

# GIFT/LOYALTY CARDS

A flexible solution to increase traffic and generate sales



**Gift and Loyalty Cards provide a simple, convenient and affordable way to grow sales, build brand awareness and keep customers coming back.**

- **Gift Cards:** With a number of customizable options, a Gift Card program is a revenue-enhancing tool for all merchants, regardless of size.
- **Loyalty Card Program:** Loyalty Programs, which can be run on the same card as a Gift Card or as a standalone, increase foot traffic and customer engagement by rewarding repeat purchases.

- Create a four-color design that compliments your business and reinforces your brand, or choose from a large selection of customizable pre-designed cards.
- Easily track usage and view reporting.
- Gift Cards are proven to increase average ticket amounts and improve cash flow. Additionally, they can reduce cash returns, lower administrative costs and reduce fraud.
- Loyalty Cards enable merchants to monetize and track shopping habits at the point-of-sale and capture valuable customer data.

**Contact your local Hopewell Federal Credit Union  
or visit [hopewellfcu.org](http://hopewellfcu.org)**

