

MASTER YOUR CARD

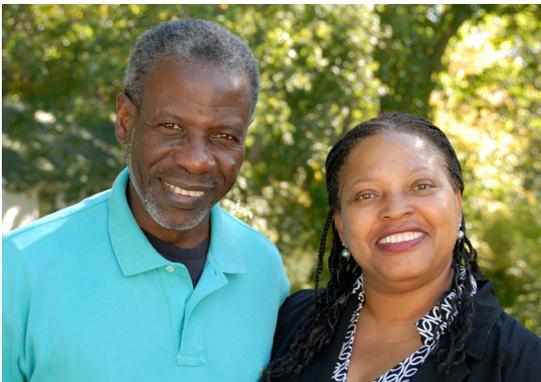
A community empowerment program brought to you by 

BRINGING THE BENEFITS OF ELECTRONIC PAYMENT TECHNOLOGY TO THE PEOPLE WHO NEED IT MOST.

Thirty-four million households in America live their daily lives either without a bank or without the basic financial services everyone needs for financial mobility and security. A recent FDIC report documents the financial challenges facing low and moderate income families who want to get ahead. Often referred to as the “unbanked,” these Americans live in a cash economy during a digital age, a condition that costs them time and money they cannot afford to lose. The unbanked pay exorbitant fees to cash checks, fall prey to payday lenders, have no way of purchasing goods and services over the internet or phone and spend a great deal of time making in-person cash payments for utilities and other bills. There is no way they can get ahead if they are constantly running behind and lack the basic financial tools enjoyed by other Americans.



Technology is the solution: It brings financial inclusion to people who either feel they cannot afford a bank, fear the institution of banks or simply have no access to a neighborhood bank. Prepaid debit cards present the opportunity for the unbanked to bank on their cards. The right prepaid card allows unbanked individuals to directly deposit their paychecks, avoid check-cashing fees, purchase goods and services over the Internet and phone, manage their finances with mobile and online tools and protect themselves against theft and fraud—all at costs lower than having a bank account and far lower than the expense of relying on check-cashers and living in a cash economy.



Master Your Card partners with social interest groups seeking to increase financial inclusion. We’re a public education campaign that teaches people how to get the most from their money by understanding how to master electronic payments. We’re not a bank. We don’t issue credit cards. We’re sponsored by Mastercard, a technology company that simply provides the technological solutions that make card payments possible, safe and affordable for everyone, including the unbanked.

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Master Your Card will help your community understand how to effectively use prepaid, debit and credit cards as a stepping-stone to full financial empowerment and control. We offer educational resources that help consumers move from cash to cards:



Electronic Payment Cards: A Step Toward Financial Inclusion.

This presentation helps people understand the benefits of getting out of the expensive cash economy and into electronic payments for better financial control. The goal is to encourage financial inclusion and the desire to access banking services. Credit, debit and prepaid cards present different ways to gain greater financial power at different levels of cost and commitment. Participants will learn about the different types of payment cards, their benefits and how to choose the card that is the best match for their needs and lifestyle.

For some consumers, prepaid cards will be the first point of entry into greater financial inclusion, providing the safety, convenience and buying power offered by checking account debit cards at costs much lower than check-cashing services. With prepaid cards, consumers join the 21st-century economy, overcome isolation, have the ability to purchase goods and services online and gain fraud and loss protection for their hard-earned money. People will gain the knowledge they need to be treated with respect in the marketplace and get the best possible value. Our team can partner with you to present this in-person or online.



Handouts, Tip Sheets and Takeaways.

We have resources that communicate how to get the most out of electronic payment cards and achieve personal and financial goals. Materials include:

- *Prepaid Cards: Get More from Your Money*
- *Cards Protect You and Your Money: Ways to be Safe and Secure*
- *Government Benefit Prepaid Cards Overview*
- *Top Things to Know About Debit, Credit and Prepaid Cards* (tabletop stand and brochure)

In addition to learning from experts and having their questions answered, participants can access www.masteryourcardUSA.org to read and download additional print materials. For more information on how to bring these resources and events to your community, please contact Shomwa Shamapande at shom@statlernagle.com.

Master Your Card is a community empowerment program from Mastercard that helps consumer groups, small business groups and governments learn how to get more from their money by using prepaid, debit and credit cards to access a financially empowering electronic payment network. Simply put, cards are better than cash.