



Trusted Advisor Payments

Our Goal is YOUR Success

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Agenda:

- Program Overview
- Program Options
- Strategy plan
- Appendix

About Us

Goal is to provide a new donation channel for non-profit organizations while providing an optimal payment program for all their potential program business owners.

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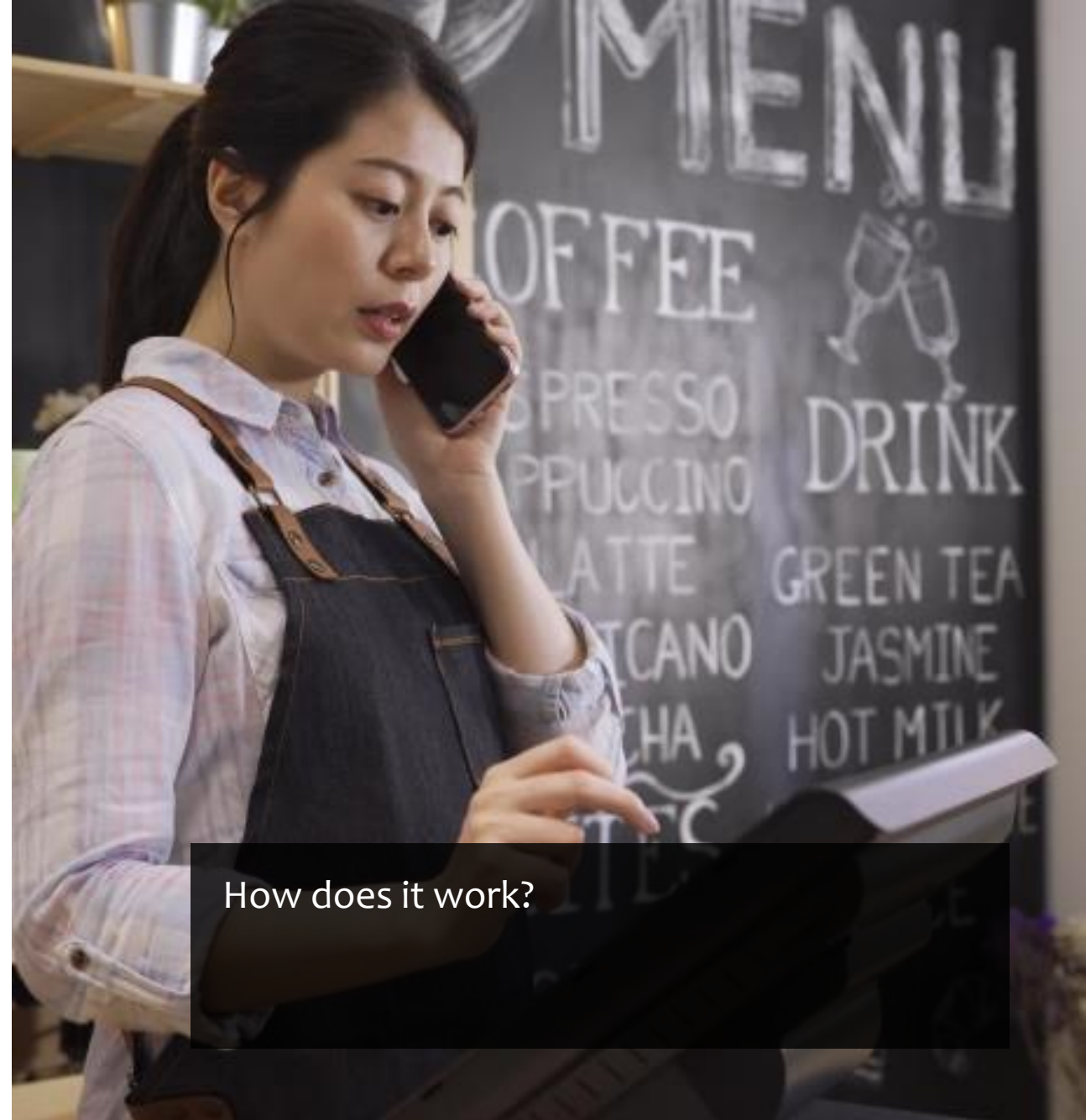
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Program Overview

What is an Non-Profit Donation Channel Program?

Program Overview

- Develop a new donation channel that grows in an exponential manner.
- Target audience is business owners who accept credit cards.
- The process: assess the business owners current merchant services program, provide optimal solutions, and enroll them in the Non-Profit payment donation program.
- By participating, the businesses will be denoted as members of the Program to help them drive additional business.
- Set them up in the Marketplace to help drive revenue to the business owner and non-profit organization
- A percentage of the revenue generated will be donated to the non-profit organization.



How does it work?

Non-Profit Member Benefits

Current

- Career and Development
- Financial Services
- Scholarships
- Volunteering Opportunities
- Faith Support
- Counseling Services
- Spirit Wear

New – Non-Profit Donations Channel

Business Owner's Benefits

- Uniquely designed merchant services program
- Business financial capital
- Additional business visibility
- Revenue opportunity
- Indirect donation to the non-profit organization

Non-profit organization Benefits

- New donations channel
- Merchant Services revenue share
- Marketplace revenue share
- Additional benefit to attract more donors

Process Overview

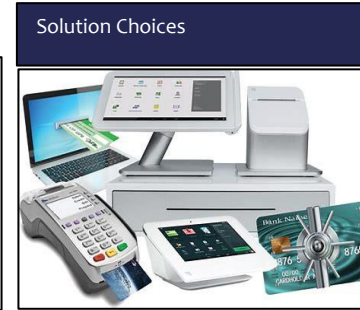
1. Program Sign-up



Program Assessment

Description	Current	Proposed	Savings
Total Volume Cost	\$275.16	-\$1,566.76	\$1,841.92
Total Transaction Cost	\$11.69	\$0.00	\$11.69
Total Passthrough Cost	\$646.76	\$0.00	\$646.76
Total Other Cost	\$77.36	\$99.99	-\$22.63
Total Cost	\$1,010.97	\$99.99	\$910.98
MONTHLY SAVINGS	\$910.98	\$10,931.76	\$32,795.28
ANNUAL SAVINGS			
3 YEAR SAVINGS			

Item	Current Rates		Proposed Rates		Savings
	Activity	Rate	Rate	Amount	
VMD Volume	\$42,578.29	0.60%	\$255.48	0.00%	\$255.48
American Express	\$2,186.25	0.90%	\$19.68	0.00%	\$19.68
PNV Debit					
Customer Volume Fee	\$44,764.54	0.00%	\$0.00	-3.50%	-\$1,566.76
Total	\$49,529.08		\$275.16		-\$1,566.76



Program Sign-up

ASSUMED

BUSINESS CONTACT INFORMATION

Business Contact Name: Business Contact Phone: Business Contact Email:

BUSINESS INFORMATION

Business Name:

City: State:

Business Hours:

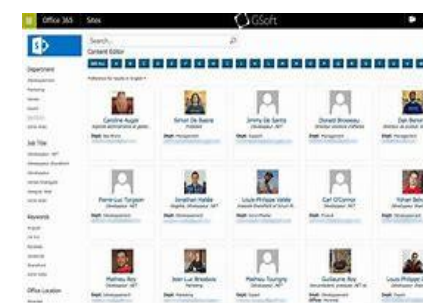
Business Phone:

Business Email:

Contact Email:



2. Add to Business Directory



Donation Creation



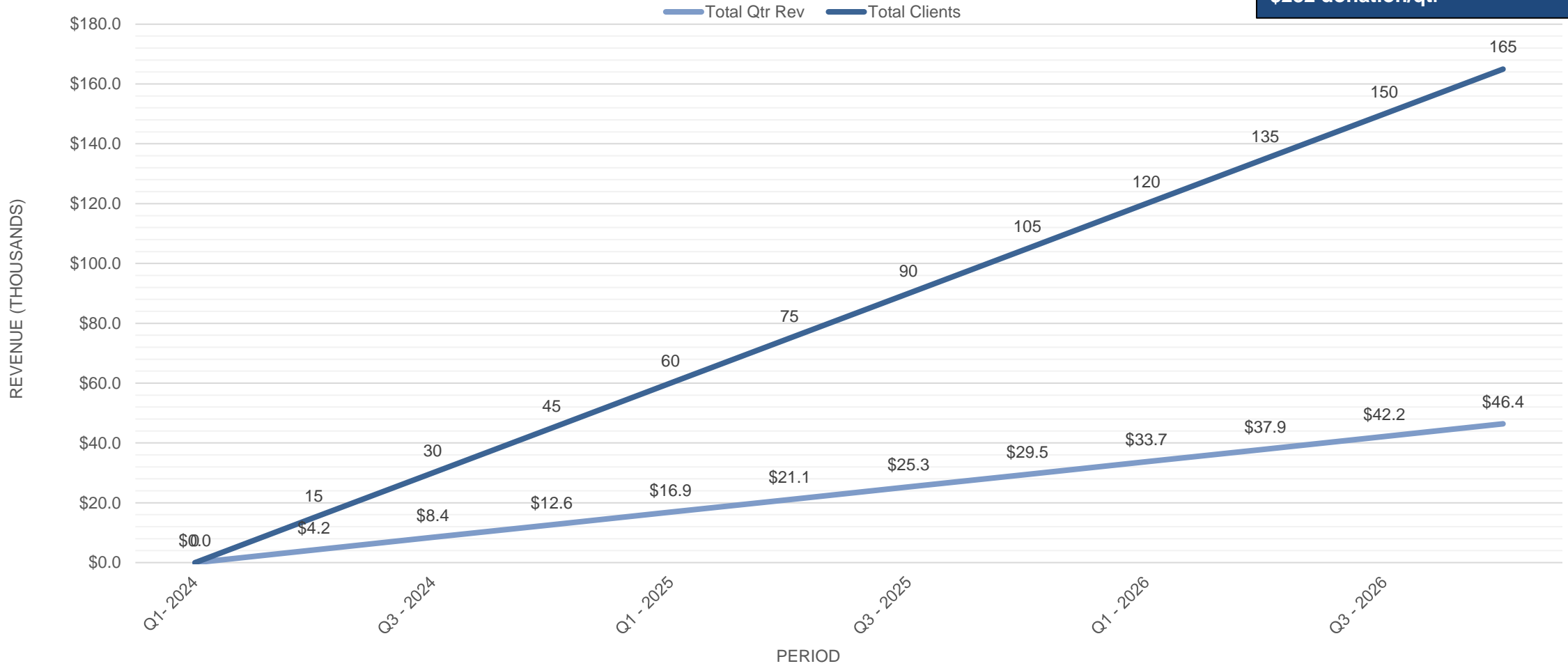
3. Create Marketplace Listing



New Donation Channel Forecast

Example: Revenue Forecast

Assumptions:
15 new businesses/qtr
\$282 donation/qtr



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Program Options

What options can the Non-Profit organization
provide for the Business Owners?



Program Options

Business Directory

- Business owners will have a profile on the website
- Business owners in the new donation channel will have special visibility
- Classified by:
 - Industry type – easy way to search
 - Location – ability to visit in person
 - Benefits – ability to offer discounts to non-profit organization donators
- Creates additional business visibility for all members of the program – easy way to support fellow donators
- Multiple Business Directory templates available

Business Marketplace

- Business owners have the ability to list products within the marketplace
- Business owners can have a link to their website
- Search options will create a user friendly environment
- Non-profit organization revenue options:
 - Product listing fee
 - Product sales revenue sharing
- Marketplace technology
 - CRM tool to track activity, manage listings and provide feedback to the business owners
 - Shopping carts
 - Multiple templates available

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Strategy Plan

Focus Areas



Strategy Plan

- Define program and goals
- Assign roles
- Create name of program
- Marketing plan
- Design ways to capture leads
 - Website
 - Telesales
 - Marketing materials
- Develop sign-up process
- Create training program
- Optional: Marketplace process and mgt
- Track SUCCESS!
 - New donor accounts
 - New business accounts
 - New donation channel revenue





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Thank You

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