

## Be Noble Card Merchant FAQs

### **Q: What is a community gift card?**

A: A community EGift Card is a gift card, powered by Yiftee and MasterCard, that works exclusively at participating small businesses across Noble County, Indiana. The Be Noble Card can be purchased online at [SHOPNoblein.com](http://SHOPNoblein.com).

### **Q: Why should I join?**

A: The Be Noble Card is a great way to help not just your business, but also the array of locally owned businesses throughout the county. SHOPNoble is running promotions to add to the value of the gift cards to boost the amount of revenue going to local businesses. Plus, the success of many other communities with their own community gift card programs have merchants raving that when people come in to spend their community gift cards they often spend extra, putting even more money into local businesses.

### **Q: Will I be charged to be part of this?**

A: No, there is no fee for participating and you will see the full, face value of the card, less the typical “card not present” MasterCard fee you already pay for people using credit cards.

### **Q: Are these typical gift cards that we will swipe?**

A: No, these are fully online, digital gift cards. Be Noble Cards are purchased online and sent by text or email, with the option to print them out. When a customer brings a card to your establishment, you will key in their information (card number, cvv code, zip code, expiration), as you would any “card not present” MasterCard.

### **Q: Is this trustworthy?**

A: Yes! Many places across the country have participated in Yiftee’s EGift Community Gift Card program, including Detroit, Lake Tahoe, Chattanooga, and hundreds more communities. Additionally, every charge is processed through MasterCard.

### **Q: Do these cards expire?**

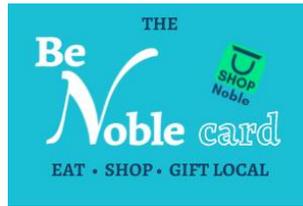
A: Be Noble Cards expire 12 months after purchase. Other special promotions that may be offered may be subject to various expiration dates, as published.

### **Q: What if a customer requests a refund?**

A: Refunds may be processed the same way you would for a MasterCard credit card.

### **Q: Can customers split payment type if their purchase exceeds the value of the card?**

A: Yes, but the specific amount charged must be determined first, as these gift cards will be declined if they are charged for more than their value.



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**Q: Can tips be added to the card?**

A: No, tips cannot be added after the fact. This is because there is no hidden tip tolerance added when the card is charged, as it can be charged its full face value.

**Q: Can I change my mind?**

A: Yes, you can cancel participation at any time.

**Q: How can I let people know about this?**

A: The simplest way to help promote is to link directly to the online portal here: <https://app.yiftee.com/gift-card/noble-county-in/> For more help, contact us at SHOPNoble and we will provide free design support. As free collateral materials become available, participating locations will receive them, too.

**Q: How will people know I am participating?**

A: In addition to marketing, the Be Noble Card portal includes a comprehensive list of all participating businesses.

**Q: Can anyone participate?**

A: Any locally owned small business located in Noble County, Indiana can participate. If you qualify as such, all you need is a POS system that accepts MasterCard.

**Q: How do I sign up?**

A: Click the “Apply to Join” button at the bottom of the Be Noble Card portal page: <https://app.yiftee.com/gift-card/noble-county-in/>. After you join, you will receive an activation card through your email. You will key this into your POS system, providing the necessary information to add your business to our web of participating locations.

**Q: I still have questions, what should I do?**

A: If you have any outstanding questions, comments or concerns, feel free to send those to [shopnoble@noblecountyedc.com](mailto:shopnoble@noblecountyedc.com) or call us at (260) 636-3800.