



# The Key IC Advantage for Fundraising

Integrated payment processing for predictive dialers

If you are a Marketel Systems® customer involved in charity or fundraising, you can dramatically increase your bottom line by using the Key IC Payment Solution to automate your payment processing!

Nelix, Inc.® has partnered with Marketel Systems® to integrate their Key IC Digital Payment Processing Solution into the Marketel Virtual Display Terminal. Using this technology you can perform immediate and secure credit card and checking account (ACH) transactions during the course of the call.

## The fundraising process, post-donation

If you are involved with charity and fundraising your collections are likely processed by invoicing. You may also be processing credit cards but are exporting the credit data for later processing in a separate application. There are some significant disadvantages with each of those scenarios.

### 1) invoicing

In this scenario you mail an invoice to all of your "donors" for the amount that they pledged. Several key issues that add cost, which limits the impact of a donation, include:

- Time spent stuffing an envelope, applying postage and, if returned, recording/depositing the payment received.
- Cost of envelopes, paper, toner and postage incurred with each invoice printed.
- Additional time and money related to second or third invoices sent out to a donor. Collecting the pledged donation can sometimes take weeks or months and sometimes the donation is never collected, resulting in lost revenue!

Is there another way? YES, with the Key IC Payment Solution



## The Key IC Advantage for Fundraising (cont'd)

Using the Key IC technology integrated with the Marketel Virtual Display Terminal you can eliminate these costly scenarios.

Consider the time and money savings of using Key IC if you can convert half your invoice donors to credit card donors.

### Huge Potential Savings

- Credit card or checking account numbers are taken during the call and an immediate approval or decline is issued.
- No time spent stuffing or stamping envelopes or recording check payments.
- No envelopes, paper, toner or postage is used.
- No dealing with collections. No lost sales. The money pledged is immediately in your account in as little as 2-3 days (depending on your merchant account).

## 2) credit card

In this scenario you already offer your donors the ability to pay by credit card. There are two possible methods you follow in this scenario:

a) You collect credit card information during the call. Then, after exporting the data into a third party billing application, you "batch" out the transactions. The main issue with this method is that you do not know which transactions are declined until the next day. Perhaps they gave you the wrong "billing" address. Perhaps their card has insufficient funds. Whatever the reason, you spend valuable time tracking down the donor to get revised information. Once you get the corrected information, it gets batched out again and the cycle repeats. Alternatively, the donor may decide by the time you get a hold of them that they have changed their minds, and this equates to lost revenue!

With the Key IC Payment Solution integrated with the Marketel Virtual Display Terminal you will know within seconds if the card is approved or declined. If it is declined, you will have the opportunity to get revised information while you still have the donor on the phone saving time and money.

b) You manually process the credit card outside of the Marketel system. In this method you would actually input customers credit card numbers – the credit card terminal would dial up and process the card, returning the result. This is a slow and tedious process. If the card is declined the first time the time spent manually processing the card is compounded.

With the Key IC Payment Solution, a response is returned within seconds! All processing is done over a secured TCP/IP connection. With even a slow DSL line the response time is seconds. The response is stored in fields within Marketel that can be exported and brought into your internal system for later use.

Whether you currently accept credit cards or not, using the Key IC technology integrated into the Marketel Virtual Display Terminal will save time and money, while at the same time reducing lost revenue. Factor in other features included with the Key IC technology such as checking account transactions, customized e-mail receipts, advanced reporting features and more gives the Key IC/Marketel partnership an opportunity to assist you in increasing your bottom line!