



Shift4Gift Program

Shift4Gift is a comprehensive program that allows you to offer both physical and electronic gift (e-gift) card options to your customer base. With the ability to offer both types of gift cards, you gain the ability to:

- Sell e-gift cards online within minutes
- Offer both e-gift and physical cards online
- Choose to sell physical cards on-site only
- Fulfill and redeem at your point of sale (POS)
- Manage orders online
- Run balance and transaction reports

THINGS TO NOTE:

- Participation in the Shift4Gift program requires an active Lighthouse Business Manager account. If you do not currently have an account, we are happy to create one for you.
- If you sell gift cards both online and in-store, the stock for physical cards is deducted from your inventory each time a sale is made online. However, this is not automatically tracked if someone purchases a physical gift card in your brick-and-mortar store.
- You have the ability to cancel an order within the **Order Management** section. When you choose to cancel the order, it will refund the customer their payment. If it is an e-gift order, the gift card will be voided. If it is a physical card order, the customer will still receive the refund, but you will need to manually void the gift card at your POS.

HOW IT WORKS

By completing the gift card onboarding process, Shift4 will create a personalized website for you through which you can sell both e-gift and physical cards online. Once your website is created, you have the ability to sell e-gift cards immediately. E-gift is a “set it and forget it” module; once enabled, there is no inventory to manage and recipients receive the card numbers via email.

If you choose to sell physical gift cards, you can order the plastic cards with your branded design directly through Lighthouse Business Manager. Once inventory is fulfilled, you can update the stock numbers and begin to sell online, or on-site only if you choose. When a customer order is placed through the website, you will receive an email notification with the order details. You can log in to Lighthouse Business Manager to print the packing slip and fulfill the orders as needed.

In addition, you can run balance and transaction reports for your gift card sales to see the progress you have been making.

REDEEMING GIFT CARDS

Customers can redeem both e-gift and physical cards at the POS. The redemption options differ slightly:

E-Gift Cards

- Scan QR code
- Manually enter gift card number

Physical Gift Cards

- Manually enter the gift card number
- Swipe the magstripe

ONBOARDING

Once you are ready to get set up with Shift4Gift, log in to Lighthouse Business Manager, go to the **Configuration** page, and complete these steps:

1. **Choose if you want to offer e-gift cards, physical gift cards, or both.** You can always change this decision later if you choose to enable or disable one of these products.
2. **Select the unique URL for your gift card website.** It will automatically assign one based on your company name; however, you can edit and choose anything you like.
Please note that this cannot be changed in the future.
3. **Upload your logo.** This will display on your gift card website.
4. **Choose your gift card website colors.** Tip: Match the branding of your business.
5. **Design and order your cards:** Follow the instructions below for setting up, designing, and ordering your cards.

E-Gift Cards

If you enabled e-gift cards during onboarding, choose which designs and denominations you would like to offer by following the steps below and you are ready to start selling immediately! If you did not choose e-gift during onboarding, no worries! Simply make sure that the **Disable E-Gift Cards** option is toggled off and click **Save**.

1. Click **Choose Card Designs** in the **E-Gift** section.
2. Choose from the selection of any pre-designed templates available in the design library or upload your own image. Once done, your e-gift designs will show as available on the **Design Options** section.
3. Choose the denomination of gift cards you want to sell in the **Pricing Options** section. Enable the custom pricing if you would like to offer a price range.


(**Note:** You can sell both preset denominations and custom range cards.)

^ E-Gift Cards

☒ Disable E-Gift Cards

Card Design

Design Options



Classic Gift Card

Choose Card Designs

Card Pricing

Pricing Options

☒ \$10 ☒ \$25 ☒ \$50 ☒ \$100

☐ Enable Custom Pricing

Physical Cards

If you enabled physical cards during onboarding, you must choose the design to order the physical cards.

After onboarding is complete, you should be prompted with the following steps. In the event you choose to toggle physical cards afterward, you will click **Choose Card Designs** from the **Card Design** section.

1. Choose a pre-designed template or upload your own custom image.
2. Once you confirm the design you would like to be printed on your physical cards, complete the order form to have them fulfilled.
3. Choose the denomination of gift card prices you want to sell in the **Pricing Options** section. Enable the custom pricing if you would like to offer a price range.

(Note: You can sell both preset denominations and custom range cards.)

4. The flat-rate shipping defaults to \$1.25, but you can edit that fee (for up to 10 cards) if you prefer.
5. Once the physical cards have been printed and mailed to you, update the inventory on the design you are offering and click **Save**. You are all set to sell physical cards online.


^ Physical Gift Cards

☒ Disable Physical Gift Cards

☐ I only want to sell my Physical Gift Cards onsite, not online. ⓘ

Card Design

Design Options



☒ Classic Gift Card
Inventory

[Choose Card Designs](#) [Order New Cards](#)

[View Order History](#)

Card Pricing

Pricing Options

☒ \$10 ☒ \$25 ☒ \$50 ☒ \$100

☐ Enable Custom Pricing

Shipping

Flat Rate Shipping ⓘ

Up to 10 cards per order

