

A grassroots initiative by:



California 4-H FOUNDATION



groundswell  
Purchase with Purpose



# CA4-H VISA DEBIT CARD RACE TO 50 FOR YOUR COUNTY

FALL 2020 PLAYBOOK

## HELP YOUR COUNTY WIN THE RACE TO 50!

In October, all California 4-H members will “vote” to get the official 4-H Debit Card to directly support their county. Any county that gets 50 people to fill out just the simple interest form will qualify for the 4-H Debit Card!

If your county wins the Race to 50, you will not only get the official 4-H Debit Card, but also receive personalized marketing support for your local staff and a free, customized marketing toolkit to build to your next 100 cards for your county! You can help your county win the Race to 50 easily by following the three steps in this Playbook.

## WHY THE RACE TO 50?

The 4-H Card directly benefits your county and no one else. The more people who are interested in this healthy, sustainable way to support your local 4-H from the start, the more impact your county will enjoy for months and years to come.



## ABOUT THIS CARD AND GROUNDSWELL

GroundSwell is a mission-driven organization that builds financial support programs for non-profits like 4-H. Our primary goal is to empower non-profits with sustainable funding programs that reduces their dependency on conventional fundraising. Then they can focus more on their mission!

The California 4-H Foundation engaged GroundSwell to develop the **California 4-H GroundSwell Visa Debit Card**. This program is designed to leverage the spending power of all 4-H supporters and deliver back meaningful funds directly to the County 4-H office and local programs.

## HOW DO I GET STARTED?

The program is available to every California 4-H County. We are developing a staged roll out of the most engaged and active counties first.



### SIGN UP YOURSELF

Go to [bit.ly/ca4hcard](http://bit.ly/ca4hcard) and fill out your interest form at the bottom of the page.

Congrats! You are the first on your way to 50!

### USE THE RACE TO 50 30-DAY PLAYBOOK



Send local 4-H members, friends and family to [bit.ly/ca4hcard](http://bit.ly/ca4hcard)!

You can use the the Race to 50 Copy & Paste Outreach and Social Media Playbook.



### SIGN UP YOUR COUNCIL / VMO LEADERS

By getting this next group you are close to 1/3 of the way to your 50!

## SETTING A GOAL

For example, 50 cardholders each spending \$500 on their 4-H Debit Card in a month (a monthly wireless bill, online subscriptions, groceries, etc.) brings an extra \$250 to your County 4-H at no extra cost to anyone! Imagine what happens when you get 100 people doing most of their monthly spending on this card.

<input type="text"/>	X	<input type="text"/>	=	<input type="text"/>	X	1%	=	<input type="text"/>
CARDHOLDERS		INDIVIDUAL \$ SPEND		MONTHLY TOTAL SPEND				MONTHLY FUNDING GOAL

*Remember, this is only one source of money. When some of these cardholders RoundUp their purchases you stand to make much more!*



# CA4-H GROUNDSWELL VISA DEBIT CARD



## HOW DOES MY COUNTY MAKE MONEY?

Your local county 4-H gets money based on total purchases made on the total debit cards designated to benefit your county. The more people who get the debit card for your county, and the more they spend on it, the more money your county makes!

It happens two different ways:

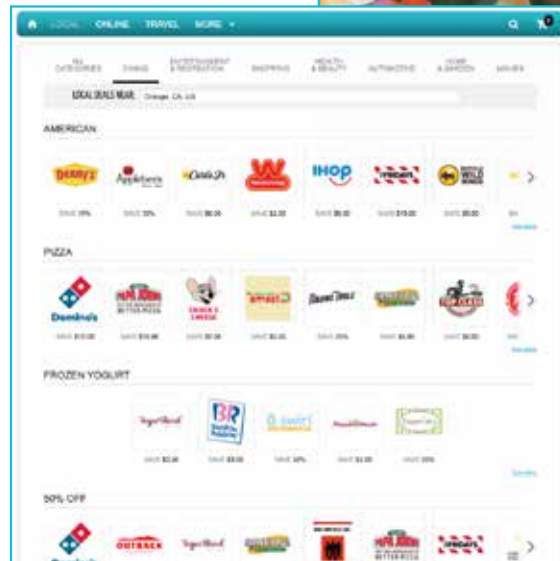
- **Interchange** - This is derived from the fees paid by merchants every time a card is swiped or used online. GroundSwell in turn gives up to 1% of all 4-H Debit Card purchases back to your county.
- **RoundUp** - Every cardholder can also elect to **RoundUp their purchase to the next whole dollar amount**. These additional cents add up quickly and can give you meaningful funds to use for your operations and programs. These amount are also tax deductible for the cardholder.

All funds delivered to the county are unrestricted and available for county leadership to apply as they see fit. The California 4-H Foundation has designated a 50/50 split between Office Operations and Programs.

## REWARDS PROGRAM FOR ACTIVE CARD MEMBERS

Do good for your local county 4-H and do good for yourself by using the 4-H Debit Card. The GroundSwell Rewards Program offers active card members valuable and unlimited money-saving rewards and exclusive perks.

Once you are an active 4-H cardholder, you will soon get access to the Rewards site



*This card is issued by Axiom Bank, N.A., Member FDIC, pursuant to a license from Visa U.S.A. Inc. By using this card you agree to the Terms and Conditions stated within the Cardholder Agreement.*

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