



**SMITTY'S CANADA INC.**

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**Bulletin #164/21**

DATE: November 3, 2021  
TO: All Locations  
FROM: Jason Kaytor, Vice President of Operations  
RE: Gift Cards for the Holiday – How to Order Supplies.

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As we approach the holiday season, we will be repeating a similar gift card sales contest for the brand as last year however here are some tips that should set you up for success and hopefully increase the number of cards you and your teams sell at your location.

Gift cards given as gifts over the holidays are often redeemed in the first couple of months in the new year which are historically leaner sales months so give yourself the gift of sales in the new year by being prepared for a successful gift card sales campaign in your location.

**Be prepared**

Being prepared before Remembrance Day will help ensure that following Remembrance Day you can start your gift card campaign strong!

Make sure you have enough stock of Blank gift cards and gift card holders; you can simply order more by logging into the franchisee portal and placing your order.



Gift Card Holder - bundle of 100

Price: \$0.00

ADD TO CART



Gift Cards - bundle of 50

Price: \$0.00

ADD TO CART



Gift Cards Promotions Stand - each - without backers

Price: \$16.73

ADD TO CART

Using the promotional stand at your front door or hostess stand gives you an opportunity to create a display for gift cards, if you have enough gift cards and do not need to order any but want a display stand you can also pick these up at Staples or Office depot pretty cheap. You can draw some attention to your display by adding a wreath to it or some other holiday decoration, make it eye catching at the front door.

Review the gift card loading procedures with your team, there is a separate set of instructions for loading them on your Squirrel terminals as well as using your Eigen handheld unit if you are not a Squirrel location.

Both documents will be available on our thinkific training portal.

<https://smittys-training.thinkific.com>

Remember you can share this link via email, group text, print it, etc.

Teach your host team how to load gift cards! Often, your team at the front door is the first point of contact with guests. During the holidays, you may experience an increase of guests coming in just to purchase gift cards as last-minute gift ideas etc. So, arm your front door team with the ability to do this for them quickly and easily. (Especially if you are a mall location!)

Using social media posts to draw attention to your gift card campaign, and boosting those posts geographically is a cost-effective way to promote gift card sales outside your 4 walls. This post goes well with a message of “Give the gift of Smitty’s for the holidays and give yourself the gift of bonus gift cards”



Also included in the holiday planner will be some simple server scripts you can use to teach your servers how and when to offer gift card sales during an experience, give each server a goal of gift card sales you want them to hit and post the results weekly!

Don't forget about the power of the Owner/Operator in gift card sales. Many of you work in your operations daily and have several regular guests you have met over the years that are also local business owners. Do not miss the opportunity to sell them some bulk gift cards to give to their team this year as Christmas gifts.

Loading \$1000 of \$25 gift cards can be a long and daunting process so doing that work in the shoulder periods will save you using resources during peak revenue. If they are doing a large bulk order with you during a busy shift, simply offer to take payment and have your team load the gift cards for them at a slower time and personally deliver those to their small business when it is convenient.

Sending an email or calling your local business contacts to outline your Gift card offer and even your local Chamber of Commerce is also a good idea to help get the word out to small business contacts that you do not see on a regular basis.

Please feel free to reach out with any other questions.

Yours truly,  
SMITTY'S CANADA INC.

*Jason Kaytor*

Jason Kaytor  
Vice President of Operations