



Welcome to the La Quinta Community Card

Support local businesses and keep more dollars right here in La Quinta. A simple, digital gift card program that helps drive local spending without extra equipment, fees, or complicated setup.

You're Invited!

As a local business owner, we invite you to become part of the La Quinta Community Card network and connect with customers who are looking to shop local.

Who Uses the Community Card?

Residents & Visitors

Purchase cards for birthdays, holidays, thank-you gifts, or simply to support local businesses.

Businesses & Organizations

Use Community Cards for employee recognition, customer appreciation, giveaways, and promotional campaigns.

Community Events & Programs

Perfect for contests, incentives, volunteer recognition, and special City initiatives.

Why Participate?

Bring in New Customers

Community Card holders are encouraged to discover and support participating businesses.

Keep Spending Local

Every purchase helps strengthen La Quinta's local economy and business community.

Easy to Accept

The card works through the Mastercard® network and can be processed just like a standard card transaction.

No Special Equipment Needed

No new hardware, software, or complicated integrations required.

Fast & Simple Payments

Funds are deposited through your existing payment processor, just like any other card sale.

No Cost to Join

Participation is completely free.



How It Works

1. Sign Up
Register your business to participate.
Email Marcie Graham @
mgramham@laquintaca.gov

2. Get Activated
We'll help you connect your existing Mastercard payment system, no special technology required.

3. Promote
Display Community Card signage and let customers know you participate.

4. Accept Payments
Customers simply present their digital or printed card at checkout.

5. Get Paid
Transactions are processed through your existing system, with funds deposited as usual.

Frequently Asked Questions

How do I sign up? Your Community Organizer will send you an Activation Card — a 10¢ prepaid Mastercard. Running this card in your POS authorizes your participation. If you have to charge \$1 instead, that's fine too — the charge will decline, but we'll get the info we need. Once that's done, you're ready to redeem! Your business will automatically appear on our Community Card (CommCard) webpage.

I already have a gift card program. Why join Yiftee? Great — keep selling your own gift cards! The CommCard brings additional business: bulk buyers, civic groups, and consumers who want options. This way, you'll attract a new set of customers to your store!

How will this increase my sales? Bulk buyers and civic organizations purchase Community Cards in volume. You'll get your share of those funds when recipients redeem at your store. With some in-store marketing, you'll drive more redemptions and boost revenue.

Is there a contract or commitment? By opting in, you agree to the Community Card Merchant Agreement. There's no commitment other than agreeing to redeem Community Cards when customers bring them in. You can leave the program at any time by request or at the discretion of Yiftee or your Organizer.

How are payments processed? Redemption works via Mastercard. Use Tap-to-Pay or enter the card info manually, like a phone order. No special equipment is needed. You'll receive payment in your regular Mastercard settlement.

Can the card be used anywhere Mastercard is accepted? No. Community Cards only work at participating businesses that have run the Activation Card.

Does Yiftee take a cut of redemptions? No. You're paid the full transaction value, minus your usual credit card processing fee.

Frequently Asked Questions

Is marketing support included? Yes! Your Community Organizer can provide window clings, bag stuffers, and more. Yiftee also offers templates to help you promote your Community Card on your social media and newsletter.

What's the best way to succeed with this program? Promote your participation visibly and consistently — signage, table tents, social posts, newsletter mentions, and more. The more customers know, the more they'll use the card at your store. Posting regularly on social media and including the Community Card in your email newsletter helps spread awareness and drive revenue to your business.

Is tech support available? Yes. Yiftee's support team is available during business hours, with an average response time of 17 minutes.

How do I train my staff? We provide a one-pager on how to redeem the card. Post it near your register so staff can handle declines and other situations with ease.

What if a purchase exceeds the card value? Perform a split tender transaction: run the Community Card for its balance, then use another payment method for the rest. Balances update live in the Yiftee app and on digital cards, but not in a Mobile Wallet. For printed cards, scan the QR code to check the balance.

What if the card is declined? Declines occur if the charge exceeds the card balance, info is entered incorrectly, or your POS setup changed. Retry the correct amount. If you switched systems, you may need a new Activation Card to re-register.

How do I check the balance? Balance is shown on the live digital card online or in their Yiftee Wallet. If they have a printed card they can scan the QR code to get the live digital card, or they can enter the 16-digit card number here: <https://c.yiftee.com/check-gift-balance>.

Frequently Asked Questions

Can customers leave a tip? Tips must be pre-authorized with the total. Some POS tablets do this automatically. You can't settle for more than what was authorized by the credit card network.

Can cards carry a balance and be reused? Yes. The card can be used repeatedly at participating businesses until the balance runs out.

Can I issue refunds to the card? Yes. Refunds can be applied to valid (unexpired) cards just like with any credit card.

Can I pass credit card fees to customers using a Community Card? Yes, if fees are pre-authorized and the total charge (including fees) is under the card balance.

Is there a fee to buy a Community Card? Buyers pay \$1 + 5% of the card value unless covered by a sponsor. Recipients get the full card value. Merchants are paid the full amount minus normal credit card fees.

Is there a deadline to join? Check with your Community Organizer for your program's specific launch date.