

## SHORT NORTH ARTS DISTRICT DOLLARS

Give the gift of the Short North Arts District with Short North Arts District Dollars. Purchase an e-gift card online that can be redeemed at any local participating business. Short North Arts District Dollars make a great last minute gift, or keep it for yourself! 1% of every Short North Arts District Dollar redeemed goes back to support the community through the work of the Short North Alliance.

### **HOW IT WORKS**

#### **Purchasing an E-Gift Card:**

- Visit [ShortNorth.org/districtdollars](http://ShortNorth.org/districtdollars) to access the Short North Arts District Yiftee website to purchase an e-gift card.
- Choose an e-gift card amount and click “Buy E-Gift Cards”
- Customers will be charged a small e-delivery fee of \$1 + 5% of the purchased e-gift card amount. *(Example: If you purchase a \$50 e-gift card, you would incur a fee of \$3.50 [\$1 + \$2.50], making the total amount charged \$53.50.)*
- Input recipient information (your own, or a gift recipient) to deliver the e-gift card gift via your choice of email or text message. The e-gift can be stored digitally on the recipient’s phone, or be printed out for use. *(There are no plastic physical gift cards.)*
- Customers interested in making a bulk e-gift card purchase may contact the Short North Alliance to obtain a special e-delivery fee discount.

#### **Redeeming an E-Gift Card:**

- E-gift card funds are available for immediate use.
- Customers may redeem e-gift cards at any participating Short North Arts District business. For a full list of participating businesses, visit [shortnorth.org/districtdollars](http://shortnorth.org/districtdollars).
- E-gift cards can be used multiple times and at multiple businesses over time, as long as there is a remaining balance.
- Customers cannot use e-gift cards to tip.
- E-gift cards cannot be run for an amount greater than the e-gift card balance. If the transaction balance is greater than the e-gift card balance, the merchant should only run the e-gift 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.

#### **Checking E-Gift Card Balance**

- The current balance and expiration date for e-gift cards are always reflected on the digital e-gift card voucher. If an e-gift card is printed out, the balance can be checked at [Yiftee.com](http://Yiftee.com).

#### **Inactivity Fee:**

- If a customer's e-gift card remains inactive for 12 months (meaning there has been no change to the balance), a \$3.00 fee will be deducted monthly from a customer's e-gift card balance starting 1st day after the 12 months of inactivity. This fee will recur on a monthly basis until the e-gift card is used, or funds are depleted. Once the e-gift card is used again, the customer's 12 month activity window will refresh.
- Recipients who received an e-gift card via email and/or text will receive email and/or text reminders prior to inactivity fees being charged.
- If an e-gift card is printed out and physically given to a recipient, the recipient will not receive these reminders.

**GET INVOLVED:**

**Be a Short North Arts District Dollars Business**

Does your business want to participate? Email Short North Alliance Communications Coordinator, Michelle Gibson, at [Michelle@Shortnorth.org](mailto:Michelle@Shortnorth.org).

**BUY IN BULK:**

Interested in making a bulk purchase (\$2,500 or more) of Short North Arts District Dollars? Contact Short North Alliance Events & Development Manager, Becca Goodburn, at [Becca@ShortNorth.org](mailto:Becca@ShortNorth.org) to discuss reduced eDelivery fees for paying by check, ACH or wire transfer.

**DONATE TO THE SHORT NORTH ALLIANCE**

Interested in showing your Local Love in the form of a direct donation? Visit [ShortNorth.org/donate](http://ShortNorth.org/donate) to make a contribution.