Setting Up a Gift Card Program

1. Log into **Administration**.

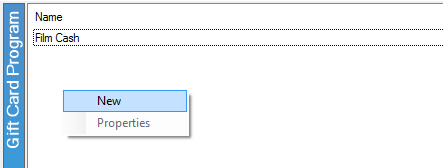
2. Click the **House** icon.

3. Open the folder that houses your **Gift Card Program**. If you do not have a folder with a Gift Card program, click here to learn how to [Create a Blue Sales Organization Folder](https://support.agiletix.com/hc/en-us/articles/205642264-Creating-a-Sales-Organization-Folder-in-Administration).

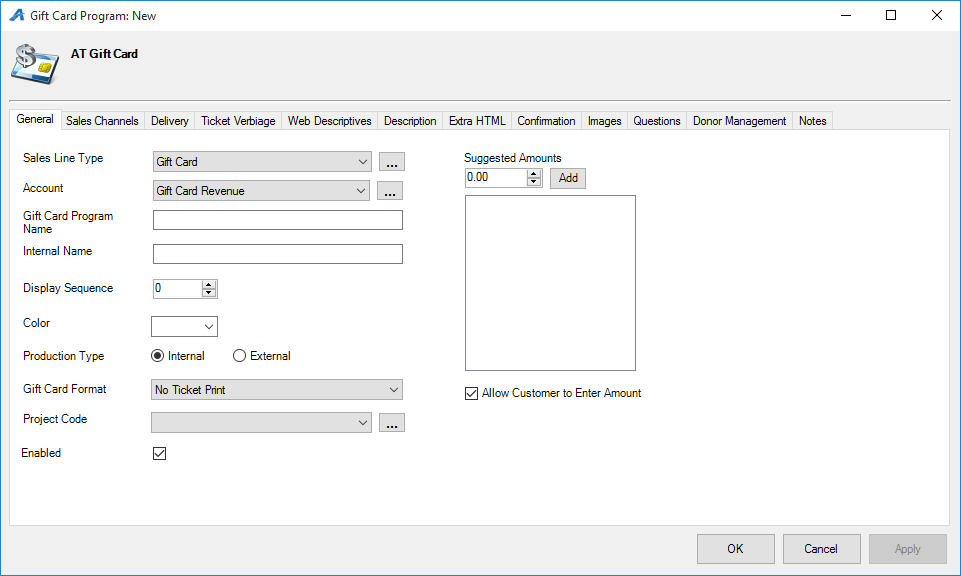


4. Click the **Gift Card Program** icon. 

5. Right-click in the **Gift Card Program** area and select **New**.

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6. The **Gift Card Program: New** window should appear.

[](https://support.agiletix.com/hc/en-us/article_attachments/202009646/Image_4_Gift_Card_Program_Window.png)

7. You will need to assign a sales line type and a revenue account. To enter a new **sales line** type or **account**, click the ellipsis button.

8. Enter a**Name** for the **Gift Card Program**.

9. Give the program an **Internal** name. Note: Internal names can only be seen by staff.

10. You will also need to choose a **Production Type**:



* **Internal:***With an internal gift card program, the Gift Certificate is produced by Agile (i.e. Print At Home Gift Certificate that has the Gift Card Number populated on the certificate).*
* ***External:****this is used when you have pre-printed cards and you are swiping the card to assign the number to the customer.*

11. Next, if you have **predetermined amounts** for your gift cards, enter them into the space provided. If you want to give the customer the ability to enter an open amount, check the box next to **Allow Customer to Enter Amount.**

12. Click **Apply** to save this information.

13. Next you will need to open the **Sales Channel** tab.

14. Select your **Sales Channels** and the days that you want your gift cards to be on sale.

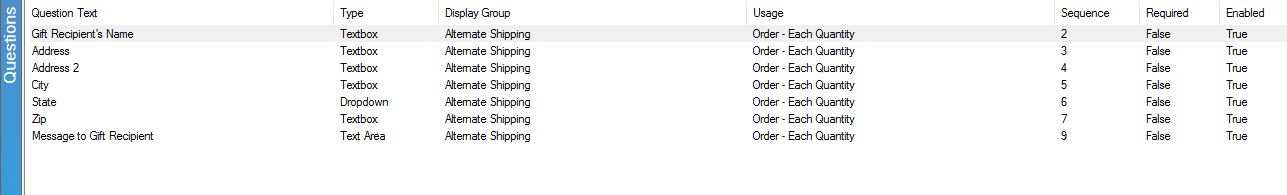
15. Next, go to the **Delivery** tab and select your delivery methods.

16. Click **Apply**.

17. Next, click the **Web Descriptive** tab. This is where you will enter a short description about your gift card program that will be displayed on the website.

18. Next, open the **Images** tab. This is where you will insert any image that you want to appear on your gift card program's web page.

19. The **Questions** tab is used when you would like the customer to answer specific questions regarding the gift card. Often we use this for setting up an alternate shipping name & address as well as a gift card message.

[](https://support.agiletix.com/hc/en-us/article_attachments/202258236/ATSquestions.jpg)

Note: you will need to generate the External Batches to send the print data to be printed onto the mag stripe cards. For this step, please call an Agile Support Representative.