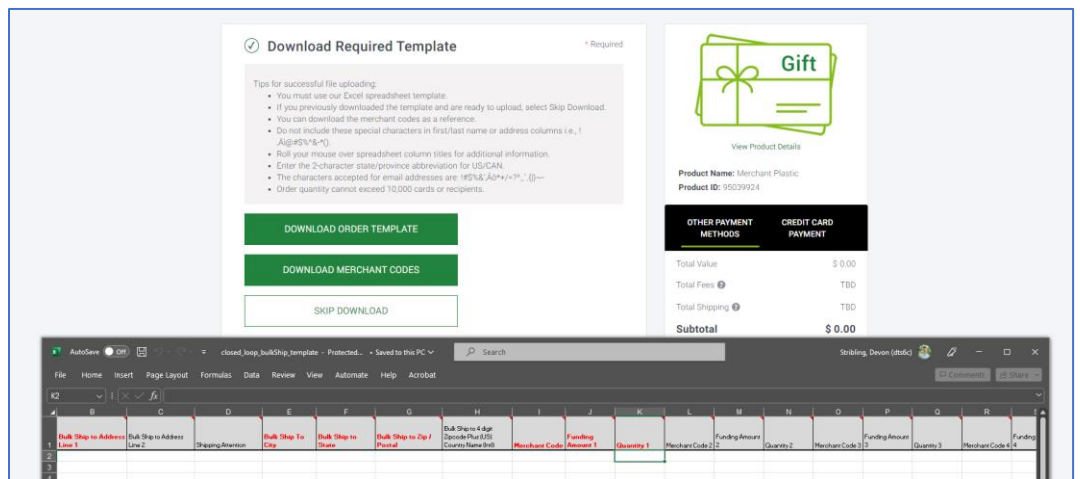## [Merchant Virtual](#)

1. **Order Method**
   a. **Email cards** – Digital (virtual) gift cards can be emailed and distributed by either:
      i. **I will download and distribute the reward links (recommended)** – After your order has processed, you, the purchaser (UVA) will receive an email to download a file with your virtual reward links, and you will distribute them to the recipients via email.
      ii. **Email directly to recipients** – After your order has processed, emails with virtual reward links are sent directly to your reward recipients by Blackhawk Network Group. Note: If this option is selected and you plan to send more than five (5) gift cards, you will need to use 'Upload an order spreadsheet' in Step 1.b. (below).
   b. **Recipient entry method** –
      i. **Use our online order form (recommended)** – You will select a merchant that you want to purchase from, and then you will enter the desired quantity and value before clicking 'Add'. You can then go back and add more gift cards (with the same or other merchants, at the same or other quantities and values).
      ii. **Upload an order spreadsheet** – You will need to download an order template and fill out all required information (including merchant codes, which would require downloading a merchant code spreadsheet key for reference). This would then be uploaded to Hawk Marketplace. Note: This option is only recommended for gift card needs with complex mixes of merchants, gift cards, and values.

2. **Reward Details**
   a. Depending on the option you chose in 1.b., complete your order by adding your gift card needs.
      i. **Use our online order form (recommended)** – You will select a merchant that you want to purchase from, and then you will enter the desired quantity and value before clicking 'Add'. You can then go back and add more gift cards (with the same or other merchants, at the same or other quantities and values).
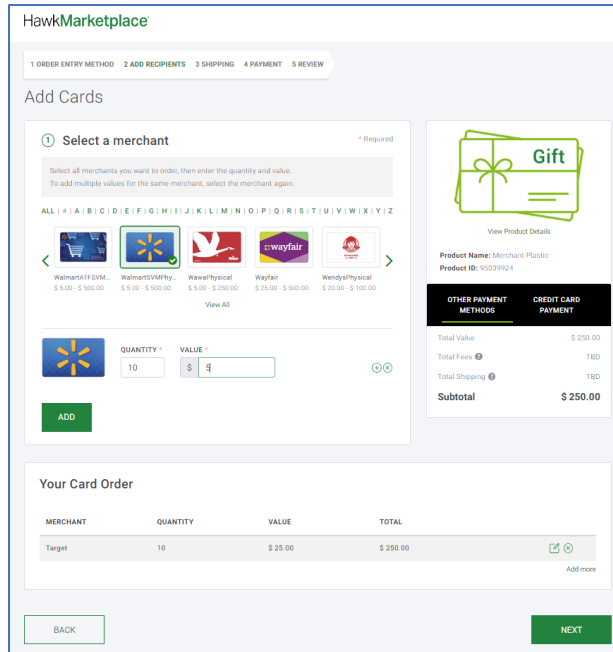
ii. **Upload an order spreadsheet** – You will need to download an order template and fill out all required information (including merchant codes, which would require downloading a merchant code spreadsheet key for reference). This would then be uploaded to Hawk Marketplace. <u>Note</u>: This option is only recommended for gift card needs with complex mixes of merchants, gift cards, and values.

3. **Payment** –
   a. **Payment Information** –
      i. **Payment Method** – A University T&E (Credit) Card is currently the only payment method available.
      ii. **Reference or PO Number** – Do not use (N/A).

4. **Review –** Review your order in detail before proceeding with final approval and procurement. A few notes to keep in mind:
    a. Merchant cards should *not* have any 'fees' for the cards.
    b. Credit card transaction fees should be 3%.

    For any issues, please reach out to Blackhawk Network Group's Customer Service.