

*It's easy to be*  
**Downtown Appleton  
Gift Certificate Savvy**



Appleton Downtown, Inc. sells a large number of gift certificates throughout the year - especially around the holidays. Gift certificates are designed to be used at any Downtown Appleton business. Our gift certificate program is a service included with membership to Appleton Downtown, Inc.



### **Purchasing Gift Certificates**

- Gift certificates are sold exclusively through ADI.
- Purchasing gift certificates can be done on our website or in-person at our office.

### **How to Accept Gift Certificates**

- When customers present a gift certificate to use as payment, it can be treated the same as cash. If the full value of the the gift certificate is not used on the purchase, please give cash back to the customer. For example, if the customer owes you \$15 and pays with a \$20 gift certificate, you will give them \$5 change.
- Gift certificates expire five years after the date issued. Please pay attention to the date when accepting the certificate. Please be flexible with the date, within reason.

### **How to Redeem Gift Certificates**

- You may redeem used gift certificates at the Appleton Downtown, Inc. office. Your business will be reimbursed the full value of the gift certificate upon redemption at the ADI office.
- Please redeem your used gift certificates regularly. Depending upon the volume in which your business receives gift certificates, we suggest redeeming them weekly or monthly.

# How to Accept Downtown Appleton Gift Certificates



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# Gift Certificates



**Our business proudly accepts  
Downtown Appleton  
gift certificates!**

