



## **RGCA Leading Industry-Wide Efforts to Strengthen Consumer Trust in Gift Cards**

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Gift cards remain the most requested gift in America year after year and our industry continues to experience an upward growth trajectory. As gift card uses, applications, and innovations expand, so will consumer use.

Our very purpose as the voice of the industry is rooted in ensuring that every consumer has the best experience possible when purchasing, gifting, receiving, and using gift cards.

Thanks to generous funding from RGCA member organizations and volunteered time from members, we have executed two major consumer-facing campaigns that reinforce our mission. Together, these initiatives clearly demonstrate the industry's shared commitment to maintaining trust, transparency, and a secure gift card ecosystem.

### **Positive Gift Card Sentiment Campaign**

This campaign was designed to flood the marketplace with positive, accurate, and uplifting messages about gift cards. The goal: protect the strong reputation of gift cards, elevate their value in the eyes of consumers, and remind shoppers why gift cards consistently top wishlists year after year.

This initiative reinforced several core truths:

- Gift cards are multifaceted tools that serve consumers in a variety of ways
- Gift cards are the most popular gifting option for good reason
- They offer flexibility and real everyday value beyond gifting—including protecting consumers' budgets or as “free money”
- Gift cards are where people are (in stores, online, in apps, and in digital wallets)

The campaign leveraged a blend of owned, earned, and sponsored media including:

- Sponsored media placements such as press articles in regional newspapers around the country, amplified distribution in outlets including [USA Today](#), and nationally syndicated broadcast and radio segments.
- A social media campaign driving consumers to the RGCA's [Facebook](#) and [Instagram](#) accounts, where they are presented with key messaging about the many benefits of gift cards.
- This media channel, which is fully dedicated to sharing industry news, thought leadership, and resources that benefit our members and other stakeholders.

The result is a powerful, industry-wide investment in storytelling and consumer confidence—communicating that gift cards are not only popular, but offer meaningful, modern gifting and payment solutions.

### **Winter Holiday “Gift Smart” Campaign**

Consumers overwhelmingly trust gift cards—but as fraud tactics evolve, the industry continues to lead with proactive education and preventative measures to empower the people who use and buy them.

This campaign expanded on the 2024 “Gift Smart” campaign to broaden consumer understanding of how fraud occurs and how to stay safe at the most crucial time of the year for the industry. Its key messages offered specific tips for recognizing, preventing, and reporting suspected fraud—primarily tampering—while also providing smart gifting advice, including:

- Instructions for how to check packaging before purchasing to avoid tampered cards
- Signs of tampering and what to do with potentially compromised cards
- How shoppers can protect themselves and recipients by keeping receipts and checking balances by typing in the URL on the back of the card
- Buying gift cards from trusted sources
- How to confidently give gift cards within your price point while delivering personalized, meaningful presents.

To distribute this guidance far and wide during peak holiday shopping season, the campaign launched a coordinated national effort, including:

- A nationally [broadcasted TV segment](#) with consumer-centric “Gift Smart” tips
- Professionally voiced radio messages aired across the country
- A sponsored article published in national and regional news outlets, including [USA Today](#)
- Targeted social media ads driving consumers to [GiftCardSafety.org](#) for tools, education, and fraud reporting resources.

This comprehensive approach helps ensure that American consumers are hearing clear, consistent, proactive guidance from the industry itself at the exact moment when it is most needed for the industry and holiday shoppers.

### **A Unified Industry Commitment**

Both campaigns reflect a fundamental truth about the gift card industry: *we work together to protect consumers and ensure a positive gift card experience from start to finish.*

These campaigns complement our many other efforts to reinforce our position as the preeminent voice of the industry, protect our members and shoppers, promote gift cards, and define what industry leadership looks like.

When consumers feel informed and confident, everyone benefits—and we’re proud to be leading the way.