



Empowering Your Charity with Prepaid Card Solutions

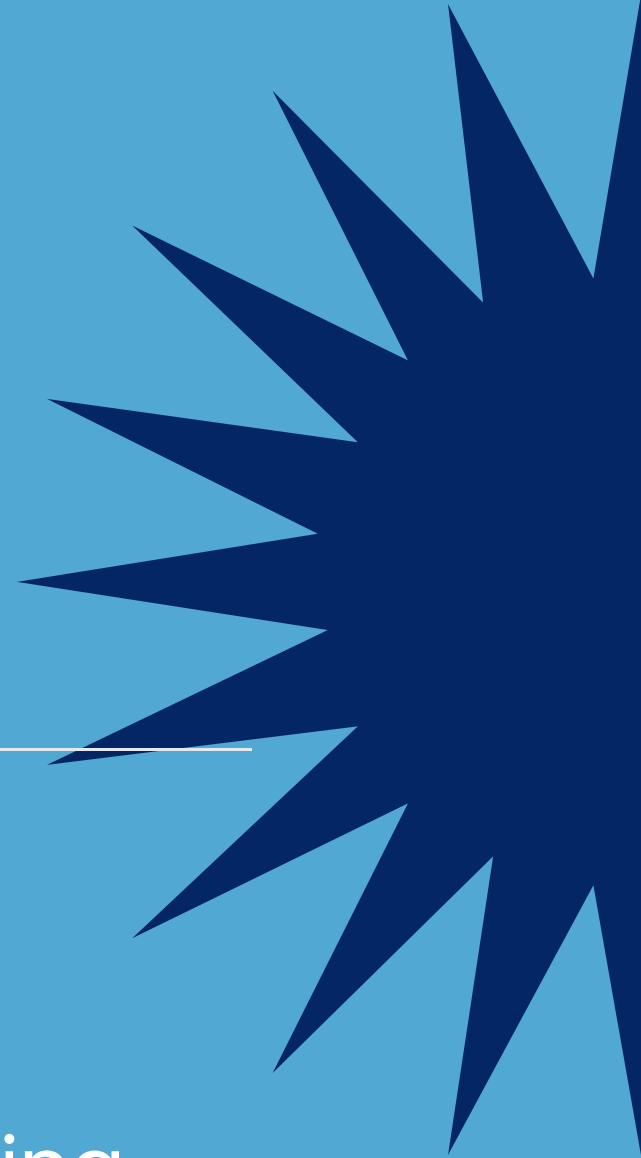
Introduction to Merchant Service Depot's Card Issuing Program



✔ Merchant Service Depot's Card Issuing Program offers customizable prepaid cards that streamline donations, fundraising rewards, and financial disbursements.

✔ These cards can be used to thank donors, reward fundraisers, distribute charitable grants, and increase operational efficiency.

✔ Key Features: Custom branding, secure distribution, easy tracking, and real-time reporting.

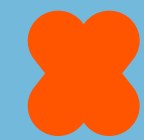


Why Charities & Fundraising Merchants Should Use the Card Issuing Program

- ✓ **Simplify Donation Management:** Prepaid cards provide a faster, easier way to manage and distribute donations, improving the donor experience.
- ✓ **Enhance Donor Engagement:** Reward donors with prepaid cards, motivating repeat donations and improving donor retention.
- ✓ **Incentivize Fundraisers:** Offer prepaid cards as rewards for fundraisers who exceed targets, boosting overall campaign success.
- ✓ **Increase Transparency & Accountability:** Track donations and fund usage through the prepaid card's reporting features, ensuring full accountability to your donors.

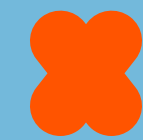


How the Card Issuing Program Can Benefit Your Charity



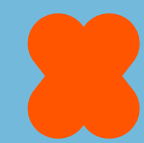
Faster Distribution of Funds:

Instead of checks or bank transfers, distribute funds to grantees, event participants, or clients via prepaid cards, saving time and eliminating administrative delays.



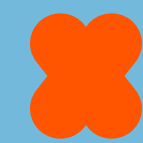
Reward Donors and Volunteers

Issue prepaid cards as a thank-you for donations or volunteer work, creating an instant and meaningful reward system.



Customer support

Monitor the use of funds in real-time, increasing trust and transparency for donors.



Custom Branding:

Prepaid cards can be branded with your charity's logo, enhancing visibility and strengthening your brand identity.

Example Case: A charity that distributes funds to local communities can give out prepaid cards to recipients, ensuring faster access to aid without the delays or costs associated with traditional financial transfers.



Use Case 1

Simplified Donation & Grant Distribution

Scenario

- Charities often need to distribute funds quickly to individuals or other organizations but face delays and inefficiencies with traditional methods like checks or bank transfers.

Need

- A secure, immediate way to distribute funds to grant recipients, charity participants, or beneficiaries.

Solution with Card Issuing Program

- Issue prepaid cards to recipients, allowing them to access funds instantly, with no delays or cumbersome processes.

Benefit

- ✓ Faster access to funds for those in need, making it easier to provide timely aid
- ✓ Reduced administrative workload, as prepaid cards are easy to distribute and track.
- ✓ Improved recipient satisfaction, as funds can be used immediately.

Use Case 1

Rewarding Donors with Prepaid Cards

Scenario

- Many charities struggle to create meaningful ways to thank and reward their donors, especially those who contribute large sums or over a long period.

Need

- A tangible, easy-to-implement method to reward donors and encourage ongoing support.

Solution with Card Issuing Program

- Offer prepaid cards as tokens of appreciation for donor contributions. These cards can be used by donors for their personal needs or reinvested in the charity.



Benefit

- ✓ Stronger donor loyalty through personalized, instant rewards that resonate with donors.
- ✓ Increased donations as donors feel valued and appreciated
- ✓ Repeat contributions encouraged through easy-to-use rewards that remind donors of the charity's work.



Use Case 2

Fundraising Incentives for Volunteers & Participants

Scenario

- Charities rely on volunteers and fundraisers, but rewarding their hard work is often difficult to manage without a central, streamlined system.

Need

- A scalable and efficient way to reward fundraisers and volunteers based on their contributions and achievements.

Solution with Card Issuing Program

- Distribute prepaid cards to top fundraisers or volunteers who meet specific milestones or goals.

Benefit

- ✓ Increased motivation and participation as volunteers and fundraisers are incentivized with instant, easy-to-use rewards.
- ✓ Better tracking of fundraising progress and volunteer engagement through card issuance.
- ✓ More efficient reward distribution without the need for physical gift cards or checks.

Use Case 3

Simplified Donation Collection & Reward Programs

Scenario

- Many charities organize events that include silent auctions or raffles, and they want to offer rewards that can be easily distributed and used.

Need

- A way to offer prizes or incentives during events or campaigns, which are simple to manage and redeem.

Solution with Card Issuing Program

- Prepaid cards can be used as prizes in fundraising events or as incentives for donor participation in campaigns.



Benefit

- ✓ Easier reward management with cards that can be used directly by event participants or as raffle prizes.
- ✓ Track donations and prizes seamlessly through the prepaid card program.
- ✓ Increase event participation by offering instant and flexible rewards to participants.

Customizable Features for Charities & Fundraising Merchants



Branded Cards

Personalize the cards with your charity's logo, slogan, or campaign themes to enhance brand visibility and create a connection with your supporters.



Flexible Fund Allocation

Distribute cards with customized amounts to suit different donation levels, reward amounts, or fundraising achievements.



Real-Time Tracking & Reporting

Access real-time reports to track how funds are being used, ensuring full transparency with donors and stakeholders.



Benefits for Charities & Fundraising Merchants



Streamlined Fund Distribution

Distribute funds quickly and easily through prepaid cards, eliminating the need for checks or lengthy bank transfers.



Donor & Volunteer Recognition

Strengthen donor relations and increase volunteer engagement with instant and meaningful rewards.



Improved Transparency

Track every card transaction to ensure that funds are being used properly and can be reported to donors.



Custom Solutions

Tailor the card program to meet your charity's unique needs, whether for donations, rewards, grants, or event participation.



Non-Profit Success with Prepaid Cards

Example: A non-profit organization running a nationwide fundraiser used prepaid cards to reward top donors and volunteers:

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- ✓ **Increased engagement:** The charity saw a 30% increase in donations and a 25% increase in volunteer participation.
 - ✓ **Streamlined operations:** Prepaid cards allowed for faster distribution of prizes and donation rewards, saving administrative time and effort.
 - ✓ **Enhanced donor loyalty:** Donors who received prepaid cards as a reward contributed more frequently and at higher amounts.
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How the Program Works in 3 Easy Steps

- ✔ **Customization:** Customize the prepaid card program to match your charity’s goals and operational needs, including branding, reward amounts, and specific use cases (donations, grants, fundraising rewards).
- ✔ **Issuance:** Distribute prepaid cards to donors, volunteers, or grant recipients via email or physical mail—either instantly or on a set schedule.
- ✔ **Tracking & Reporting:** Use the online portal to monitor card usage, track donations, and provide transparent reports to stakeholders and donors.

Empower Your Fundraising with Prepaid Cards

Step 1

Schedule a free consultation to explore how the Card Issuing Program can benefit your charity’s donation management and rewards program.

Step 2

Work with our team to customize the prepaid card solution tailored to your charity’s needs and fundraising strategies.

Step 3

Start rewarding your donors, volunteers, and fundraisers faster and more efficiently with prepaid cards!

Next Steps

Schedule a demo or consultation to see how the Card Issuing Program can help you achieve your charity's goals.

Customization Options

Learn how we can tailor the prepaid card solution to support your donation management, volunteer incentives, and fundraising campaigns.



Get Started

Start using prepaid cards for a faster, more efficient, and impactful way to manage funds, reward supporters, and track donations!