



Pre-Holiday Gift Card Program Checklist

Use this checklist to get your store gift card program ready for the busiest shopping season of the year.

Review last year's gift card sales performance:

- ☐ Did you run out of inventory? [Y] [N]
- ☐ Were displays visible and effective? [Y] [N]
- ☐ What are your goals for this year? _____

Evaluate your gift card design:

- ☐ Is your current design still on-brand?
- ☐ Do you want a holiday-themed update? [Y] [N]
- ☐ Have you allowed enough time for design and printing? [Y] [N]

Check your inventory needs:

- ☐ Gift cards QTY: _____
- ☐ Holders or envelopes QTY: _____
- ☐ Display racks or fixtures QTY: _____
- ☐ [Order early](#) to avoid shipping delays

Prepare your staff:

- ☐ Train staff on gift card processes
- ☐ Identify where inventory is stored. Location: _____
- ☐ Review reordering steps
- ☐ Confirm where and how to display cards

Promote your gift card program:

- ☐ Feature gift cards on your homepage
- ☐ Post regularly on social media
- ☐ Include in email newsletters
- ☐ Add signage in-store and at checkout

Tip: Gift card sales typically peak in the final two weeks leading up to Christmas. Get ahead by preparing early!