



Services & Pricing

Package	Name	Description	Price
1	Community Card Set-Up	Everything you need to set up, train, launch, market and sell your Community Cards	\$350
2	Marketplace Set-Up	Everything you need to set up, train, launch, market and sell your Marketplace eGift Cards	\$350
3	Merchant eGift Card Set-Up	Everything you need to set-up, train, launch, market and sell your eGift Cards	\$150
4	Social Media for 3/6/12 months	Keep your new Community, Marketplace and Merchant eGift Cards top of mind in social media	\$360/ \$600/ \$1000
5	Holiday promotions and sponsorships	Maximize your card sales with sponsorships and corporate sales, including BOGO promotions	\$200
6	Metrics and merchant engagement for 3/6/12 reports (monthly or other)	Keep track of your card's performance and engage merchants in promoting your/their cards	\$240/ \$400/ \$700

Ask about a discounted quote for a kit of two or more packages!

Who We Are

Yiftee Certified Consultants (YCCs) have served a minimum of 3 months full time as Yiftee College Interns: learning the Yiftee technology, developing Yiftee marketing and training materials, and working directly with Yiftee clients. The materials are available to Yiftee clients at no charge for do-it-yourself (DIY). The YCCs are available for those communities and merchants who desire customized or new materials with their branding, personalized training on the Yiftee system and advice specific to their community. YCCs operate independently and are paid directly by clients. Yiftee assumes no liability for their actions.

Contact: donna@yiftee.com to connect you with an available YCC

Statements of Work

Package 1: Community Card Set-up - \$350

Everything you need to set up, train, launch, market and sell your Community Cards.

For: organizers such as chambers, BIDs, downtown associations and other merchant groups.

- Personal consultation including:
 - Walkthrough Yiftee Portal
 - Walkthrough free Yiftee resource base
 - Introduce metrics & reporting
- Customized merchant onboarding materials
 - Email templates
 - Phone script for merchant recruiting
 - 3 flyers: Comm Card Introduction, Activation, Redemption instructions
- Set-up assistance
 - Uniquely branded eGift card design
 - Customized card purchase page – logos, images, text, etc.
- Customized launch and production-ready sales materials
 - Press release draft for your local press
 - Window cling design
 - Merchant point-of-purchase flyer design
 - Flyer for corporate sales and bulk purchases

Package 2: Marketplace Set-up - \$350

Everything you need to set up, train, launch, market and sell your Marketplace eGift Cards.

For: organizers such as chambers, BIDs, downtown associations and other merchant groups.

- Personal consultation including:
 - Walkthrough ISO Portal and Merchant Portal
 - Walkthrough free Yiftee resource base
 - Introduce metrics & reporting
- Customized merchant onboarding materials
 - Email templates
 - Phone script for merchant recruiting
 - 3 flyers: Marketplace introduction, Merchant Sign-Up, Redemption instructions
- Set-up assistance
 - Custom-branded Marketplace banner
 - Up to 5 uniquely customized eGift Cards for merchants
 - Additional customized eGift Cards available for \$20 each
- Customized launch and sales materials
 - Press release draft for your local press
 - Window cling design
 - Merchant point-of-purchase flyer design

- Flyer for corporate sales and bulk purchases

Package 3: Merchant eGift Card Set-up - \$150

Everything you need to set-up, train, launch, market and sell your eGift Cards.

For: Merchants

- Personal consultation including:
 - Walkthrough Yiftee Portal
 - Walkthrough free Yiftee resource base
 - Introduce metrics & reporting
 - Walkthrough Activation process if needed
- Set-up and training assistance
 - Uniquely branded eGift card design
 - Customized card purchase page – logos, images, text, etc.
 - Add gift card link to Facebook, Instagram, Nextdoor (Merchant is responsible to add to their website home page)
 - Custom training flyer on redemption for your staff
- Customized launch and production-ready sales materials
 - Press release draft or blog post announcement
 - Window cling design
 - Merchant point-of-purchase flyer design
 - Flyer for corporate sales and bulk purchases

Package 4: Social Media - \$360/\$600/\$1000 for 3/6/12 months respectively

Keep your new Community, Marketplace and Merchant eGift Cards top of mind in social media.

For: organizers and individual merchants

- Weekly custom-branded posts on Facebook, Instagram and Twitter
- Search Engine Optimized (SEO) plus hashtag and caption options
- Embedded QR codes and links to card purchase page
- Spotlight community events and merchants
- Feature local and national holidays

Package 5: Holiday Promotions and Sponsorships - \$200

Maximize your card sales with sponsorships and corporate sales, including BOGO promotions

For: organizers and individual merchants

- Personalized consultation to discuss options and client needs/preferences
 - Walkthrough of BOGOs, employee rewards, bulk gifting, holiday gifting, gifting bundles
 - How to run a promotion: Holiday Edition
 - Employee/client appreciation

- Corporate holiday bundles
 - Realtor and other professionals gifting
 - Creation of Yiftee Promotion Quickstart document describing program implementation details
- Implementation assistance
 - Pitch deck describing chosen program(s)
 - Email templates to generate interest
 - Informational flyers on promotions and sponsorships
 - Customization of eGift page and/or card to credit sponsors

Package 6: Metrics and Merchant Engagement - \$240/\$400/\$700 for 3/6/12 reports

Keep track of your card's performance and engage merchants in promoting your/their cards.

For: organizers such as chambers, BIDs, downtown associations and other merchant groups.

- Personal consultation including:
 - Introduce metrics and performance tracking in gifts sold and redeemed reports
 - Aggregated reporting includes data and graph by week of eGifts sold and dollars generated
 - Analysis of best performing vs. low performing merchants
- Share merchant-specific redemption information and outstanding gifts data with participating merchants so they know the value you are bringing and how they are doing vs norms
- Recommendations of strategies and tactics to improve card sales and redemptions, including merchant marketing flyer or other materials to improve sales

Ask about a discounted quote for a kit of two or more packages!

YCC Profiles

(Subject to change and availability)



Greer Hoyem
Menlo Park, CA

Greer is a Psychology Major focusing on Leadership at Claremont McKenna College who enjoys traveling the world and meeting new people!



Alexandra Futterman
Newton, CT

Alex is an International Relations Major and Lacrosse player at Claremont McKenna College who enjoys building community and has a love hate relationship with running!



Chase Mendell
Wallingford, PA

Chase is an Environment, Economics and Politics Major at Claremont McKenna college. Outside of school work he does research on LA air quality and leads camping trips!



Rylie Fong
San Jose, CA

Rylie is a rising junior at Pitzer College studying Anthropology and Philosophy focusing on optimizing how a community connects to work together!



Jade Scott
Upland, CA

Jade is a senior studying Economics and Media Studies at Claremont McKenna College and is a baking-enthusiast in her free time!



Julia Hwang
Carmel, CA

Julia is a senior at Claremont McKenna College studying government and she is excited to continue to help local communities and businesses!



Brian Flores Luna
Mountain View, CA

Brian is a graduate from Claremont McKenna College with dual Psychology/Media Studies whose love of the outdoors brought him to climbing!



Sanjar Junisbai
Claremont, CA

Sanjar is a Mathematics and Russian major at Pomona College and is all about helping local communities!



Raquel Borges

Puerto Rico

Raquel is from Puerto Rico and has been working with Yiftee for over two years, doing customer service and Yiftee's Social media!

INDEPENDENT CONTRACTOR AGREEMENT: YIFTEE CERTIFIED CONSULTANT

THIS INDEPENDENT CONTRACTOR AGREEMENT (the "Agreement") is dated this _____ day of _____, _____ by and between

CLIENT

(the "Client")

Address: Street, Unit, City, Zip

eMail

Phone

CONTRACTOR

(the "Contractor")

Address: Street, Unit, City, Zip

eMail

Phone

BACKGROUND

- a) The Client is of the opinion that the Contractor has the necessary qualifications, experience and abilities to provide services to the Client.
- b) The Contractor is agreeable to providing such services to the Client on the terms and conditions set out in this Agreement.

IN CONSIDERATION OF the matters described above and of the mutual benefits and obligations set forth in this Agreement, the receipt and sufficiency of which consideration is hereby acknowledged, the Client and the Contractor (individually the "Party" and collectively the "Parties" to this Agreement) agree as follows:

SERVICES PROVIDED

- a) The Client hereby agrees to engage the Contractor to provide the Client with the following services (the "Services"): Yiftee-related Services as defined in Schedule A.
- b) The Services will also include any other tasks which the Parties may agree on. The Contractor hereby agrees to provide such Services to the Client. Description and pricing are as described in Schedule A and/or other Addenda.

TERM AND TERMINATION OF AGREEMENT

The term of this Agreement (the "Term") will begin on the date of this Agreement and will remain in full force and effect until the completion of the Services, subject to earlier termination as provided in this Agreement. The Term may be extended with the written consent of the Parties.

The Agreement shall be considered terminated upon completion of the Services described in Schedule A, at any time by mutual consent of the Parties, or upon 15 days' notice by either Party.

COMPENSATION

The Contractor will charge the Client as described in Schedule A for the Services (the "Compensation").

- Payment is due 50% on start (non-refundable) and 50% upon completion of the Services unless otherwise described in Schedule A.

The Contractor will submit invoices by email to the Client and are due upon receipt.

REIMBURSEMENT OF EXPENSES

The Contractor will be reimbursed for reasonable and necessary expenses incurred by the Contractor in connection with providing the Services or at the request of the Client. The Contractor will only be reimbursed for expenses submitted according to the following guidelines: any expenses must be approved by client in writing in advance. Email approval is acceptable.

CAPACITY/INDEPENDENT CONTRACTOR

In providing the Services under this Agreement it is expressly agreed that the Contractor is acting as an independent contractor and not as an employee. The Contractor and the Client acknowledge that this Agreement does not create a partnership or joint venture between them, and is exclusively a contract for service. The Client is not required to pay, or make any contributions to, any social security, local, state or federal tax, unemployment compensation, workers' compensation, insurance premium, profit-sharing, pension or any other employee benefit for the Contractor during the Term. The Contractor is responsible for paying, and complying with reporting requirements for, all local, state and federal taxes related to payments made to the Contractor under this Agreement.

INDEMNIFICATION

Except to the extent paid in settlement from any applicable insurance policies, and to the extent permitted by applicable law, each Party agrees to indemnify and hold harmless the other Party and Yiftee, Inc., and their respective affiliates, officers, agents, employees, and permitted successors and assigns against any and all claims, losses, damages, liabilities, penalties, punitive damages, expenses, reasonable legal fees and costs of any kind or amount whatsoever, which result from or arise out of any act or omission of the indemnifying party, its respective affiliates, officers, agents, employees, and permitted successors and assigns that occurs in connection with this Agreement. Consultant is trained and certified by Yiftee, and acting independently. Yiftee is not responsible for consultant's actions or the results thereof. This indemnification will survive the termination of this Agreement.

ASSIGNMENT

The Contractor will not voluntarily, or by operation of law, assign or otherwise transfer its obligations under this Agreement without the prior written consent of the Client. The Contractor may choose to engage with other qualified Contractors in order to execute on this Agreement. Any changes in scope or pricing must be discussed and agreed to in advance.

GOVERNING LAW

This Agreement will be governed by and construed in accordance with the laws of the State of California.

SEVERABILITY

In the event that any of the provisions of this Agreement are held to be invalid or unenforceable in whole or in part, all other provisions will nevertheless continue to be valid and enforceable with the invalid or unenforceable parts severed from the remainder of this Agreement.

IN WITNESS WHEREOF the Parties below are authorized to represent their respective organizations and hereby agree to the above terms on this _____ day of _____, _____.

CLIENT

CONTRACTOR

Signature

Signature

Name, Title (printed)

Name (printed)

Client

Yiftee Certified Consultant

**INDEPENDENT CONTRACTOR AGREEMENT:
YIFTEE CERTIFIED CONSULTANT**

Schedule A: Description of Services and Compensation