



About the Generals Cash Card

- Official photo identification card for students, faculty, and staff.
- Required for identification and access to essential campus services such as Meal Plans, Library Privileges, and admittance to the Fitness Center and Athletic Events.
- Features **Generals Bucks** – Prepaid spending account on every Generals Cash Card for cashless purchases at the Campus Bookstore and all Campus Dining Locations.
- **Generals Bucks** acceptance now available for **Selected Off-Campus Businesses!**

Generals Bucks for Your Business!

- **Access student purchasing power**
 - Pre-paid \$\$\$ can only be spent at accepting locations on & off-campus
 - More than **\$330,000** was deposited for use at off campus businesses in the last academic year
 - Parents & students can add value pre-semester & refresh on-line 24/7
 - Can be used to order & pay for deliveries to campus
- **Increase student/parent awareness of your business**
 - Inclusion in Generals Cash Card Program marketing materials & **www.generalscashcard.com**
 - Dedicated parent deposit mailer
 - In-store signage & acceptance stickers
 - Utilize program manager & college channels to promote your business
- **Fast and easy to participate**
 - Dedicated Program Manager
 - Lease or purchase terminal delivered to your location
 - No up-front fees or minimums
 - Daily ACH settlement to your designated account; monthly statement
 - Save on counter space & fees with optional bank card acceptance in same terminal (match or beat existing rates)

Business Partner Marketing Channels*

Initiative	Description	How You Benefit/Participate
In-Store Signage	<ul style="list-style-type: none"> • Acceptance Posters & Stickers 	<ul style="list-style-type: none"> • Prominent Signage Display
Website & E-marketing generalscashcard.com	<ul style="list-style-type: none"> • Official University-Branded Card Program Website • On-Line Account Center • On-Line "Add-Value" Capability • Email to registered Cardholders providing Generals Cash Card program information / updates 	<ul style="list-style-type: none"> • Business Name, Address, & Phone Number • Logo Inclusion • Hours of Operation • Delivery Instructions • Email Inclusion to Opt In Cardholders
Promotional Opportunities	<ul style="list-style-type: none"> • Customized Offers to Best Fit your Business' Needs 	<ul style="list-style-type: none"> • Home Page Website Feature • Email to Opt In Cardholders

*Included at no incremental cost

Pay for Performance Pricing

Our pricing model takes the guesswork out of student marketing. You only pay a commission when we deliver a customer to your business. Additionally, we offer optional bank card service to our merchants. Save money and counter space by utilizing 1 terminal for **Generals Bucks** and bank card acceptance.



To Learn More:

Email us at

CampusCashMerchantCare@blackboard.com
or call 877-711-9089 to get started!



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