

A grassroots initiative by:



California 4-H + FOUNDATION



groundswell
Purchase with Purpose

CA-4H VISA DEBIT CARD \$500 CHALLENGE FOR OUR COUNTY

WINTER 2021 PLAYBOOK

HELP YOUR COUNTY LAND ITS FIRST \$500 FROM THE 4-H CARD!

Sample ways your county can earn its first \$500 from the 4-H Card in just two months:

GO FOR IT - 50 Cards, each card spends \$500 in month 1 and \$500 in month 2 - Great Team Effort!

HARDY BUNCH - 25 Cards, each card spends \$1,000 in month 1 and \$1,000 in month 2 - Ta DA!

ROUNDUP WRANGLERS - 25 Cards, all turn on RoundUp, each card spends \$750 in month 1 and \$750 in month 2 - see how RoundUp adds up!

OVER ACHIEVERS - 50 Cards, all turn on RoundUp, each card spends \$1,000 in month 1 and \$500 in month 2 - you could get back \$1,250!

WHY THE \$500 CHALLENGE?

The 4-H Card directly benefits your county and no one else. The faster your county generates its first \$500 from the card, the sooner your county enjoys safe, hassle-free, and ongoing funding. So you can do more of what you love about 4-H!

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 GroundSwell Visa Debit Card is available to anyone in the U.S. age 18 or older.



SIGN UP YOURSELF

Go to bit.ly/ca4hcard and fill out the form at the bottom of the page.

Look for an email invitation with a link to apply for the 4-H Card. Complete the application right away. Card arrives in 7-10 days!



CHOOSE A MONTHLY AMOUNT TO PUT ON THE CARD

Team up with other 4-H families in your county. Make a monthly spending and RoundUp goal to win together!



FRIENDS AND FAMILY WILL LOVE TO SUPPORT

Get others to join in - the more cards and spending, the merrier for your local 4-H!

SETTING A GOAL

For example, 50 cardholders each spending \$500 on their 4-H 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!

HOW DOES MY COUNTY MAKE MONEY?

The California 4-H GroundSwell Visa Debit Card is no normal card. It was designed to make 4-H local counties money with every purchase. When everyone gets their card they select their home county in California. GroundSwell has created two different ways your local chapter can receive revenue:

- **Interchange** - This is derived from the fees paid by merchants every time a card is swiped or used on line. GroundSwell in turn gives **up to 1% of all 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 amounts are also tax deductible for the cardholder.

The power to support your local 4-H county is inspiring. Remember, anyone can get the card and support your county. When you add all the friends and family, local supporters and local vendors who want to help your kids and local 4-H, it adds up fast.

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 local Office Operations and Programs.

FOR EXAMPLE



Each month, Mia loads \$1,500 to her 4-H Debit Card and uses it to pay recurring expenses for online purchases, a few subscriptions, mobile phone and utility bills.



Each month, her local county 4-H receives \$15, and it didn't cost Mia anything! Way to go, Mia!



Her county has 100 4-H supporters doing what Mia does each month. In one year, they generate \$18,000 for their county - without doing a single fundraiser or spending an extra dime!

When they turn on RoundUp, they can add another \$12,000 in tax-deductible micro-donations.

LET'S SWEETEN THE DEAL

When you first load your 4-H Card, you will receive an email invitation to join GroundSwell Rewards. You will get exclusive access to hundreds of daily-changing deals and discounts for online and national retailers, local shops and restaurants, exclusive deals on air travel, hotel and auto rentals, and much more! You can save hundreds of dollars, without limit or waiting for points.

Available free of charge through June 30, 2021. Rewards will continue to be free of charge thereafter for cards spending on average \$500 or more per month over a rolling 3-month period.



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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