

# UPGRADING FROM PAPER IN SEWARD COUNTY

**Program Name:** Seward County Gift Card

**Client:** The Seward County Chamber & Development Partnership (SCCDP)

**Launch Date:** June 2022



The Seward County Gift Card can be used just like a debit card, with the purchase amount automatically deducted from the balance of the card. This makes the Gift Card easy to use for both small and large purchases, without the need to worry about change being given from a check. There is trackability in where the Gift Cards are spent and even where they are attempted to be spent. This opens doors for communication with potential new Chamber members. Shop local is as important as ever, small businesses from all sectors need our support. That's what the Seward County Gift Card offers.



**Jonathan Jank**  
President and CEO, SCCDP

## Why they launched a program

Chamber Bucks was a successful paper based program for SCCDP generating significant sales each year. SCCDP were keen to introduce a new Gift Card to eliminate some of the issues of the paper program, such as the inability to offer change, and provide an improved experience for customers and Chamber businesses.

## Benefits

Chamber businesses appreciate the easier transaction offered by the new Gift Card, removing the need for them to make paper check deposits. The technology through the card tracks spend, so businesses can see exactly how many dollars are coming into their business through the Gift Card. Gift Card sales is seen as a big benefit of Chamber membership, alongside the promotional aspect.

Who bought Gift Cards?

Organizations

Individuals

Where were Gift Cards purchased?

In person

What type of Gift Cards were purchased?

Physical





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## Challenges

A key challenge for SCCDP was establishing ongoing funding for the Gift Card program. They approached this by developing opportunities to sponsor the Gift Card through tiered Chamber membership levels. Members in the top level are able to have their logo featured on the Gift Card sleeve and on the Gift Card website, adding an avenue of visibility for the business in Seward County and demonstrating their commitment to the community.

## Opportunities

By making Chamber membership a requirement to accept the card, SCCDP were able to drive membership and utilize the Gift Card as a key membership benefit. When businesses join the Chamber and the Gift Card, SCCDP takes a photo and promotes the business on their social channels. The Gift Card program also enables the Chamber to save staff time. 400 cards for a corporate order that would have taken days to process now takes only a couple of hours. This saves the Chamber significantly on staff administrative hours spent working on the program.

**\$218k**

Local  
Spend  
Delivered

**\$31.39**

Average card  
load value  
2024

**51**

Businesses  
Benefitting

## DITCHING PAPER AND DRIVING POPULATION GROWTH IN ROCK VALLEY

With a population of just 4000 people, a key aim for Rock Valley Chamber was to use their Gift Card in a housing incentive to encourage new residents. 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. [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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