



THE GIFT CARD CAMPAIGN

BUY LOCAL NOW – WHEN IT’S NEEDED MOST

AN EXPLAINER FOR BUSINESS OWNERS

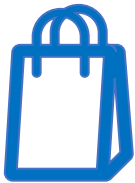
THE GBH STRONG GIFT CARD CAMPAIGN IS A WAY TO SUSTAIN LOCAL BUSINESSES BY SPENDING NOW AND SHOPPING LATER. IT PUTS MONEY INTO THE BUSINESSES YOU CARE ABOUT - TO KEEP THEM GOING UNTIL WE ARE ALL BACK IN BUSINESS.



BACKGROUND

GBH Strong is a way for people in the communities of Grey, Bruce and Huron to stay connected through the Covid-19 crisis: Connected to trusted health information from local authorities. Connected to their local businesses. Connected to each other. They stay in touch by downloading the **GBH Strong app**, available on the Apple App and Google Play Stores, or by going to www.gbhstrong.com on the web.

In the spirit of staying connected, GBH Strong is hosting an online gift card store, designed to allow people to shop at the local businesses of their choice, even those without an online presence. By buying now, and collecting later, we can help our local businesses keep their “doors” open.



HOW DOES IT WORK?

- Businesses that choose to participate will be listed on www.gbhstrongstore.com (linked from the parent website and apps).
- Customers will have the ability to search or filter by location or type of business, and to purchase gift cards ranging from \$20-100.
- The store is hosted by Shopify and is administered by Nuclear Promise X (NPX). All customer orders, payments etc. will be handled by Shopify, and no sensitive customer information will be retained.
- The customer pays Shopify’s 2% administration fee.
- NPX will send the “gift card numbers” (last 4 digits) for all gift cards sold, to the businesses each day.
- Businesses can then ask customers to quote the last 4 digits when they use these gift cards on the phone or in person.
- At the end of each business week, the NPX admin will transfer money to each local business via Electronic Funds Transfer (EFT). (Email address required).
- GBH Strong and the organizations that created it collect no revenue, fees or reimbursement from vendors or buyers.



Once enough stores are listed, the GBH Strong team will promote the Gift Card Campaign through social media and push notifications on the app. Our target launch date is April 27, 2020.

WHAT'S NEXT



If you have any questions or suggestions, please don't hesitate to contact us on gbhstrongstore@npxinnovation.ca.

TELL US WHAT YOU THINK

Businesses must sign up in order to be added to the website. There is no cost to you! To have your business added today, email gbhstrongstore@npxinnovation.ca with the following information: company name; contact information; business location(s) and a logo image.