



# Empowering Your Charity with Prepaid Card Solutions

**MSD**  
Merchant Service Depot

# 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.

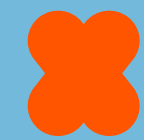


# Why Charities & Fundraising Merchants Should Use the Card Issuing Program

- ✓ **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.

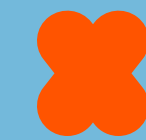


# How the Card Issuing Program Can Benefit Your Charity



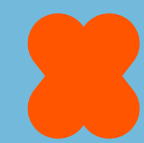
## **Faster Distribution of Funds:**

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.

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**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!