

# DITCHING PAPER AND DRIVING POPULATION GROWTH IN IOWA

Program Name: Rock Valley Chamber Gift Card

Client: Rock Valley Chamber

Launch Date: June 19, 2022



It has been amazing to see how this Gift Card program has boosted local businesses and strengthened our community. We enjoy working with Miconex, whose high-quality customer service has been a key part of our success. We're excited to keep this momentum going and continue offering this valuable program to our members!



**Ashley Feekes, Chamber Director. Rock Valley Chamber**

## Why they launched a program

Previously using a paper 'Chamber Bucks' gift certificate, Rock Valley Chamber were keen to introduce a program to reduce administration and barriers to usage. With Chamber Bucks, if customers spent less than the certificate value, they were not given change. Rock Valley Chamber also wanted to use the Gift Card as an innovative solution to driving population growth in Rock Valley.

## Benefits

As the Rock Valley Chamber Gift Card works like a debit card, with the balance automatically updated, it offered an improved customer experience and more businesses were willing to participate, spreading out the benefit of the Gift Card across the community. And when the community was hit by devastating floods in 2024, the Gift Card proved an effective means of distributing fundraised monies - loading more funds than any other local Gift Card in the US in 2024.

Who bought Gift Cards?

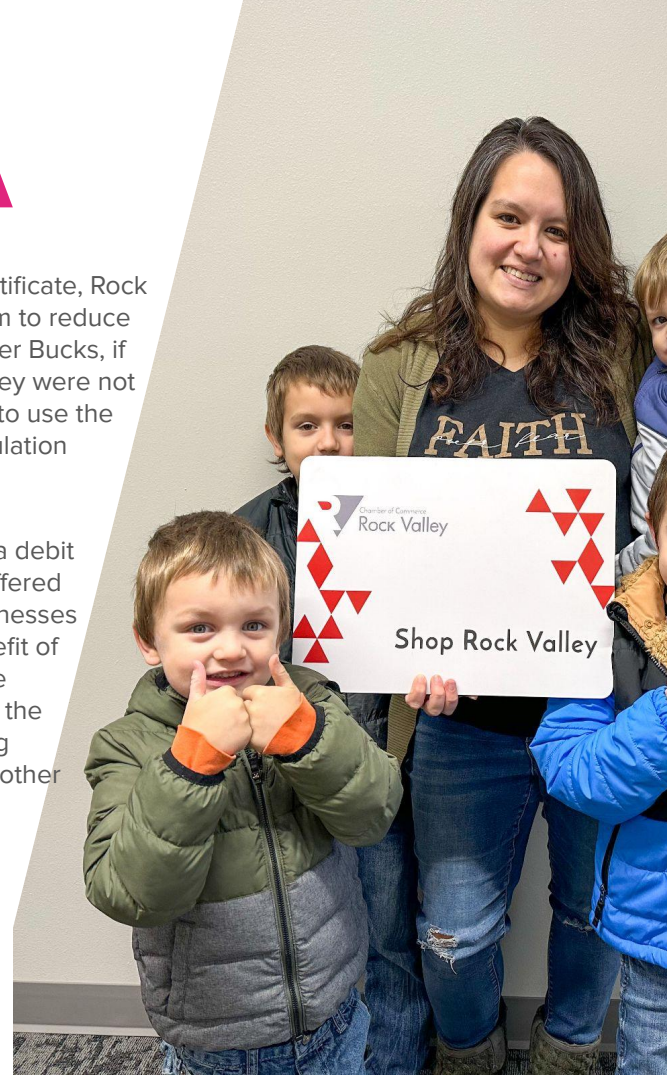
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Individuals

Where were Gift Cards purchased?

In person

Online





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## Challenges

With a population of 4000 people at the time of the launch, a key challenge was being able to use the Gift Card in a housing incentive, with new homeowners issued with a \$7,500 card. Onboarding included a wide variety of businesses to suit both consumer and corporate requirements. In summer 2024, Rock Valley was hit by devastating flooding. The Chamber were able to use their Gift Card to support those affected by the flood, loading money gathered through fundraising efforts.

## Opportunities

Rock Valley Chamber capitalized on the demand for Gift Cards in the holiday season, offering the Rock Valley Chamber Gift Card at a 10% discount in 2023 to both consumers and corporate organizations. Their Gift Card offered significant advantages for all parties over the previous Chamber Bucks, driving increased sales during and directing spend to their local economy. Alongside marketing to drive sales of their Gift Card during the peak holiday season, the Chamber took part in Miconex's Win Your Dream Christmas campaign in 2023, with a local person winning the \$1,000 Rock Valley Chamber Gift Card prize, funded by Miconex.

**\$514K**

Local  
Spend  
Delivered

**\$300**

Average  
Card load  
value 2024

**50**

Businesses  
Benefitting

## UPGRADING FROM PAPER IN SEWARD COUNTY

Keen to launch a new Gift Card with Miconex to eliminate paper program limitations, Seward County Chamber tell us how they established ongoing funding for their new program through sponsorship opportunities, plus insights into how their Gift Card offers enhanced tracking capabilities and significantly reduced administration. [Read more.](#)



## HOW SIOUX CENTER USED INCENTIVES TO DRIVE GIFT CARD SALES

High-tech Gift Card from Miconex in place, discover how Sioux Center supercharged their Gift Card sales through the power of incentives. Funded with a smart sponsorship program, we look at how the Chamber spread the benefit of their incentive sales right across the community. [Read more.](#)



## HOW YORK CHAMBER GENERATED \$598K IN LOCAL SPEND

We look at how York Chamber made the transition to a high tech Gift Card, reducing administration for the Chamber, using the Gift Card as a way to demonstrate membership value to their businesses, and capitalizing on the corporate market. [Read more.](#)



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