

RALLY RENO COUNTY

A Buy Local, Give Local Community Relief Program.

*Made possible by the Hutchinson Community Foundation,
Hutchinson/Reno County Chamber, & United Way of Reno County*

SMALL BUSINESS

ONBOARDING INFORMATION

PROGRAM OVERVIEW

Mission of Rally Reno County

Rally Reno County enables customers to put dollars in the hands of their favorite businesses while also providing basic needs assistance to those affected by layoffs/reductions in pay.

Buy Local, Give Local

To the customer, the program is simple. Buy local, give local. When a customer buys a gift card through the website (rallyreno.org), the value of that gift card will be matched, dollar-for-dollar, with basic needs assistance to individuals and families which have been directly impacted by layoffs/wage loss due to the coronavirus pandemic. Share the love and support small businesses and your neighbors in need.

What is Rally Reno County?

Rally Reno County is a program which aims to get money flowing into the local business community which has been disproportionately impacted by recent safety measures that prevent gatherings of 10+ people. The foodservice, hospitality, local retail and personal care/service industries were some of the first to feel the impact of these restrictions and, consequently, some of the first who were forced to close and possibly lay off employees. This program was designed for them.

We realize that no amount of gift cards will make you whole but our goal is to play a part in helping small businesses sustain - we need each and every employer to be back in action once able. Additionally, the program aims to provide access to basic needs assistance to people who may not have experience navigating area social services.

This program is powered by the Hutchinson/Reno County Chamber, Hutchinson Community Foundation, and United Way of Reno County.

Matching Funds

This program currently has \$50,000 available in private, matching funds provided by Donor Advisor Funds at the Hutchinson Community Foundation. Hutch CF has indicated that more funds may be available, should the program be successful in its sales efforts.

You buy one.



We'll give one.

BUSINESS ELIGIBILITY

Business eligibility is based on the criteria below..
A business must meet [all criteria](#) to be eligible for this program.

Business Category/Industry

The business must be in one of the following business categories:

<u>Bars & Restaurants</u>	<u>Hospitality</u>	<u>Retail Sales</u>	<u>Health & Beauty</u>	<u>Service Industry</u>
Restaurants	Lodging	Specialty store	Salons	Cleaning
Bars/Lounges	Recreation	Department store	Barber shop	HVAC
Cafes/Bistros	Entertainment	Drug store	Spa/Massage	Plumbers
	Health/Sports	Discount store	Fitness centers	Electricians
	Arts/Culture	Used goods		Lawn Care
				Auto Repair

Business Location

The business must be located within the city limits of Reno County, Kansas.

Chamber Membership

The business must be a member of the Hutchinson/Reno County Chamber of Commerce. Not a Chamber member yet? Contact Marcy Kauffman at: marcyk@hutchchamber.com; or call her at 620-860-2689.

Business Ownership

The business owner, or majority shareholder, must reside in Reno County or within a 25 mile radius of Reno County.

Ability to Sell/Process Gift Cards

The business must currently sell and accept gift cards and/or gift certificates.

Employees

The business must employ (or had been employing as of 3/10/2020) a minimum of three people, either part-time or full-time with a maximum number of 50 full-time employees.

SIGNING UP

Pre Sign Up Checklist

Please have the following items ready to go before starting your online application. It will make the process go much easier.

- Short business description (for use on website)
- Business ownership information
- Business logo or image (for use on website)
- IRS form W-9 information

How to Sign Up

All applications must be completed online at www.rallyreno.org. This process is easiest to complete on a desktop/laptop computer as the application requires file uploads.

1. Review the checklist items above to ensure you're ready to begin the sign up process.
2. Visit rallyreno.org
3. Click the "List Your Business" button in the navigation menu.
4. Complete the form. Please be thorough. A complete form expedites the process and ensures your business is online ASAP.
5. Wait 4 to 24 hours to receive approval and see your listing online (Please be patient. We are processing many requests.)
6. Once your listing is live, begin promoting the program and linking customers to your online gift-card sales platform!

Questions

For questions regarding the sign up process, please contact Marcy Kauffman (marcyk@hutchchamber.com or 620-860-2689) or Chelsey Dawson (chelseyd@hutchchamber.com or 620-860-8663) with the Hutchinson/Reno County Chamber.

Approval

Your application is manually reviewed and if anything is unclear, we will reach out to you for clarification. If your business is rejected for any reason, we will let you know via email.

GETTING PAID

Reports

Weekly, on Mondays, the Hutchinson/Reno County Chamber will review all of the prior week's sales transactions and generate sales reports for the participating businesses. We will then reach out to any businesses that have received any sales transactions.

How do payments work?

Payments will be issued via check, delivered via USPS. Hutch Chamber will aim to have checks in the mail weekly on Tuesdays. The delivery time of payments may vary based on USPS delivery times and the workload on staff based on sales volume.

Sales Tax

All prices on the website are not inclusive of sales tax. If a customer buys a \$50 gift card for your business from the website, they will only pay \$50 online. The check to your business will be for \$50. It is your responsibility to properly account for sales tax based on your standard procedures at the register when you fulfill the customer's order. The Hutch Chamber assumes no responsibility in withholding or paying sales tax on behalf of any participating businesses.

Online Processing Fees

Hutchinson Community Foundation has agreed to cover processing fees for every transaction on behalf of the participating businesses. Therefore, if customers purchased \$500 of gift cards, your payout will be exactly \$500. For each online gift card purchase online, there is a 2.7% + \$.30 transaction fee.

W9

The Hutch Chamber recommends that all businesses discuss financial particulars with their accountant, regarding the best practices of reporting this income. We will file IRS form W9 and issue 1099-MISC for each business which generated more than \$600 in sales through this program.

FULFILLING ORDERS

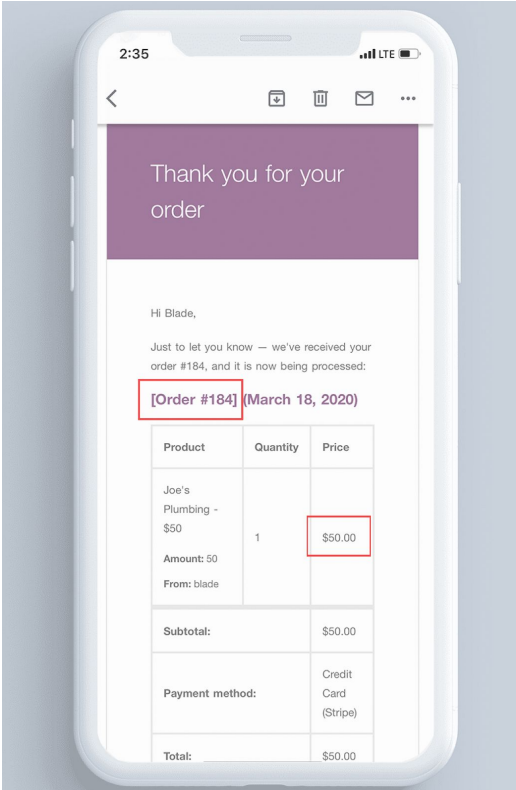
IMPORTANT SAFETY NOTICE
We do not recommend that businesses bypass CDC, RCHD, KDHE recommendations or mandates in order to fulfill customer orders.

Getting a gift card to a customer

In order for a customer to get a gift card after purchasing, they must visit your location. Customers have been notified that it may take some time before their order will be fulfilled. There is no expectation for immediate order fulfilment on the part of the participating small businesses. Please comply with all federal, state or local health/prevention recommendations regarding business operation and social distancing.

Process

1. A customer will come in to your store when deemed safe and appropriate
2. The customer will present front of house/cashier with a receipt (digital or printed) that looks like the image on the right.
3. Using a physical form, the sales reports provided by the Chamber, or other system of choice, capture the customer’s name, order number (from website/email receipt), gift card amount, the date of order fulfilment and a customer signature acknowledging receipt of the gift card.
4. Create/generate a gift card with the appropriate balance per your existing practices
5. Thank the customer for “buying local and giving local!”



72 Hour Fulfillment Delay

We do not imagine that most customers will immediately demand their gift card at your store. If they did, your business may end up in a situation where you are being asked to create a gift card before getting paid by the Chamber.

To minimize the likeness of this occurring, customers will be asked to wait 72 hours before trying to collect their gift card from your business. This should offset any possible negative cash flow scenarios.

Preventing Fraud

While the odds are very unlikely, there is a small chance of fraud where a customer tries to get multiple gift cards using the same receipt. For this reason, we strongly recommend using a system like that above (identified in step 3). This allows staff to cross check against previously fulfilled orders.

You may use the weekly sales reports emailed to you by the Chamber as a log of all valid purchases.

Additionally, the template on the following page is provided for your use if desired. The Hutch Chamber does not need this form completed. It is provided only for your use/reference.

**Should you need real-time assistance with a potential fraud situation
staff at the Hutch Chamber can look up any/all orders.**

Please contact the Hutch Chamber for support in this scenario at (620) 662-3391

PROMOTING THE PROGRAM

Success of this program depends on your business's ability to promote the program. Please share links to the website, share our Facebook posts, email your customers information - do anything and everything you can to help spread the word.

Key Messaging

Feel free to incorporate any of the language ideas below into your promotion of this program.

Focus on Collective Success.

We'll Get Better Together.

We're Looking Forward to Celebrating Our Success When this Passes.

Clearly Link the Gift Card Purchase and the Basic Needs Assistance Match:

Rally Reno County enables the customers to purchase a gift card from a local business while providing basic needs assistance of the same value to someone in need.

When you buy a gift card to our business, your money will be matched 100% and provided to people negatively impacted by the coronavirus.

A "Buy Local, Give Local" Community Relief Program

Share the love. Support small businesses and your neighbors in need.

Elevate The Recipients of this Program

Thank you for serving our community.

We stand with Reno County's service, retail and hospitality sector.

Example Facebook Post:

We're excited to be a part of Rally Reno County!! Visit RallyReno.org,, buy a gift card to our store and they will match your purchase dollar-for-dollar to provide basic needs assistance for someone in need. Buy local, give local!

Example Facebook Post:

Purchase your gift cards to our store, and many others, at RallyReno.org. When you buy a gift card to our business, your money will be matched 100% and provided to people negatively impacted by the coronavirus.

Please use #RallyRenoCounty

When promoting the program, please use **#rallyrenocounty** in your posts.

Always Provide a Link to the Website

Success of this program is dependent on customers purchasing gift cards electronically through this website. In your promotions, please always include a link to the website at **RallyReno.org**

BASIC NEEDS ASSISTANCE

How is Assistance Provided?

Working through Reno County VOAD, individuals apply for assistance through rallyreno.org. The Reno County VOAD team will review all applications and make decisions on a case-by-case basis, largely based on the demand and the amount of money available. They will work with individuals personally to pay for food or invoices for utilities, rent, or prescription drug costs directly.

Eligibility

Any residents of Reno County, Kansas, are eligible to receive assistance. Eligibility will be determined by the following factors:

- Reduction of wages due to job status change
- Number of individuals in the household
- Other household income available.

We encourage all participating businesses to direct their employees to RallyReno.org to learn more about this program and apply.

Are you facing income loss due to job changes?

Do you need help?

Rally Reno County, a project of the Hutchinson/Reno County Chamber, Hutchinson Community Foundation, and United Way of Reno County, is helping you, your community, and local employers.

If you see a reduction in income during the current coronavirus pandemic, you can apply for grocery assistance.

- + Go to www.rallyreno.org and submit an online application.
- + Provide information about your current employer (or recent employer if laid off or reduced hours due to COVID19 health guidelines.)
- + Residents of Reno County, Kansas, meeting the above requirements are eligible to apply.
- + If approved, you will receive assistance with paying invoices/bills for food, rent, utilities, and/or prescription drug costs.



Your community supports you.

Please **share** with everyone you know.

If you need help, **reach out**.

Our community is strong and we **help one another**.

Please visit www.rallyreno.org