

# Merry & Bright & Early

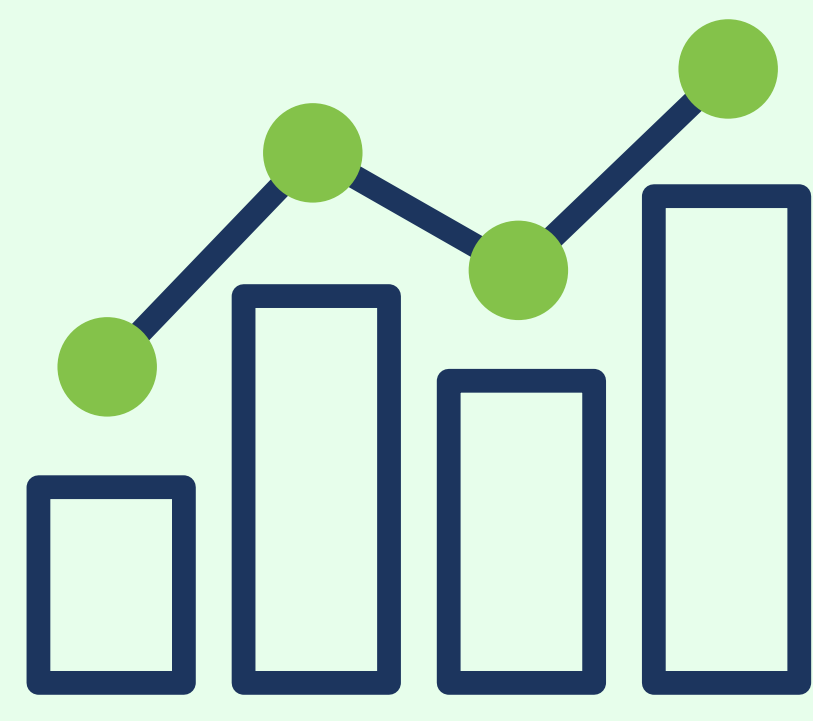
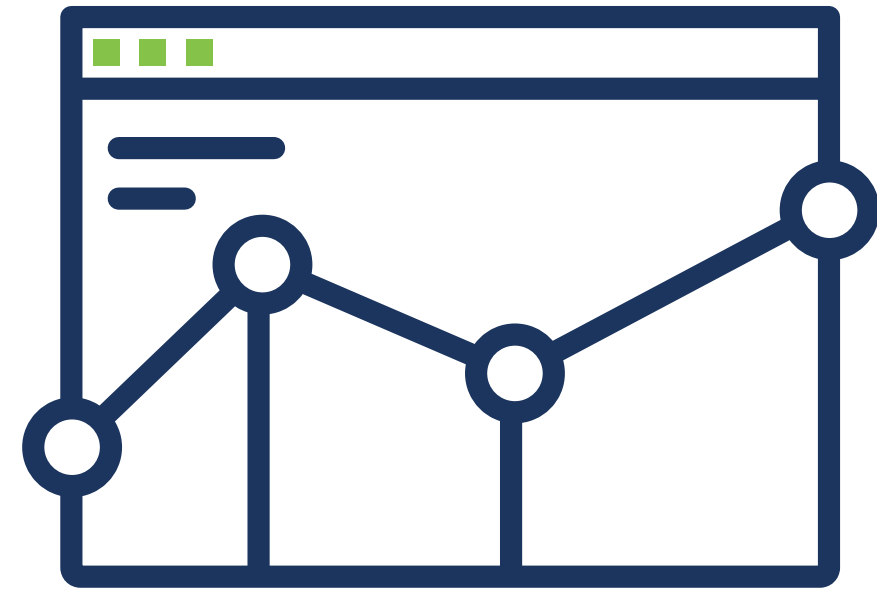


Get started with the 2024 holiday gift card program budget checklist

It's always the right time to plan for the holidays—next year's holidays, of course. Get started now to sketch out your plans and secure your gift card program budgets. This checklist will make sure you've got everything ready to turn the holiday shopping season into the year's biggest win.

## Use Data to Drive Decisions

Use your past performance data to help secure this year's budget. This is a good way of proving your gift card program is a good investment.

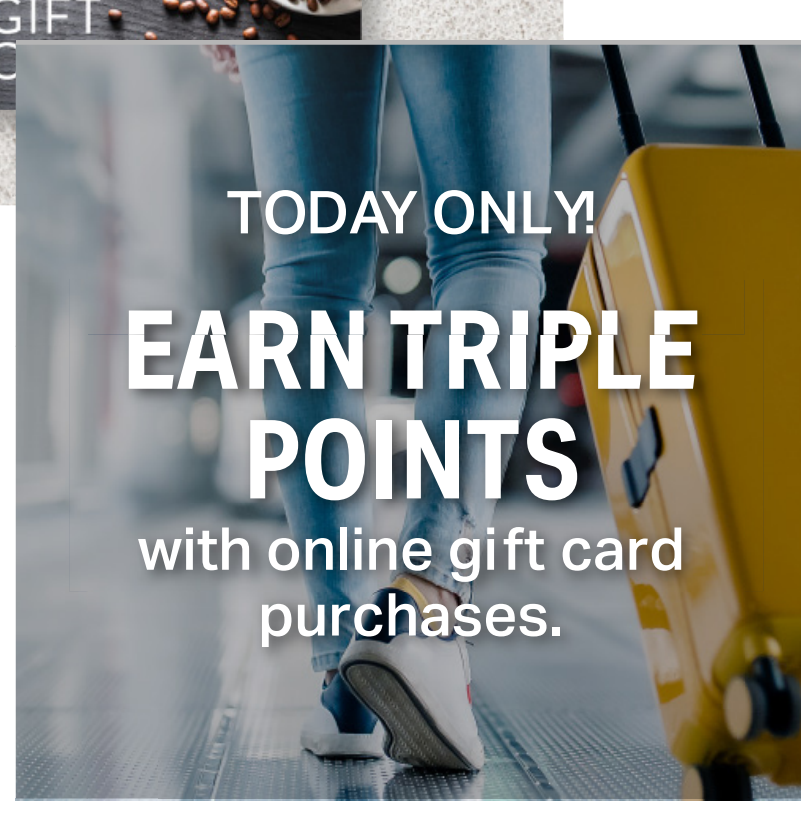


## Share Results With Leadership

Whatever you find, keep your leadership team informed. Having your past performance data on hand is a good way to back up your requests.

## Create a Rough Plan

What works well? What doesn't? Now's the time to think about what you want to do differently in 2024.



## Don't Forget About Promotions

Gift card promotions can make a big difference in your winter holidays' bottom line. Whatever business goals you want to achieve in 2024, promotions can help you get there.

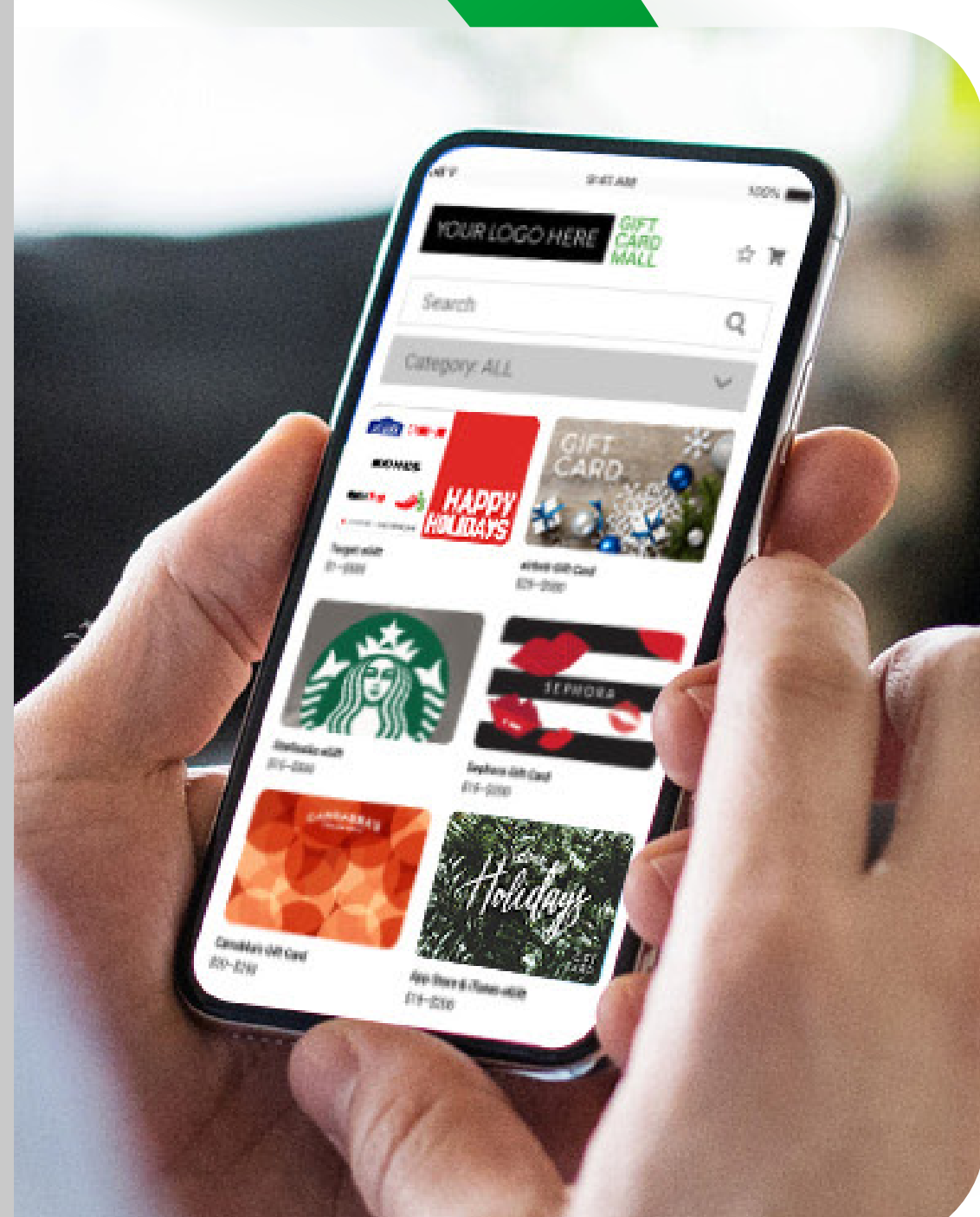
## Keep An Eye on the Competition

Who are your competitors? What other brands do you admire? Look at how other brands engage with their audience and borrow the parts that work best for you. **One good resource for ideas could be the annual NAPCO Research gift card evaluation**, which looks at how the world's top retailers run their gift card programs.



## You Have Our Digital Gifting Platform, Don't You?

More consumers are shopping online than ever, so having your gift cards available online is essential. BHN's digital gifting platform makes it easy to sell gift cards right on your website. If you haven't looked into it yet, give us a call.



## Learn More

As a global leader in branded payments, BHN is always gathering research, insights and information.

**Check out our ebook, *Early & Often: How to prep your gift card program for the holidays.***

**Also find this year's NAPCO Research gift card evaluation [here](#).**

## Talk to BHN

Reach out to one of our experts and start growing your gift card business today.

**866.219.7533**  
**BHN.com**