



wirerestaurant.org

The WRA Gift Certificate program is another way members receive positive publicity. Roughly \$400,000 in WRA Gift Certificates were sold last year, encouraging customers to dine at member restaurants statewide.

No need to sign up! This simple and consumer-friendly program sends new diners to your free online Dining Guide listing and then straight on to your door. It promotes local businesses and is great for the Wisconsin economy.

How the program works

Certificates can be purchased online or in person from WRA.

Treat certificates as cash

When a customer hands you a WRA Gift Certificate, treat it just like cash. If full value isn't used, make change and give cash back like a normal cash transaction. You then redeem the certificate with WRA for the full face value.

Redemption is quick and easy

Fill out the information requested on the certificate, and mail the completed original certificate to WRA at 2801 Fish Hatchery Road - Madison, WI 53713. WRA will then mail you a check for the FULL FACE VALUE of the certificate within ten business days. (Easy redemption directions are printed right on the certificate, so there's nothing to remember!)

Ensure staff and customer recognition

Identify your restaurant as WRA Gift Certificate friendly - post the decals found in your HERO where customers and staff can see them. Call us to request more decals.



Security measures

WRA has created features to keep certificates secure and help you distinguish between a real and a fake one. We are always working to make our certificates even more secure. Safety features include:

- Distinctive design in black ink on ivory paper
- Printed on a single side
- Paper is a lighter weight and has a watermark pattern
- Bears a heat-activated Safeguard Secure Seal— Hold a finger on the seal, the heat from your finger lightens the image and proves authenticity.
- Each certificate has a unique identification number

Questions? We're here to help—call WRA at 800.589.3211 or visit the WRA Gift Certificate page at wirerestaurant.org/giftcert

If you do not wish to accept certificates, please call WRA at 800.589.3211. Non-participating members do not receive a free Dining Guide listing.

