

Empowering Your Mission with **Prepaid** **Card** **Solutions**





Introduction to Merchant Service Depot's Card Issuing Program

- ✓ Merchant Service Depot's Card Issuing Program allows organizations like the United Way to issue customizable prepaid cards to manage finances, rewards, and operational tasks.
- ✓ These cards can be used for distributing grants, managing donations, rewarding volunteers, or streamlining payment processes for community programs.
- ✓ Key Features: Custom branding, secure transactions, real-time tracking, and easy fund distribution.

Why the United Way Should Use the **Card Issuing** Program



Simplify Fund Distribution

Prepaid cards can be used to distribute grants and donations, making the process faster and more efficient.



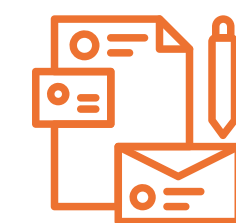
Reward Volunteers & Donors

Use prepaid cards as a way to incentivize volunteers and recognize donor contributions.



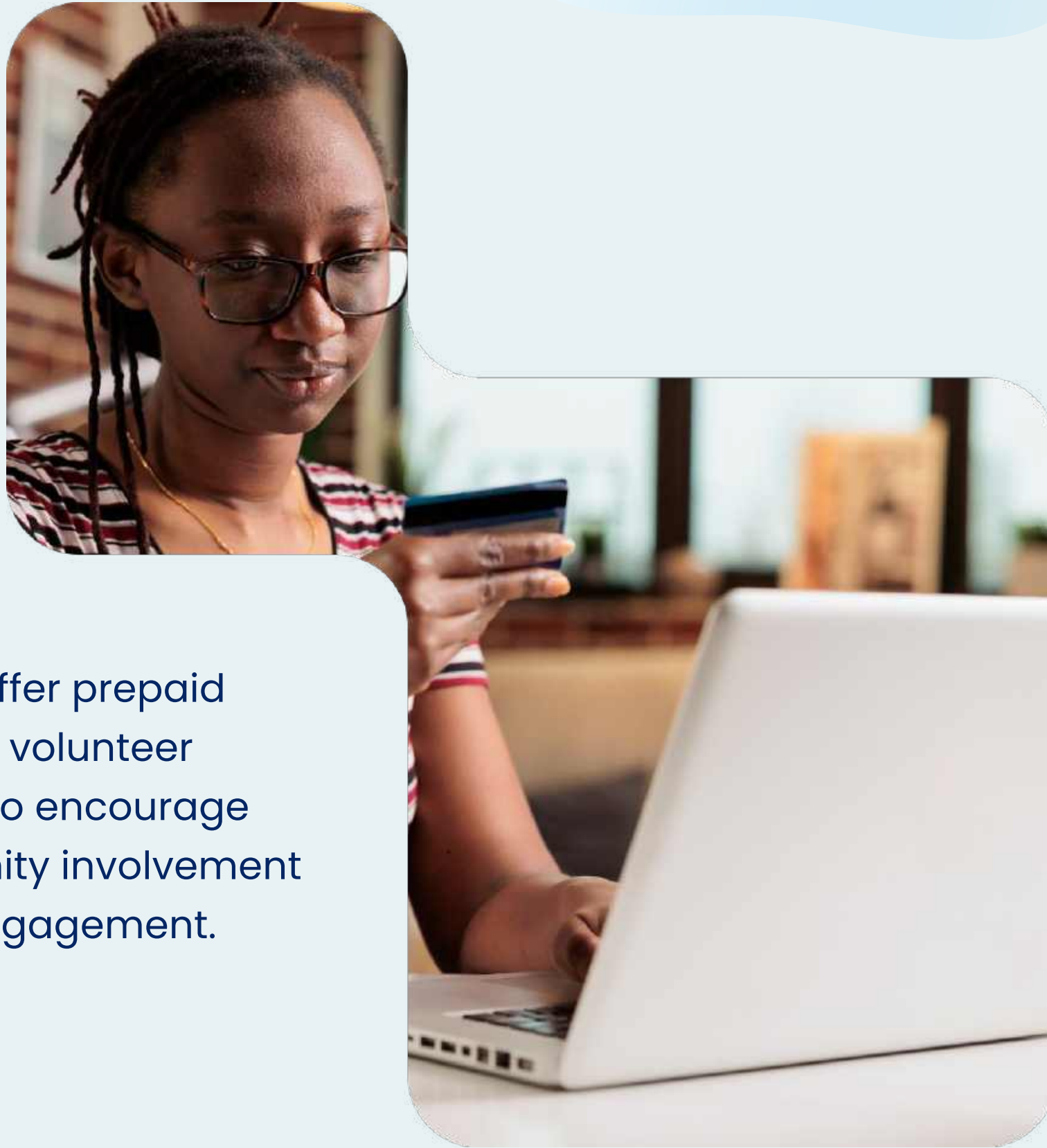
Increase Transparency

Easily track card transactions, ensuring accountability for every dollar distributed.



Custom Branding

Personalize cards with the United Way's logo and mission to strengthen brand recognition and community engagement.



Example Case:

United Way can offer prepaid cards as part of a volunteer reward program to encourage ongoing community involvement and long-term engagement.

How the Card Issuing Program Can Benefit the United Way

- ✓ **Faster Grant Disbursement:** Distribute grants to recipients instantly using prepaid cards instead of checks, saving time and reducing administrative workload.
- ✓ **Donor Incentives:** Reward regular donors with prepaid cards that can be used for future donations or as a gesture of appreciation.
- ✓ **Volunteer Recognition:** Use prepaid cards as a thank-you for volunteers who contribute to various community projects or fundraising events.
- ✓ **Tracking and Reporting:** Gain real-time insights into how funds are being used with transaction tracking and reporting features.

1 USE CASE

Streamlined Grant Distribution

- **Scenario:** United Way provides grants to local organizations, but the process of sending checks or bank transfers can be slow and cumbersome.
- **Need:** A faster, more secure, and cost-effective method to distribute funds to recipients.
- **Solution with Card Issuing Program** Issue prepaid cards to grant recipients, allowing them to access funds immediately and use them as needed.

Benefit

- ✓ Faster and more secure distribution of grants, reducing processing times significantly.
- ✓ Grant recipients can use funds quickly without waiting for checks to clear or bank transfers to process.
- ✓ Improve recipient satisfaction by making access to funds more seamless and immediate.

2 USE CASE

Donor Recognition & Incentives

- **Scenario:** Donors often contribute funds to United Way but may not feel personally recognized or appreciated.
- **Need:** A meaningful and easy-to-implement way to reward donors for their contributions.
- **Solution with Card Issuing Program** Offer prepaid cards as a thank-you for donations, encouraging larger contributions and fostering ongoing donor relationships.

Benefit

- ✓ Increase donor loyalty by offering personalized, tangible rewards.
- ✓ Cards can be preloaded with specific amounts or used as part of a donor loyalty program.
- ✓ Immediate, flexible rewards that donors can use for themselves or donate back.

3 USE CASE

Volunteer Appreciation & Engagement

- **Scenario:** Volunteers are critical to the success of United Way's community programs, but their contributions may not always be adequately recognized.
- **Need:** A simple and impactful way to acknowledge volunteers for their time and effort.
- **Solution with Card Issuing Program** Use prepaid cards as a way to thank volunteers for their service, providing them with an easy-to-use reward.

Benefit

- ✓ Increase volunteer retention by offering immediate rewards they can use.
- ✓ Personalized cards with your logo or branding can also reinforce the United Way's mission.
- ✓ Simplifies the process of offering volunteer rewards and reduces reliance on gift cards or physical checks.

4 USE CASE

Simplified Donation Management

- **Scenario:** United Way collects donations through various channels, but managing and tracking these donations can be complex, especially for recurring donors.
- **Need:** An easier way to handle donations while providing donors with transparent access to how their funds are being used.
- **Solution with Card Issuing Program** Prepaid cards can be issued to donors, allowing them to track the use of their donations or use the cards as a donation option for others.

Benefit

- ✓ Donors can track the impact of their donations through the online portal linked to the prepaid card.
- ✓ Easily manage and streamline donations, simplifying financial reconciliation.
- ✓ Encourage recurring donations by offering prepaid cards as part of a donation membership program.

Customizable Features for the **United Way**



Branded Cards

Personalize prepaid cards with the United Way logo, mission, or seasonal campaigns to increase brand visibility and community awareness.



Flexible Payments

Load prepaid cards with different values for grants, volunteer rewards, or donor incentives, making the reward scalable and flexible.



Tracking & Reporting

Use the online portal to track card usage in real-time, ensuring full accountability of distributed funds.



Benefits for the United Way

- ✓ **Increased Efficiency:** Reduce administrative burden by automating the distribution of grants, rewards, and donations.
- ✓ **Improved Donor Engagement:** Strengthen relationships with donors through personalized rewards and recognition.
- ✓ **Faster Fund Access:** Provide immediate access to funds for grant recipients and volunteers, fostering a sense of transparency and trust.
- ✓ **Customizable Solutions:** Tailor the card program to your specific needs, whether it's for grants, donations, or volunteer incentives.



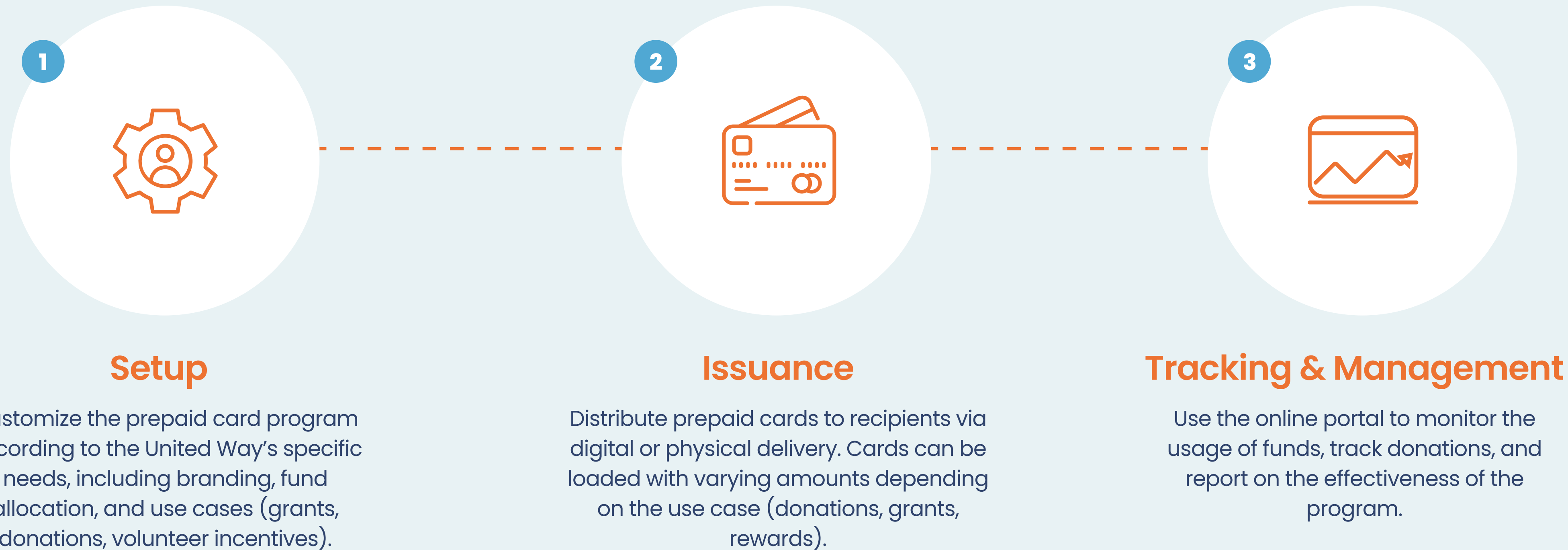
Example:

A non-profit organization used prepaid cards to reward volunteers and manage grant distributions, resulting in:

Non-Profit Success with Prepaid Cards

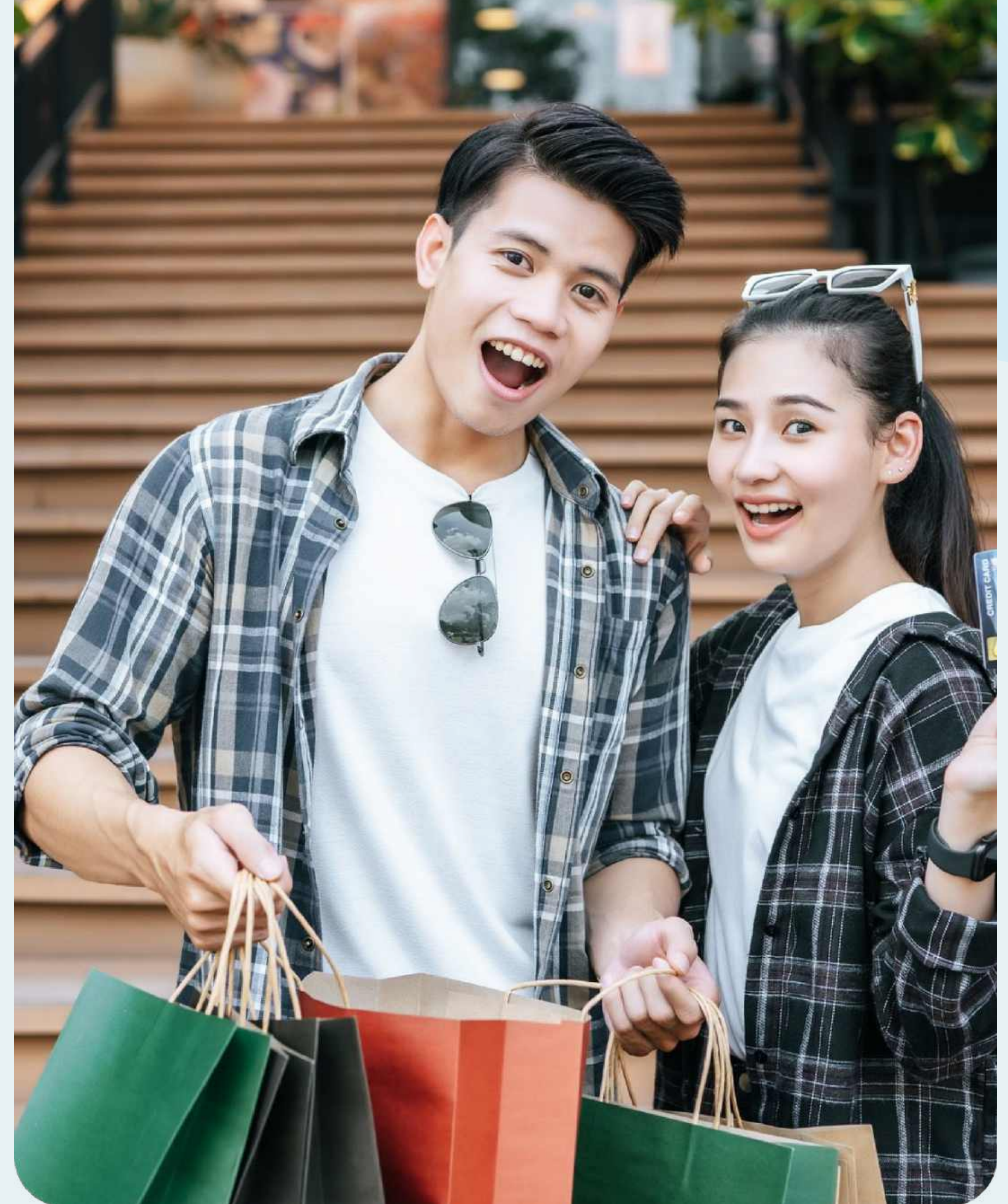
- ✓ A 35% increase in volunteer engagement.
- ✓ Faster processing of grant distributions, reducing delays by up to 40%.
- ✓ Enhanced donor satisfaction and loyalty, with an increase in recurring donations by 20%.

How the Program Works in **3 Easy Steps**



Strengthen Your Community Engagement with Prepaid Cards

- **Step 1:** Contact us for a free consultation to learn how the Card Issuing Program can be tailored to meet the United Way's mission
- **Step 2:** Work with our team to design a prepaid card program that enhances donor relations, rewards volunteers, and streamlines financial processes.
- **Step 3:** Start distributing funds and rewards faster, and empower your community programs with an efficient, transparent solution!



Next Steps

- ✓ **Contact us today**
Schedule a personalized demo or consultation to explore the benefits of the Card Issuing Program for your organization.
- ✓ **Customization options**
Learn how we can adapt the prepaid card solution to match the United Way's goals and operational needs.
- ✓ **Get started**
Streamline your grant distribution, donor incentives, and volunteer rewards program with prepaid cards!

Thank You!

We're excited about the opportunity to partner with your business to enhance financial services for your customers.

Visit Our Website

merchantservicedepot.com
