



## 2026 RGCA Committees Snapshot: Driving Strategic Growth

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As the only nonprofit organization representing the closed-loop gift card industry, the Retail Gift Card Association (RGCA) delivers significant value not only to its members, but the industry. That value is driven by the expertise, leadership, and collaboration of the organizations and professionals we serve. RGCA members—highly respected leaders across the sectors represented within the association—work together to advance a unified purpose: to promote, protect, and enhance the gift card industry—to promote, protect and enhance the gift card industry. This collective leadership ensures our initiatives reflect the needs and expertise of the entire gift card ecosystem while advancing shared strategic priorities.

We are incredibly proud of the work that has been done to create collaborative, cohesive plans across the RGCA's volunteer committees. Through this coordination, the association is shaping initiatives that enhance trust, support innovation, reinforce the long-term health of our industry, and make RGCA membership invaluable across stakeholder groups. These outcomes translate directly into better gift card experiences for end users and help keep gift cards top-of-wallet across use cases.

Our committees are the operational engine that drives the RGCA's strategic agenda forward. These volunteer-led groups turn ideas into action by executing the core initiatives that advance our mission. As collaboration hubs, they bring our vision to life and strengthen the RGCA's position as THE voice of the gift card industry.

Here's a sneak peek into what goes on behind the scenes to power this success.

### **Fulfilling our purpose**

The RGCA's main goal is to promote, protect, and enhance the use of retail gift cards. This is done by:

- Communicating the positive attributes of gift cards while ensuring their safety and security.
- Adhering to a [Code of Principles](#) that promotes high standards and best practices. Our leaders advocate for policies affecting retailers and consumers alike.
- Providing members with resources, education, and knowledge on industry advancements.

### **Following our pillars for success**

Our guiding strategic pillars are foundational in helping us achieve our purpose. Every initiative aligns with these principles:

- Knowledge: Creating and curating information to be used in leading our respective gift card industry businesses.
- Voice: Combining our powerful voices throughout the industry for the purpose of protecting and promoting gift cards.
- Networking: Creating opportunities to share and learn from fellow industry experts.

### **Leveraging specialized insights and expertise through member involvement**

Our committees make our vision a reality. These volunteer-led groups drive the work that helps our organization grow, attracts and retains top industry businesses as members, and positions the RGCA as THE voice of the industry.

- Membership
  - Drives membership growth, expanding member outreach via industry connections and touchpoints, and focuses on member retention through value driven programs that make membership a must-have.
- Communications
  - This committee manages all internal and external communications to keep members and external stakeholders informed of critical industry news and opportunities. It oversees media relations, strategic campaigns, and website content to ensure the RGCA's messaging remains consistent and impactful.
- Coffee Break
  - Facilitates member-driven "Coffee Break" sessions to deliver educational content and actionable insights that strengthen industry knowledge. These sessions foster collaboration and career growth while building the strategic vendor and partner relationships necessary to support the overall health of the gift card ecosystem.
- Government Relations
  - This committee unites member voices to advocate for industry-led solutions and positively influence gift card legislation. By fostering collaborative partnerships and effective communication, it ensures the RGCA is recognized as a trusted leader in shaping policies that protect the industry's health.
- Forum Planning, Sponsorships
  - This committee is tasked with planning and executing a high-impact annual conference that reinforces the RGCA's industry leadership through compelling content and networking. It focuses on driving financial success through strategic sponsorships, optimizing attendee experiences, and securing premier host locations so attendees can plan far in advance.
- Digital & Emerging Technology
  - This committee positions the RGCA as a digital innovation leader by identifying emerging technologies and addressing e-commerce challenges. It focuses on providing actionable insights and trend monitoring to help members optimize closed-loop gift card programs for future growth.
- Fraud Abuse Mitigation
  - The primary goals for this committee are to sharing intelligence and aligning industry practices to mitigate fraud involving gift cards across all channels. It focuses on monitoring emerging trends, sharing adaptable solutions, and

coordinating with policymakers to strengthen consumer protection and prevention strategies.

- International
  - This committee aims to drive the global expansion of the gift card industry by providing members with cross-border expertise, networking, and best practices so they can scale internationally. It focuses on navigating market-specific challenges and fostering collaboration that establishes the RGCA as a primary leader in global strategy.
- B2B
  - An open forum, this is where B2B industry experts gather to develop valuable member-facing content specific to the B2B channel—ensuring the RGCA’s mission extends meaningfully into this fast-growing and evolving channel.
- Regional Events
  - Helping plan and execute regional educational and social networking events, this committee enhances industry connections and supports membership growth in key regions throughout the year.
- Research
  - Identifies member research needs and manages proprietary studies with specialized payment industry agencies. By delivering unique quantitative and qualitative insights, it provides members with actionable market and consumer data that drives competitive value.

The RGCA is poised to lead the industry into the future, largely thanks to its collective voice and expertise. Our members are selfless in supporting our purpose, and through these exclusive partnerships and initiatives we are effectively shaping closed-loop gift card narratives that are influencing brand strategies, innovations, payments, business decisions, and consumer spending for years to come.