

GRI Financial Services brings to businesses a unique cause marketing program for attracting and retaining new, dedicated customers and fresh word-of-mouth referrals. Our single card solution is designed to promote local business growth while supporting children's education and other non-profit organization causes.

#### Local Merchant Benefits:

- Increased sales volumes
- Get to know your customers and recognize their spending trends
- Motivate customer spending during off-peak hours
- Create targeted marketing campaigns
- Web promotion via program website
- Tax benefits
- Measurable results
- Community involvement
- Reduces need for traditional advertising
- No hard costs and limited administration

#### School, Church, and Non-Profit Benefits:

- Annual donation/fundraising campaign
- Support local business
- Replace or reduce traditional means of fundraising
- No hard costs
- Creates a reciprocal relationship between non-profits, merchants, and supporters
- Strong sense of community involvement and support

#### Cardholder Benefits:

- Generate donations through everyday purchases
- Targeted benefits to schools, churches or non-profit of choice
- Develop relationships with local businesses
- Receive individualized e-mail promotions from local businesses – Coupons, sales, events, and updates
- Strong sense of community involvement and support

#### About Us

GRI Financial Services helps businesses increase sales and customer visits by developing a partnership between businesses, schools, churches, local non-profits and the surrounding community. Our card program is designed to engage the local community and increase neighboring retail business volumes while supporting our children's education and other non-profit causes. In addition to rewards card solutions, GRI Financial Services provides the most cost-effective credit, debit, gift and loyalty card processing services in the industry.

#### Mission Statement

Our goal is to provide a strong sense of community by encouraging a true partnership between local businesses, schools, non-profits and nearby residents.



#### Giving Back To The Community One Sale At A Time

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GRI Financial Services Consultant

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[www.grifinancial.com](http://www.grifinancial.com)

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**GRI FINANCIAL SERVICES, INC.**

*"Financial Solutions to Build Your Business"*

**Perks4Schools™**

*"Education Pays"*







## HOW IT WORKS

### 1. Non-Profit Participation

An agreement is reached between GRI Financial Services and local schools, churches, and non-profits to implement the rewards program.

### 2. Merchant Participation

Local merchants are selected to participate in program sponsorship. These merchants agree to donate between 3% and 15% of sales revenue generated by cardholders.

### 3. Card Delivery

Cards are distributed by the schools, church and non-profits to their supporters. This includes a description of the program and information on how the individual can participate. After the initial distribution of cards, schools and non-profits periodically promote this program to encourage continued usage by the cardholders.

### 4. Cardholder Participation

Cardholders register the rewards cards on-line. Once registered, cardholders are able to view a list of participating merchants. This list includes information regarding the percentage each merchant will contribute plus any additional incentives the merchant may provide. The

cardholder also receives follow-up communication via email, text campaigns and newsletters.

### 5. How Rewards are Earned and Tracked

Cardholders present their cards every time they do business with one of the participating merchants. Contribution data, and any customer incentives, are captured electronically.

### 6. Program Reporting and Monitoring

Participating schools, non-profits, merchants and cardholders are given individualized, secure, log-in access. Schools and non-profits have real time access to view contributions generated through each merchant. Supporters are able to view contributions they've generated by merchant. Merchants can view contributions by every cardholder that has engaged with their business. Merchants are able to view their customer's spending trends for the purposes of providing special incentives to increase business and minimize off peak hours.

### 7. Monetary Disbursements

Contributions are debited at the end of each month. These funds are deposited, in full, to participating schools and non-profits quarterly. Cardholder rewards are provided based on a threshold predetermined by the merchant.



## GRI Financial Products & Services

Credit Card Processing (All Major Brands)  
Debit Card Processing  
Gift and Loyalty Card Programs  
Paper Check Guarantee and Conversion  
Custom Card Design and Printing  
On-Line Reporting  
PCI Compliant POS Terminals

## Marketing

E-Mail Advertising Campaigns  
Web Promotion  
Card Marketing Products  
Direct Mail Campaigns  
On-Going Support and Training

24 / 7 Customer Support

