FOR MADISON BUSINESSES

Experience Madison NJ: questions businesses ask

The short version: it's a prepaid Mastercard that can only be spent at participating local businesses. You take it like any other Mastercard, and you're paid the same way.



What is Experience Madison NJ?

A digital Community Card from the Madison Area Chamber of Commerce. Shoppers buy it online and can only spend it at participating local businesses. Behind the scenes it's a **prepaid Mastercard**.

Does it cost my business anything?

Joining is free: no setup fee, no monthly charge, no revenue share. On each sale you pay only **your usual card processing fee**, the same as any Mastercard sale. Yiftee adds no fee of its own.

Do I need new equipment?

No. It runs on the card terminal and the card processor you already have.

How do I get paid?

Through **your own card processor**, on your usual schedule, like any card sale. There's nothing to invoice.

What will customers show me?

Most have it **on their phone**: in Apple Wallet or Google Wallet, ready to tap, or on their card page with the card number. Some got a printed gift with a QR code. That code is for them: it opens their card. **There's nothing for you to scan.**

How do I ring it up?

Tap to pay, or **key it in as a Mastercard credit card**: the 16-digit number, expiration date and CVV. Those are the two ways to take it.

What if the total is more than the balance?

Charge exactly the balance to the card and take the rest with cash or another card. Run more than the balance and the card declines.

Tips and refunds?

Add any tip before you run the card; it can't be adjusted up afterward. Refunds go back to the card like any card refund.

What's the 10¢ Activation Card?

The last sign-up step. Key it in once at your register, as a Mastercard credit card, for exactly 10¢. That switches your listing on. Not at the register? We email it so you can run it later.

How do shoppers find us?

You get a listing on **experience-madison-nj.yiftee.com** with your photo and description, where buyers choose where to spend. You review and edit it when you sign up.

How do I join?

Apply at **experience-madison-nj.yiftee.com/apply-now**. If the Madison Area Chamber of Commerce added you, accept the email from merchantsupport@yiftee.com titled “You’re invited to join Experience Madison NJ”.

Who can I ask?

About the program: the Madison Area Chamber of Commerce, **madisonchamber@gmail.com**. About taking the card: **support@yiftee.com**.

experience-madison-nj.yiftee.com/apply-now

Experience Madison NJ is a program of the Madison Area Chamber of Commerce

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