



# Enhance Your Membership Discount Club with Prepaid Card Solutions





# Introduction to Merchant Service Depot's Card Issuing Program

Merchant Service Depot's Card Issuing Program allows businesses to issue customizable prepaid cards for memberships, loyalty rewards, and gift cards.

It helps membership-based businesses offer flexible, instant payouts, streamline membership renewals, and enhance customer experience.

## Key Features

- Custom-branded prepaid cards
- Instant issuance and delivery
- Real-time transaction tracking and reporting
- Secure and reliable payments

## Why Choose This Program?

- Enhance member experience
- Simplify payment processes
- Reward and retain customers instantly
- Provide flexible payment options for your members



# Why Membership Discount Clubs Should Use Prepaid Cards



## Faster & Convenient Payments

Instantly issue membership rewards, rebates, or promotional payments.



## Incentivize Membership Renewals

Offer prepaid cards as incentives for members who renew early or remain loyal.



## Simplified Payment Systems

Streamline membership payments and rewards, reducing the administrative burden of checks or bank transfers.



## Increased Customer Engagement

Provide members with an instant reward or bonus that encourages continued participation in your club.

# Key Benefits for Membership Discount Clubs

## Enhanced Member Experience

Prepaid cards allow you to reward members instantly, providing an immediate benefit for renewals, purchases, or loyalty actions.

## Improved Cash Flow

Membership rewards and rebates can be processed quickly, allowing your business to focus on growth instead of managing slow payments.

## Customizable Reward Options

Design reward structures based on member activity, whether it's a loyalty program, a one-time reward, or a seasonal promotion.

## Branded Cards

Issue prepaid cards that reflect your brand and create a cohesive, professional image for your club.

## Real-Time Tracking & Reporting

Track all card transactions, providing you with valuable data on member spending and program effectiveness.



# Streamlining Membership Renewals & Loyalty Programs

## Scenario

Membership discount clubs often rely on loyalty programs to encourage repeat memberships, and renewals can be a time-consuming process.

## Need

A fast and effective way to reward loyal members or incentivize early renewals.

## Solution with Card Issuing Program

Offer prepaid cards as rewards for early renewals or as part of a loyalty program that provides prepaid cards for every consecutive year of membership.

## Benefit

- ✓ **Instant Rewards:** Members instantly receive prepaid cards, which can be used for future discounts or other purchases, boosting loyalty.
- ✓ **Increased Member Retention:** Rewarding members as they renew their membership increases retention rates and encourages continued engagement.
- ✓ **Flexibility:** Members have the flexibility to use prepaid cards for a range of purchases or redeem them for discounts at participating partners.

**Example Case** A member who renews their membership for the third consecutive year receives a prepaid card worth **10%** of their membership fee, redeemable for future purchases or at partner locations.

# Rewarding Customer Referrals & Engagement

## Scenario

Membership clubs often rely on referrals to grow their membership base. Rewarding members for bringing in new customers can enhance growth.

## Need

A system to reward customers who refer others to the club or engage in certain activities.

## Solution with Card Issuing Program

Issue prepaid cards as referral bonuses or rewards for specific member behaviors (e.g., referrals, social media engagement, event participation).

## Benefit

- ✓ **Increased Referrals:** Prepaid card rewards are an effective incentive for members to refer others to join your club.
- ✓ **Boosted Engagement:** Offering rewards for engagement (e.g., attending events, providing feedback) keeps your members actively involved.
- ✓ **Tangible Rewards:** Instant prepaid cards provide tangible, immediate benefits, making rewards more impactful and encouraging repeat behavior

**Example Case** A member refers three friends to the membership program. As a reward, they receive a prepaid card with **\$50** to use toward their next membership renewal or future purchases.

# Handling Gift Cards & Promotional Payments

## Scenario

Membership clubs often run promotions where members receive gift cards or discount cards for purchases made within the club or with partner businesses.

## Need

A solution to distribute gift cards or promotional cards efficiently while ensuring a seamless experience for members.

## Solution with Card Issuing Program

Provide prepaid cards as part of special promotions, seasonal offers, or giveaways to members who meet specific criteria.

## Benefit

- ✓ **Promotional Flexibility:** Prepaid cards can be customized with different amounts and conditions (e.g., only valid for certain products or services).
- ✓ **Increased Sales:** Members are incentivized to make additional purchases when they receive prepaid cards as part of a promotion.
- ✓ **Efficient Distribution:** Prepaid cards are instantly issued and can be used directly in your club or with partnering businesses.

**Example Case** As part of a seasonal promotion, members who make a purchase over a certain amount receive a prepaid card worth **15%** of their purchase value, encouraging larger purchases and frequent visits.

# Why Membership Discount Clubs Should Use Prepaid Cards



## Branded Cards

Customize prepaid cards with your club’s logo and brand colors to create a seamless, professional experience for members.



## Real-Time Tracking & Reporting

Easily track and monitor prepaid card usage, helping you assess the success of your membership programs and promotions.



## Flexible Rewards Structures

Issue cards based on renewals, referrals, purchases, or attendance at special events—tailor rewards to different segments of your member base.



## Instant Issuance

Deliver rewards and incentives to your members instantly—whether through digital or physical cards.



# Benefits for Membership Discount Clubs

## ✓ Instant Reward Distribution

Offer immediate rewards to your members, ensuring they feel appreciated for their loyalty and purchases.

## ✓ Enhanced Member Retention & Acquisition

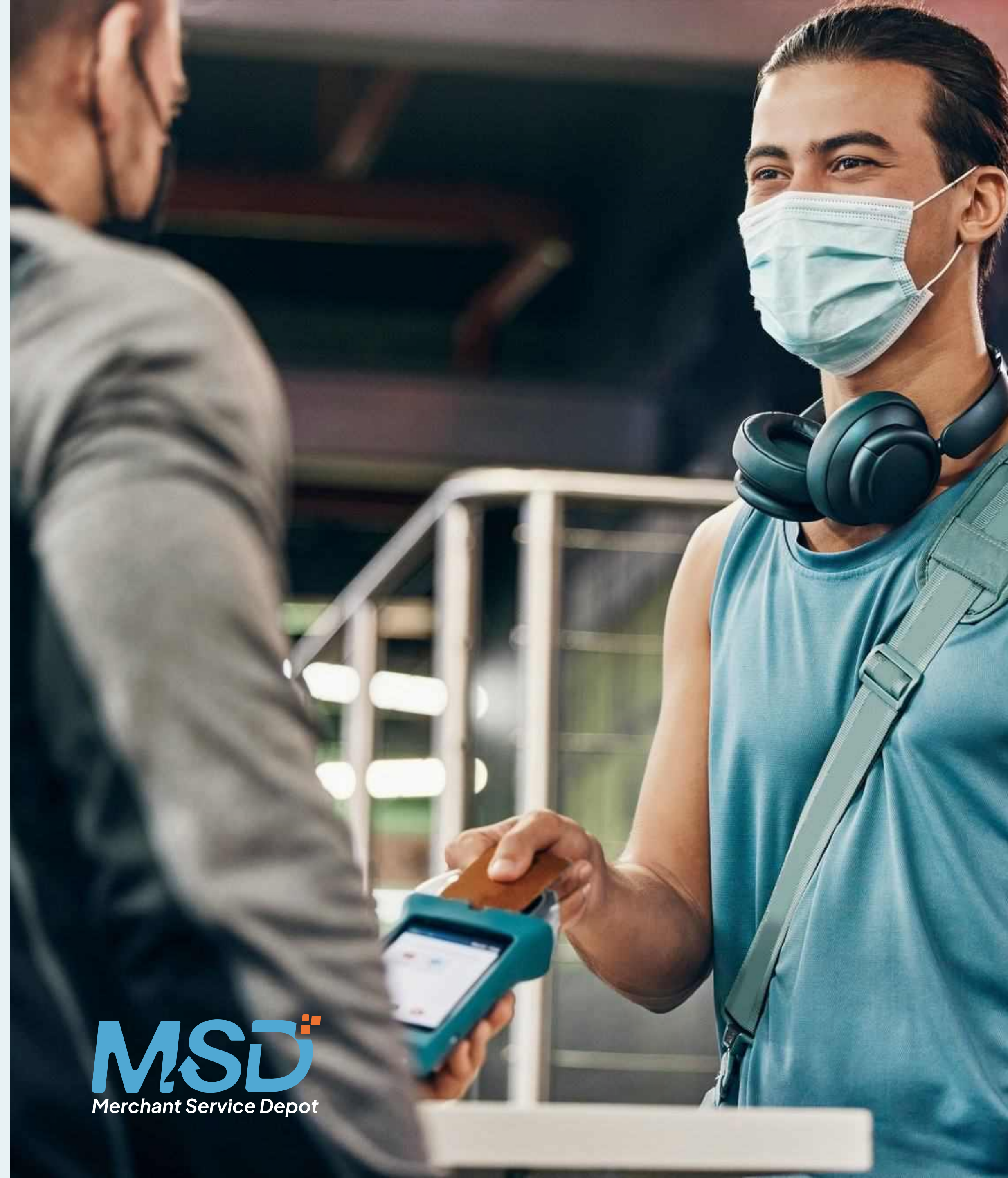
Rewarding early renewals, referrals, and engagement keeps your current members loyal and attracts new ones.

## ✓ Simplified Payment Solutions

Manage rewards, commissions, and rebates efficiently through prepaid cards, reducing administrative costs.

## ✓ Scalable Program

Easily scale the prepaid card program as your membership base grows, offering new rewards and incentives without increasing complexity.

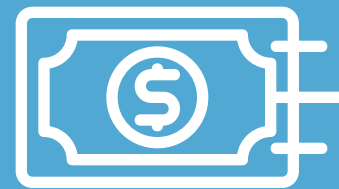




## Use Case 1

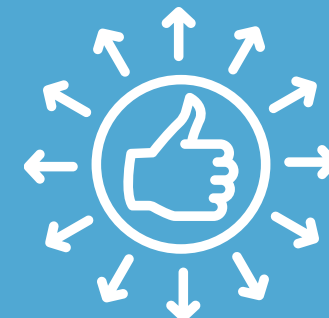
# Success with Prepaid Cards in Membership Programs

A leading membership discount club partnered with Merchant Service Depot to implement prepaid card rewards for renewals and referrals. Results included:



### Increased Renewal Rates

Members who received prepaid card rewards for early renewals had a 20% higher renewal rate.



### Boosted Referrals

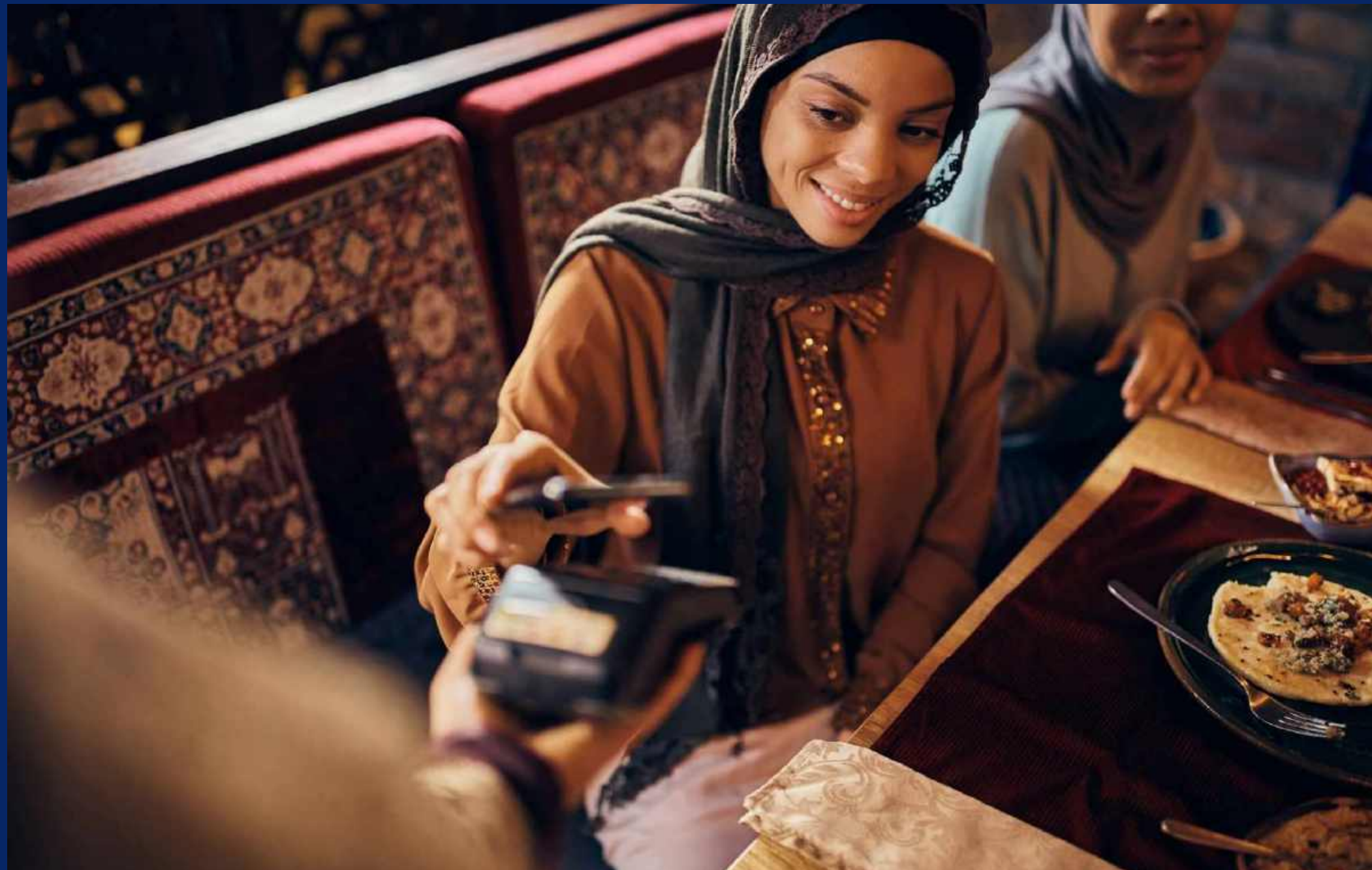
A 15% increase in new membership sign-ups due to referral rewards delivered via prepaid cards.



### Higher Engagement

Members who received prepaid cards for event attendance or product purchases were 25% more likely to attend future events.

# How the Program Works in 3 Easy Steps



1

## Customization

Tailor the prepaid card solution to meet the specific needs of your membership program (e.g., rewards for renewals, referrals, etc.).

2

## Issuance

Issue prepaid cards instantly to members through digital or physical methods, ensuring a seamless and immediate experience.

3

## Tracking & Reporting

Monitor card usage, track transactions, and generate reports to analyze the effectiveness of your rewards and incentive programs.



# Take Your Remittance Business to the Next Level

## Step 1

Schedule a free consultation to see how the Card Issuing Program can enhance your membership rewards and payment processing.

## Step 3

Work with our team to customize a prepaid card solution that aligns with your membership club's goals and objectives.

## Step 2

Get started today to improve your member retention, rewards, and payment systems with prepaid cards.

# Next Steps

Schedule a demo or consultation to see how prepaid cards can benefit your membership club.

## Customization Options

Let us help you design a prepaid card program that fits your specific membership and loyalty goals.



## Get Started

Start offering instant rewards and incentives to your members today!