

WHY DONEGAL TOWN SWITCHED FROM PAPER TO A HIGH TECH GIFT CARD

Program Name: Donegal Town Gift Card

Client: Donegal Town Business Focus Group

Focus Group

Launch Date: 25th November 2024

The Donegal Town Gift Card has been a resounding success. To achieve sales of €350,785 within a two month period far exceeded our expectations. The transition from a paper based vouchers system to that of a digital card has greatly reduced our operational tasks and will ensure our scheme is in the best position to grow further in 2025. As an added bonus, redemption rates are already excellent meaning money has been spent and will circulate around our community.



Gareth Britton, Chairperson
Donegal Town Business Focus Group

Why they switched to Miconex

Donegal Town Business Focus Group introduced their paper 'shop local' vouchers in 2016, which were incredibly successful for the small town with over €1.5million in sales since launch. In 2024, knowing their paper scheme had grown as much as it could due to the limitations of paper, they made the switch to a high-tech Gift Card with Miconex.

Benefits

The introduction of the new Gift Card took the initiative to the next stage of growth by enhancing ease and user friendliness for all audiences. Their old paper vouchers were large and unwieldy to carry around whereas their new Donegal Town Gift Card fits into a wallet or purse and the e-card can be uploaded into digital wallets. Unlike the paper vouchers, their Gift Card can be used with multiple businesses in the town.

Who bought Gift Cards?

Org

Individuals

Where were Gift Cards purchased?

In person

Online

What type of Gift Cards were purchased?

Physical





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Challenges

The main challenges faced by Donegal Town Business Focus Group were around the limitations presented by their paper voucher and finding the right replacement to meet the needs of their town. The town is made up largely of family owned businesses, who understood the importance of Donegal having its own Gift Card. Many don't accept the national Gift Cards because of the high commission rate, meaning money earmarked for Donegal would leave the town. Support for the new Gift Card backed by Miconex from traders was strong, and following a structured implementation process, traders were successfully onboarded onto the newly designed Donegal Town Gift Card.

Opportunities

The Donegal Town Gift Card launched just in time for the peak season for Gift Card sales - Christmas, presenting a huge opportunity to capture consumer and corporate sales for the town - which they did with over €350,000 in sales in just 2 months. For the future, Donegal Town will be able to harness Miconex technology introduced in November 2024 allowing organisations to send multiple Donegal Town Gift Cards to their employees at once - unlocking the corporate market even further.

+€350,000

Sales in
2 months

+60

Businesses
Benefitting

HOW LETTERKENNY ACHIEVED €7 MILLION IN SALES IN 2024

In 2024, Letterkenny upgraded their successful ShopLK Gift Card to a high-tech Gift Card with Miconex. We look at how the upgrade reduced friction for participating merchants, enhancing accessibility and convenience for a range of customers, and helping the program achieve over €7 million in sales in 2024. [Read more.](#)



WHY COUNTY WEXFORD UPGRADED FROM PAPER TO A HIGH-TECH GIFT CARD

Following strong demand for a physical and digital Gift Card, County Wexford Chamber tell us how they successfully upgraded to the County Wexford Chamber Shop Local Gift Card with Miconex, successfully communicating the benefits and securing €588,000 of sales between November and December 2024. [Read more.](#)



HOW SLIGO BID'S GIFT CARD GENERATED €1 MILLION IN SALES IN 2024

With national Gift Cards carrying a large commission for businesses to accept, we discover how Sligo BID introduced their commission free, friction free, easy to use Love Sligo Gift Card for their town. Described as a game-changer for local businesses, the Sligo Gift Card achieved €1 million in sales in 2024. [Read more.](#)



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