


# MASTER YOUR CARD

Electrifying Business Growth

A community empowerment program sponsored by  mastercard

## ABOUT MASTER YOUR CARD

*Master Your Card* is a community empowerment program sponsored by Mastercard that helps small business groups help their members compete and expand through the effective use of prepaid, debit and credit cards as access points to an economically empowering electronic payment network.

Small businesses thrive when they can deliver high-quality goods and exceptional customer service. Electronic payment cards better serve customers by offering them the convenience of buying what they want, when they want it. For small businesses, cards are key to expanding revenue, improving cash flow and streamlining accounting. Simply put, cards are better than cash for small businesses of all stripes.



Through a variety of educational tools and technical assistance, *Master Your Card* shows your members how to expand their businesses and improve their financial future by mastering cards and the electronic payment network behind them.

Mastercard is not the bank or the processor—they're the people who run the electronic payment network that delivers instantaneous, affordable and safe transactions through cards. We can show your members how to grow by putting cards and the electronic payment network to work for them.

- *Master Your Card* helps small businesses expand through the use of prepaid, debit and credit cards.
- *Master Your Card* helps small businesses compete with larger retailers and service providers. Better than cash, cards are the keys to a global electronic payment network that provides small businesses with greater market access, convenience, control and built-in financial tools that pay for themselves.



- *Master Your Card* will show your members how to negotiate the best deal from processors, banks and the electronic payment networks themselves—offering clear insights into comparing apples to apples in plan features and costs.
- *Master Your Card* will provide your organization with turnkey and customized educational tools such as seminars, brochures, email campaigns and events that advance small business expansion. We'll work with you to assess needs, develop programs, provide training and implement communications.

## About Mastercard

Mastercard is the technology company that helps everyone master their money. We are constantly innovating, developing new technology and solutions that allow consumers, businesses and governments to utilize mobile phone technology, e-commerce applications, contactless payments and other tools in ways that are safer, easier to use, more affordable and more efficient than ever before. Embedded in our cards and technologies is access to the global electronic payment network we built and constantly improve to take the time, risk, expense and hassle out of people doing business together. Consumers have the money. Banks issue credit and hold money. Small businesses have goods and services. Mastercard provides the magic that links them together instantaneously with an affordable, convenient and safe electronic payment network.