

cordovan
ARTschool

Black Friday Instructions

Updated: Nov 2024

CHECKING EMAILS ON THANKSGIVING AND BLACK FRIDAY:

The Friday following Thanksgiving Day all studios are closed but we would like you to check your email once in the morning and once in the evening to process any Black Friday gift cards that may have come through. We will pay you for **2 hours**, so remember to add this to your timesheet. You do NOT need to check email on Thanksgiving Day, since most people expect us to be closed.

ART Gift Card Processing

HOW TO PROCESS BLACK FRIDAY GIFT CARDS FOR ART

1. run the customer's credit card as normal
2. go back and add a credit to their account. **REMEMBER:**
 - a. If they paid \$375, they receive \$500
 - b. if they paid \$200, they receive \$250
 - c. If they paid \$85, they receive \$100

HOW TO PUT THE CREDIT ON THE CUSTOMER'S ACCOUNT:

1. Go back to the "Payment/Credit" tab
2. Make sure the **Transaction TYPE** is Gift Certificate and **Transaction subtype** is Gift Certificate **METHOD** is Gift Certificate.
3. Add either \$500, \$250, or \$100 to the payment box
4. Click "Save Payment"
5. This will show up as a green box on their transaction page and the current balance should be negative \$500 or negative \$250, or negative \$100 shown in Green.

HOW TO SEND AN EMAIL CONFIRMATION TO THE CUSTOMER

Copy and paste the paragraph below, and add the proper \$\$ amount

Thank you for your Black Friday purchase at Cordovan Art School. A credit has been placed on your account for **\$000.00*** to be used toward any future class, camp, party or workshop. If you prefer to give this to someone else, please let us know and we will be happy to send you an e-gift card.

*** This is the total value of the gift certificate, not the dollar amount that the customer actually paid**

ADD CUSTOMER INFORMATION TO BLACK FRIDAY TRACKER (this is found in your "OFFICIAL: STUDIO" folder)

BLACK FRIDAY: GIFT CARD TRACKER					
Use this worksheet to record the date for Black Friday emails					
	Family Name	Email	Amount of Gift Card	Gift Card Number	Date I Sent Email Confirmation to Customer
1	John Doe	JohnDoe@Cordovan.com	\$175	10001	11/20/24
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
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26					
27					

HOW TO TRANSFER THE GIFT CARD FROM THE ORIGINAL PURCHASER TO ANOTHER PERSON. (IF IT IS BEING SENT TO SOMEONE AS A GIFT)

1. Go to the digital gift card document, fill out all information: customers name, amount, customer ID#, etc. The gift card template is found in your "OFFICIAL: STUDIO" folder.
 - a. The customer ID number can be found in JR at the bottom left-hand corner of the account. See image below.
 - b. If the person buys more than one gift card, add A, B, C to the end of the Customer ID#.

2. SAVE A COPY OF DIGITAL GIFT CARD AS A .PDF (VERY IMPORTANT, SO THE CUSTOMER CAN'T REUSE IT).
3. Title the PDF in this format: John Doe Gift Card \$500

New

Family: Howell

[← RETURN](#)
[SAVE CHANGES](#)
[DELETE](#)

[Make Sale/Post Fees](#)
[Payment/Credit](#)
[Refund](#)
[Statement](#)
[Add Student](#)
[Add Contact](#)
[Archive Fa](#)

[Summary](#)
[Contacts](#)
[Classes](#)
[Events](#)
[Appointments](#)
[Transactions](#)
[Billing Info](#)
[Misc](#)
[Notes](#)

View 1 - 2 of 2 [Print](#) [Refresh](#)

Contacts	Type	Home Phone	Work Phone
Sarah Howell	Self	(951) 757-2626	
John Howell	Other	(951) 757-2626	

View 1 - 2 of 2 [Print](#) [Refresh](#)

First Name	Last Name	Active	Gender	Birth	
Mickey	Howell	Enroll	N	Male	1/25/2020
Minnie	Howell	Enroll	N	Female	9/14/2020

Current Balance 0.00 Problem Account [?](#)

Location
Customer ID #

Status

Registration Date [?](#)

Primary Phone [Used for Self Check-in](#)

Address 1

Address 2

City State Zip

Neighborhood

Account#

Family ID

Last Updated: 9/14/2021
 Date Created: 1/25/2020 by Online
 Id: 19808007
 Online Registration Date: 1/25/2020



→ To: _____

→ From: _____

→ Valid For: \$500

CUSTOMER ID # → ID# 10001
from Jackrabbit Class

Redeem at Cordovan Art School: Cedar Park Studio
200 Buttercup Creek Blvd, Suite #122, Cedar Park, TX 78613
512-284-9874
Janine@CordovaArtSchool.com

4. Email the gift card to the purchaser (make sure it has ID number)
5. When the new customer is ready to use the gift card, have them register for a class, and then transfer the credit from the original purchaser to the new customer. Make sure to remove the gift card credit from original purchaser's account.
6. Make detailed notes in the "misc" section about who the credit is going to and post a FEE on the transaction page for the value of the CREDIT with a note that it is being transferred to (name of person). This will bring the balance to zero
7. Put the credit into the recipient's account using the method above. Include the gift card number (which is the purchases ID number) and name of the purchaser as well.

PYOP Gift Card Processing

HOW TO PROCESS BLACK FRIDAY GIFT CARDS FOR PYOP

1. Run the customer's credit card as normal in JR (same as for ART)
2. **DO NOT ISSUE A CREDIT IN JR.** Instead, you will send them a Digital Gift Card.

FILL OUT THE DIGITAL GIFT CARD

1. Go to the digital gift card document, fill out all information: customers name, amount, customer ID#, etc. The gift card template is found in your "OFFICIAL: STUDIO" folder.
 - a. When you type in the amount on the customers gift card, **REMEMBER:**
 - i. If they paid \$100, they receive \$175
 - ii. if they paid \$75, they receive \$100
 - b. The customer ID number can be found in JR at the bottom left-hand corner of the account. See image below.
 - c. If the person buys more than one gift card, add A, B, C to the end of the Customer ID#.
2. SAVE A COPY OF DIGITAL GIFT CARD AS A .PDF **(VERY IMPORTANT, SO THE CUSTOMER CAN'T REUSE IT).**
3. Title the PDF in this format: John Doe Pottery Gift Card \$175

Family: Howell New

← RETURN SAVE CHANGES DELETE

Make Sale/Post Fees Payment/Credit Refund Statement Add Student Add Contact Archive Fa

Summary Contacts Classes Events Appointments Transactions Billing Info Misc Notes

View 1 - 2 of 2 Print Refresh

Contacts	Type	Home Phone	Work Phone
Sarah Howell	Self	(951) 757-2626	
John Howell	Other	(951) 757-2626	

View 1 - 2 of 2 Print Refresh

First Name	Last Name	Active	Gender	Birth	
Mickey	Howell	Enroll	N	Male	1/2/20
Minnie	Howell	Enroll	N	Female	9/1/20

Current Balance 0.00 Problem Account

Location SW Austin Customer ID #

Status Inactive

Registration Date 1/25/2020

Primary Phone (951) 757-2626 Used for Self Check-in

Address 1 1234 snowmass

Address 2

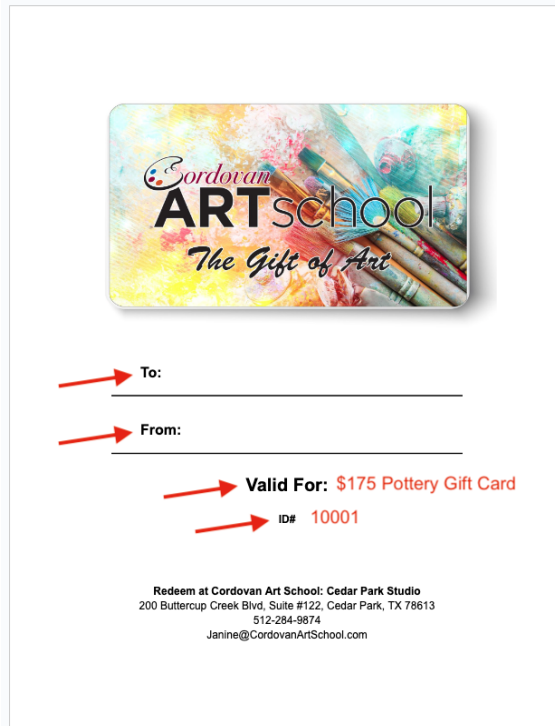
City Dee cave State TX Zip 92593

Neighborhood

Account#

Family ID

Last Updated: 9/25/2021
Data Created: 1/25/2020 by Online
id: 19809007
Online Registration Date: 1/25/2020



HOW TO SEND AN EMAIL CONFIRMATION TO THE CUSTOMER

Copy and paste the paragraph below:

Thank you for your Black Friday purchase at Cordovan Art School. Your gift card is attached to this email.

ADD CUSTOMER INFORMATION TO BLACK FRIDAY TRACKER (this is found in your "OFFICIAL: STUDIO" folder)

	A	B	C	D	E	F	G
	BLACK FRIDAY: GIFT CARD TRACKER						
	Use this worksheet to record the date for Black Friday emails						
	Family Name	Email	Amount of Gift Card	Gift Card Number	Date I Sent Email Confirmation to Customer		
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REDEEMING GIFT CARDS:

1. When the customer redeems their gift card, please mark it off on the tracker so you know it has been used.
2. Notify your staff about the gift cards, so that they are prepared to accept them when a customer redeems it.