

Debit Card Activation



Debit cards can be a great benefit to your account holders — but only if they use them! Many institutions used a mass-issue approach and hoped that the cards would take off. The reality is, many people are intimidated by debit cards, primarily because they just don't understand them.

Who among us, knowing the convenience, time-savings and ease of using a debit card, would choose to hand-write paper checks for our purchases? Due to misconceptions about your debit card, chances are you still have a lot of account holders making this choice. Typical misconceptions are that it is a credit card, that the number will be stolen, that it will put the individual into debt, they won't be able to monitor their purchases, etc. — chances are you've heard them all.

What you may NOT have heard is that through education as well as an appeal to the individual's desire for "something for nothing", it is relatively easy to overcome these objections.

TIE THE DEBIT CARD TO AN EVENT OR CONTEST. At SDMI, we have had exceptional results in activating existing debit card portfolios. We create a promotion that forces the individual to face his or her misconceptions about the card. That is because the only way to enter the contest or participate in the free prize giveaways, is to use the card. We make the offer so appealing, the individual wants to be convinced that the card is worth trying.

We also use this program to re-issue lost or cut-up cards, as well as to solicit people who have never received or applied for the debit card.

For complete program details and referrals, just call us at 1-800-843-8861, ext. 14.





DEBIT CARD PROGRAM INFORMATION REQUEST FORM

Your Name _____

Your Title _____

Your Phone # (_____) _____

Your Email Address _____ @ _____

Institution Name _____

Total Assets (estimated) _____

Total Number of Households Served (estimated) _____

PROGRAM TYPE

- Debit Card Activation Debit Card Solicitation
 Contest / Event Other _____

PROGRAM DETAILS

How Many Total Debit Card Accounts Do You Currently Have In Your Portfolio?

What Is The Ratio of: a. Percent of DDA with Debit, b. Active vs. Inactive Debit Card?

Please complete and FAX to our TOLL-FREE FAX line at (800) 431-8093 or mail to:
SDMI, 447 Metroplex Drive, Nashville, TN 37211-3109.
For more information call 1-800-843-8861. Dial Extension 14 for the Sales Department.