

High Five for Bookshops – FAQs

High Five for Bookshops is a national e-Gift card giveaway designed to reward loyal bookshop customers. In 2020, it is being relaunched to celebrate bookselling's return to the high street in the aftermath of the Covid-19 closures. It will see up to £300,000 of National Book Tokens being given to people visiting participating bookshops in the UK and Ireland when bookshops reopen.

How does the giveaway work?

When your shops reopen, you will be sent 100 flyers within a chequebook style booklet which can slip easily into your till. Each voucher in the booklet is printed with a unique code. This code allows the recipient to download and print a £5/€5 National Book Tokens e-Gift card – a free gift for 100 of your customers!

How does the giveaway benefit me?

Not only does the giveaway give you a lovely reward for your most loyal customers, helping you to promote and celebrate bookshops reopening, it should also encourage customers to return to your shop after the initial fanfare of shops reopening finished in order to spend their £5/€5 e-Gift card.

Who can I give the flyers to?

The £5/€5 e-Gift card is intended as a free gift for your customers. Children under the age of 16 won't be able to claim, and only one £5/€5 e-Gift card will be available to claim per person. Other than that it's entirely up to you how you decide to reward your local customers.

Here are a few ideas to get you started. You could give flyers to...

- ... the first 100 people in your shop once you reopen
- ... your most loyal lockdown customers
- ... attendees of your online events
- ... the members of your book group
- ... customers signed up to your loyalty scheme
- ... a hand-selected group of your favourite customers as and when you see them
- ... anyone who has supported you in the last few weeks

When can I start giving out the flyers?

The High Five for Bookshops campaign will launch in tandem with bookshops reopening, so you can give customers their flyers as soon as you open your doors.

Can I tell my customers about the giveaway on social media?

It's up to you how you distribute the flyers, and you may wish to tell customers in order to encourage them to visit your shop and receive their free gift. And since the way you distribute flyers is unique to each individual bookshop, there will be no general consumer promotion carried out by National Book Tokens or the BA. However to help you spread the word, you can upload your offers and events to Caboodle and they'll be emailed to booklovers near your shop, and/or download our logo [here](#) to use on your social media channels. As with any communication, make sure you include any relevant information, such as 'limited to the first 100 customers only', 'terms and conditions apply' etc. Equally, should you wish to give the gifts as a surprise, there's no need to tell anyone!

How do customers get their free National Book Tokens after I've given them the flyers?

The instructions for downloading the free e-Gift card are printed on the flyers. When a customer receives a flyer from you, they just need to visit nationalbooktokens.com/highfive and enter their unique code – alternatively, they can scan the QR code which will take them straight to the page and enter their code for them. They then need to enter some details, including their email address and the name of the bookshop that gave them

their flyer, in order to complete their claim. The free e-Gift cards will be emailed direct to customers the next day.

Is there any cost to me to participate in the High Five for Bookshops giveaway?

No – there's no cost to you! It's a completely free gift for your customers and the value of any redemptions you get will be credited at month end in the normal way. If you've got any more questions about the giveaway please don't hesitate to get in touch with our customer service team through their usual channels.

What's the incentive for me to participate?

Other than adding value to your return to high street celebrations, rewarding your loyal customers with a free gift and driving footfall back into your shop, National Book Tokens will also be awarding a bumper hamper of bubbly at the end of the year to the bookshop with the highest number of customers going on to download their e-Gift cards.

Can I have more flyers?

Due to the high number of National Book Tokens being given away, unfortunately we can't issue more than 100 flyers per bookshop.

What should I do if a customer has a question about the giveaway that I can't answer?

For customers, the full terms and conditions for the High Five for Bookshops giveaway will be found at nationalbooktokens.com/highfive from 1 June 2020 onwards, along with a link for getting in touch with National Book Tokens for any further queries. As a bookseller, you can also get in touch with National Book Tokens through the usual channels – by emailing egiftcard@booktokens.co.uk or by calling 020 7421 4640.

What about customers who don't have email addresses?

Customers without an email address – or access to create one – can claim their free £5/€5 National Book Token by post. To do this, they should send their flyer to the following address, and include their full name and postal address, as well as the name of the bookshop who gave them the flyer:

High Five for Bookshops – claims
National Book Tokens
6 Bell Yard
London
WC2A 2JR

There are separate terms and conditions for postal claims, which can be found at nationalbooktokens.com/highfive (from 1 June 2020).

I'm not sure how to process e-Gift cards

If you need help you can contact the National Book Tokens customer service team, who will be able to advise. However, it's very easy to process e-Gift cards – just treat them in the same way that you would a physical gift card that can't be swiped and enter the long card number manually.

Do I have to participate?

There's no obligation to participate in the giveaway – however, we hope that it will add value to your return to high street celebrations, help you to promote your shop reopening, increase customer loyalty and drive footfall to your shop in the weeks and months following reopening, giving you lots of reasons to join in and give the free gifts to your customers.

What are the full terms and conditions?

These will be available to view on nationalbooktokens.com/highfive from 1 June 2020 onwards, and are replicated below.

1. Your free £5/€5 National Book Token will be sent to you by email as a National Book Tokens e-Gift card, which is issued electronically as a downloadable PDF.
2. e-Gift cards work similarly to physical gift cards; they are valid for 8 years from last use and can be spent in participating bookshops across the UK and Ireland. See nationalbooktokens.com to find out which shops accept them, and for full gift card terms and conditions.
3. Your National Book Tokens e-Gift card must be claimed by 23:59 on Sunday 20 December 2020. After this date, you will no longer be able to claim and your unique code will be null and void.
4. Your e-Gift card will be sent to the email address you provide within 7 days of your online claim, providing the claim is valid.
5. Book Tokens Ltd. accept no liability in the event of an e-Gift card not being received for reasons beyond its control, such as email providers' spam/junk filters or the incorrect entry of a customer's email address.
6. This offer is available to customers aged 16 and above and is limited to one £5 or €5 e-Gift per person and per valid email address; no cash or physical gift card alternative will be offered.
7. Employees of Book Tokens Ltd., the Booksellers Association and participating bookshops are not eligible to claim a free e-Gift card.
8. This offer is promoted and fulfilled by Book Tokens Ltd., who reserve the right to change or cancel the offer without notice.
9. Book Tokens Ltd. will only use your email address and other personal information as outlined in our [privacy policy](#).

If you do not have an email address (or do not have access to one) please post your claim to:

**High Five for Bookshops - claims
National Book Tokens
6 Bell Yard
London
WC2A 2JR**

Please include:

- 1) **Your original High Five leaflet with unique code**
- 2) **Your full name and postal address**
- 3) **The name of the bookshop that gave you the leaflet**

Terms and conditions for postal claims:

1. We must receive your claim by Sunday 20 December 2020.
2. Valid claims - which include a valid High Five leaflet and the above requested information - will be processed within 28 days of the closing date (Sunday 20 December 2020).
3. Your free £5/€5 eGift card will be posted to the address provided.
4. eGift cards work similarly to physical gift cards; they are valid for 8 years from last use and can be spent in participating bookshops across the UK and Ireland. See nationalbooktokens.com to find out which shops accept them, and for full gift card terms and conditions.
5. Book Tokens Ltd. accept no liability in the event of a claim or an eGift card not being received for reasons beyond its control.
6. This offer is available to customers aged 16 and above and is limited to one £5 or €5 e-Gift per person; no cash alternative will be offered, but Book Tokens Ltd. reserve the right to issue a physical gift card in lieu of an eGift card.
7. Employees of Book Tokens Ltd., the Booksellers Association and participating bookshops are not eligible to claim a free eGift card.
8. This offer is promoted and fulfilled by Book Tokens Ltd., who reserve the right to change or cancel the offer without notice.