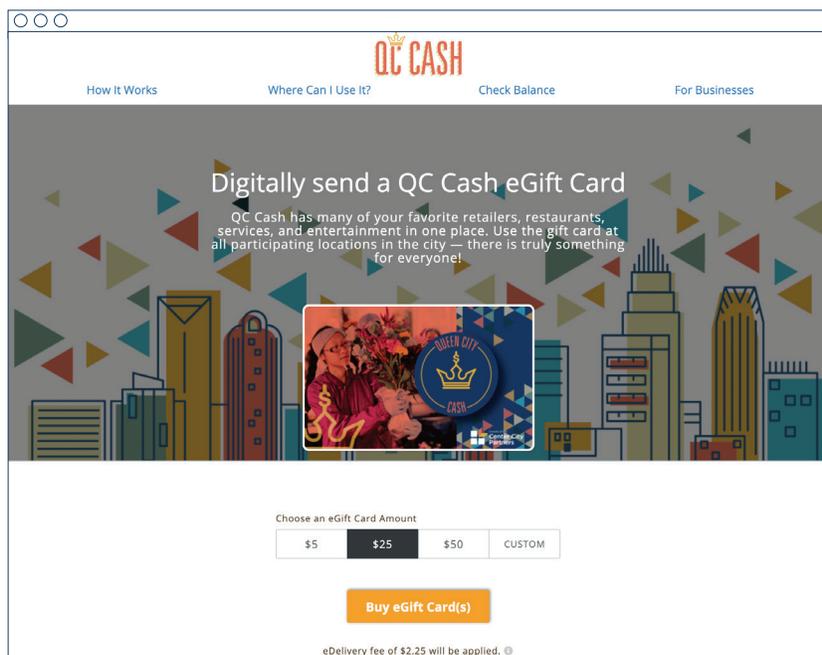
Yes. They are multi-use and the current balance and expiration date are always reflected on the digital voucher. Recipients receive monthly reminders to redeem. You can check the balance on [Yiftee.com](#) or [here](#).

## Can I apply a refund to the eGift Card?

Yes. Refunds can be applied to a valid (unexpired) card just as you would to a credit card.

## Can I cancel my participation?

Yes. Anytime, by notifying Charlotte Center City Partners. You will be removed from the marketing materials online and can no longer process the cards.



Consumers and companies can buy QC Cash online from the various websites.