



TARGETING THE “WIRED WEALTHY” What you need to know

89% of web users are considered “high income”. This group is something every charity must focus on. These donors are web savvy but are rightfully concerned about security and use of their personal information. A merchant account and gateway is the only way to create a secure connection directly between you and your donor. Your organization’s name appears on the donor’s credit card statement and no data is shared with any 3rd party. Anything less is seen as unprofessional.

Step 1: Contact RBS to evaluate or set up a merchant account for you.

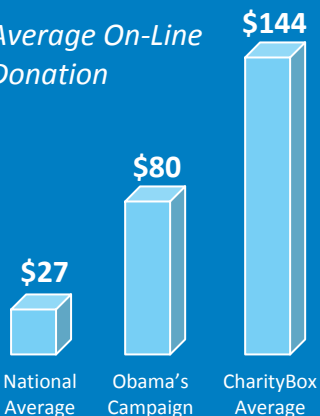
RBS Contact : Alan Shilkrot
612.501.2857 direct
Alan.Shilkrot@rbsworldpay.us



Step 2: Fill in the information on your merchant provider using the form on the next page. We will take it from there!

Step 3: We will set up a free gateway account and finish the process.

Average On-Line
Donation



FREE

As with all CharityBox.com services the gateway is included.

Once you have your merchant account use the next page to give us the info we need to hook it all up.

Chart data is from our home page, Washington Post 11/20/2008 and Google.



YOUR CHARITY NAME:

FIND YOUR PROVIDER – FILL IN DATA & FAX TO 612-677-3502

	<p>First Data Corporation (FDC or “Envoy”) (all locations)</p> <p>Merchant ID (MID) (7-11 digits): _____</p> <p>Terminal ID (TID) (7-11 digits): _____</p> <p>Datawire ID _____</p>
	<p>Elavon (formerly “Nova”)</p> <p>Bank # / Term BIN _____</p> <p>Terminal ID (TID) _____</p>
	<p>TSYS (formerly “Vital”)</p> <p>Merchant Name _____</p> <p>Merchant # _____</p> <p>Agent ID _____ Chain ID _____</p> <p>Category Code _____ Store # _____</p> <p>Terminal ID (TID) _____ Timezone _____</p> <p>ZIP Code _____ - _____ City _____</p> <p>State ____ “V” Number _____</p> <p>Service Phone ____ - _____ - _____</p>
	<p>Global</p> <p>Acquirer Inst. ID (Bank ID) (6 digits): _____</p> <p>Merchant ID (MID) _____</p>
	<p>Paymentech</p> <p>Client (4 digits) _____ Terminal # (TID) (3 digits) _____</p> <p>Merchant # (Gensar #) _____</p> <p>Auth-Username _____</p> <p>Auth-Password _____</p>
	<p>CardSystems Solutions</p> <p>Acquirer BIN (6 digits): _____</p> <p>Terminal ID (TID) (10 digits): _____</p>
	<p>Lynk Systems (RBS WorldPay)</p> <p>Acquirer BIN (6 digits): _____ Store # (4 digits): _____</p> <p>Terminal # (TID) _____ Merchant Category Code _____</p> <p>Merchant # (12 digits): _____</p> <p>Market Type (circle one): E-Commerce MOTO Retail</p>

