


FRONTBURNER

Welcome to the April edition of **The FrontBurner**! Somehow, we are already in the second quarter of the year. I'm not sure how the first quarter went by so fast. It's almost like watching my kids grow up. I blinked and my oldest is about to be a teenager...a TEENAGER! She reminds me of that often. I'd like to think having grown up in a house full of sisters I might have some idea how to forge ahead with parenting a teenage girl. But, the reality is, for as much as I know, I don't know what I don't know. But, there is certainly one way to find out. I'll fasten my seat belt.

When it comes to now knowing what we don't know, that translates to all facets of life, not the least of which is business. In this month's edition of **The FrontBurner**, we tackle one of those areas for you. I mentioned last month that there were a lot of new things recently introduced or coming down the pike. **TransFund** is one of those things, but we know there are probably a lot of things you don't know and may not even be aware that you don't know about **TransFund** and how it can benefit your credit union. But, don't worry, there is certainly one way to find out...read on!

With that, I hope you enjoy this month's edition of **The FrontBurner**.


Jeff Merry, President/CEO



TransFund: 5 Things You May Not Know

In 2019, VolCorp partnered with TransFund, one of the leading ATM/EFT networks and debit card processors in the nation with over 45 years of experience in the financial services industry. **TransFund** provides tools that are designed specifically for growth and knows that your success is directly related to your ability to serve your members effectively, efficiently and with the newest technology available in the industry. Your relationship with **TransFund** will enable your credit union to compete with larger banks and offer the latest in products and services without spending a lot of extra time or money.

Some of our credit unions have taken advantage of this valuable service, while others are reviewing the many benefits of partnering with **TransFund** as they wait for the contract with their current provider to expire. *(By the way, if you were to move to **TransFund** before your current contract ends, **TransFund** may even be able to absorb some, if not all, of any early termination fees you may incur. Contact Volunteer Corporate Credit Union for details.)*

But what exactly are these benefits? We want to highlight 5 things you may not know about **TransFund** and how a relationship with them could improve your bottom line.

“ Mobile payments are no longer just something nice to have, members now expect their credit unions to provide this service to them. ”



POS INTERCHANGE OPTIMIZATION

1

When your member swipes their debit card, the point-of-sale system reads the card information and transmits the data to the processing network. What many credit unions don't know is they can choose which network(s) they want the transaction to flow through. All networks are not created equal, and neither are their interchange rates. A **TransFund** Representative can help you navigate the best networks for your credit union to ensure maximum interchange income.

TransFund also passes 100% of signature POS interchange income to your credit union each day and 100% of PIN POS income each month. Network Fees are passed through at par with no mark-up, and their volume and price negotiating power ensure you receive the best value for your money.

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FREE MARKETING 2

TransFund provides an experienced team of top-notch marketing professionals that offer their expertise, including design and copywriting services – all at no charge. They provide unique turnkey solutions for promotions, sweepstakes and contests, ATM marketing, cardholder communication and more. They will handle every aspect of campaigns from segmentation to execution to post-campaign measurement and reporting.

- Sweepstakes programs to encourage card usage.
- Promotions that are flexible and tailored to your needs.
- Materials customized with your branding.
- Full marketing support, including free design, marketing plans, radio scripts and more.
- Free consultation on current best practices for maximizing card program profitability.
- Detailed analytics reports at the end of each promotional period.



TOKENIZATION AND CONTACTLESS CARDS 3

Mobile payments have boomed during the pandemic. eMarketer reports that mobile payments in the U.S. grew by 29% in 2020 alone¹. Reports also indicate the mobile payment industry is expected to grow at an annual rate of 33% between now and 2026¹. Mobile payments are no longer just something nice to have, members now expect their credit unions to provide this service to them.

TransFund's mobile payment technology is compatible with Apple Pay™, Samsung Pay™, and Google Pay™, offering your cardholders debit cards that are eligible to be added to a digital wallet so they can make purchases both in-app and at the point of sale with their smartphone. They support tokenization of Near Field Communication (NFC) and eCommerce transactions through the On Behalf Of (OBO) tokenization functionality of both VISA® and Mastercard®.

Ready for contactless cards? **TransFund** can also upgrade your cards to contactless technology to take advantage of the latest in secure payment options and help reduce fraud.



ANALYTICS 4

TransFund allows you to make more informed marketing decisions backed by an in-depth understanding of your cardholders' behavior and demographics. Their analytics help you benchmark your program against your peer group to understand opportunities for growth and identify new revenue and how to drive increased transaction volume, as well as implement solutions to address areas of under-performance.



DEDICATED PROJECT MANAGER AND RELATIONSHIP MANAGER 5

No one looks forward to a conversion. There can be so many moving parts involved when moving from one system to another, and sometimes it can be difficult to keep up with everything. Wouldn't it be easier to contact one person if a problem were to arise? **Transfund** provides a dedicated Project Manager to guide you through the conversion process that will also take on the responsibility of completing all required paperwork for you to sign and will submit it on your behalf. They will see that the proper paperwork gets filled out and submitted on time and that you get copies of everything submitted.

When your credit union joins **TransFund**, you will be also be assigned a dedicated Relationship Manager. You will have one point of contact for any questions you have before, during and after your conversion. Your Relationship Manager will be the one that helps you strengthen your new debit processing program and will work to increase you card usage and interchange income.



¹ - <https://www.goodbarber.com/blog/mobile-payments-on-the-rise-a1098>