



## Jersey Arts Gift Card Program

### Frequently Asked Questions

(March 2008)

#### **How does the Jersey Arts Gift Card work?**

The gift card will be redeemable for purchases by consumers at New Jersey-based, nonprofit cultural organizations that sign up for inclusion in the Jersey Arts Gift Card Network. The card will only be valid at those participating organizations.

#### **How will I be reimbursed for purchases?**

The Jersey Arts Gift Card will process exactly like a debit card – just swipe the card as you would any other debit/credit card (including online and phone orders). Your organization will be compensated for accepting the gift card just as it would any other debit card. That's it – no forms to fill out, no extra paperwork to manage, no messy reimbursements to worry about.

#### **What if there is a balance on the card after a transaction?**

Customers will be permitted to maintain a balance on their gift card eliminating the need to use the entire amount for one transaction. This feature allows patrons to use whatever balance remains on their card at a later date with your organization (or any other participating group) while eliminating the need for you to deal with having to make change.

#### **What if there are insufficient funds on a gift card to complete a transaction?**

You can use a split tender transaction with the Jersey Arts Gift Card by swiping it for a portion of payment and obtaining another form of payment for the remaining balance.

#### **Can refunds be made to a Jersey Arts Gift Card?**

Yes, however funds may take up to (7) business days to process. You can also use the toll-free Merchant Support number if funds need to be placed immediately back on a card such as when voiding a transaction.

#### **Can a gift card be redeemed for cash?**

No, Jersey Arts Gift Cards cannot be redeemed for cash under any circumstances.

#### **What if a patron attempts to use a gift card outside of the Jersey Arts Gift Card Network?**

If any merchant – whether an arts organization outside of the gift card network or any other store – attempts to process the card it will simply be declined.

#### **How can someone buy a Jersey Arts Gift Card?**

Initially the Jersey Arts Gift Card will only be available for purchase online at JerseyArts.com – point of sale locations may be introduced at a later date if JAM members feel it would be beneficial. Cards will be available in increments ranging from \$5 - \$500. There will be a nominal shipping fee added to the purchase amount, but there are no other fees charged to the customer for the life of the card.

#### **Will gift cards expire?**

Yes, however all gift cards will be shipped to the consumer no less than (12) months and no more than (18) months prior to an expiration date that will be clearly printed on the front of the card. Registered gift card holders will receive an automated email (30) days prior to a card's expiration prompting them to either use the card balance or roll the card into a new gift card (for a \$5 processing fee). Gift card holders can check their balance anytime online or through an 800 number.

#### **How will people know where they can redeem their gift cards?**

JerseyArts.com and 1.800.THE ARTS will feature a comprehensive list of all organizations that honor the Jersey Arts Gift Card. A list of all participating organizations will also accompany all gift card orders.

#### **Are there any fees to my organization for participating?**

No, the only fees to your organization are your normal transaction fees with DISCOVER. The Discover Jersey Arts initiative has absorbed the costs associated with producing, distributing and managing the gift card program.

#### **Does my organization have to accept the DISCOVER card to participate?**

Yes. If your organization already accepts DISCOVER then all you have to do is provide your 16-digit merchant ID number when signing up for the program. If your organization does not currently honor the DISCOVER card, please call 1-800-347-6673 ext. 38 to register. DISCOVER should be able to provide you with your new merchant ID# within (24) hours.

#### **What if I have more questions?**

You can contact Jim Atkinson, Discover Jersey Arts Program Manager, at 609-633-1185 or [JAtkinson@JerseyArts.com](mailto:JAtkinson@JerseyArts.com), or call the 24-hour Merchant Support Helpline at 1-888-533-4328.