How @pay® Works
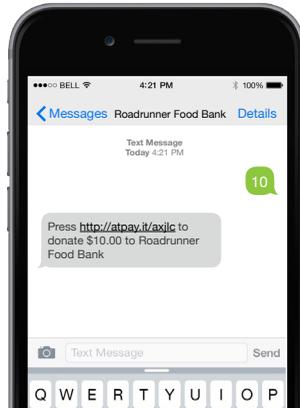
@Pay is a secure way to pay and donate in just two clicks. This innovative mobile technology is powered by SMTP (Simple Mail Transfer Protocol...a.k.a. "email"), as opposed to HTTP ("web"). There are many layers of security, and all payment information is tokenized, encrypted, and stored in a PCI Compliant vault.

*The first time you use @Pay, you will have to enter your payment information. But every time after....
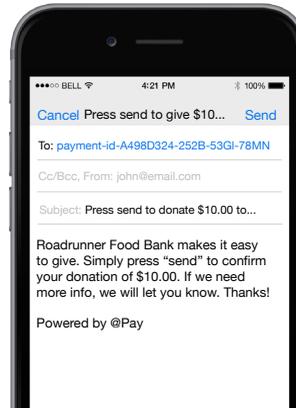
Step 1:
Text any amount to your Text-to-Give number
Example: "10" or any amount.
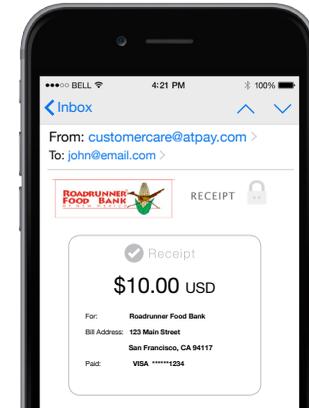Follow response prompt.

Messages Roadrunner Food Bank **Details**

Text Message
Today 4:21 PM

10

Press http://atpay.it/axjlc to donate $10.00 to Roadrunner Food Bank

Text Message   Send

Q W E R T Y U I O P

Step 2:
An email will pop up.
Verify the "from" address
is your email and press send!!

Cancel Press send to give $10... Send

To: payment-id-A498D324-252B-53GI-78MN

Cc/Bcc, From: john@email.com

Subject: Press send to donate $10.00 to...

Roadrunner Food Bank makes it easy to give. Simply press "send" to confirm your donation of $10.00. If we need more info, we will let you know. Thanks!

Powered by @Pay

You're Done!
Check your email
for a receipt.

Inbox

From: customercare@atpay.com
To: john@email.com

ROADRUNNER FOOD BANK   RECEIPT

✓ Receipt

$10.00 USD

For: Roadrunner Food Bank
Bill Address: 123 Main Street
            San Francisco, CA 94117
Paid: VISA ******1234

@pay®

@pay® Security

While we do a lot of things differently at @Pay, we don't break all the rules—
we're big believers in following industry best practice security standards.

Credit Cards are stored in a PCI compliant vault

All credit card information is handled under strict PCI compliance.
Customers' full payment information is stored in an independent
secure 3rd party vault, not on @Pay's servers.

Tokenization and Information stored by @Pay

@Pay creates a token representing each transaction. The
consumer's email address is the bridge between the @Pay token
and the payment token issued by the payment vault. No credit
card data is contained within an @Pay email, so the customer is
always protected.

@Pay only uses Secure HTTPS connections for
all services we provide. All data is encrypted with
industry-standard SSL certificates when in transit
over public networks. Customer data and other
sensitive information is stored in a secure database
on a network with no public internet access.

Email Fraud Prevention

@Pay performs fraud analysis on every transaction
that moves through our system, using industry
standard and proprietary algorithms to verify the
customer identity, the origin of the request, and the
validity of the transaction.

Network Security

@Pay servers are protected by firewalls and security rules to limit
access. All server transactions are logged and audited by automatic
processes. @Pay utilizes Host-based Intrusion Detection systems to
alert us of unusual activity.

Physical Security

@Pay's servers are located in world-class, highly secure data centers
with electronic surveillance and multi-factor access control systems.
Data centers are staffed 24/7 by trained security guards, and access is
strictly controlled.

@pay®

Using **facebook** to Accept Donations

Facebook is where your most passionate followers stay in touch with you — Get the word out through Likes and Shares.

Offering an easy, convenient, and secure method of giving is a great first step. But what good does it do if your supporters don't know about it? When used correctly, social media is a very effective way to spread the message, fast.

It's ok to be direct. Insert a Call to Action in your status update. Ask nicely, and be specific. Tell your story. Which event in particular are you currently fundraising for? Avoid generic messages asking for donations, and always include images or videos. Most importantly, tell your supporters exactly what they need to do to help your cause. Your post should include your Text-to-Give number or provide a direct link to a mobile web donation page.

Bring your fundraising to where your supporters are. After all, a great fundraising technology is only as effective as you allow it to be. Make sure you are doing your part and use Facebook—or any social media channel—to inform and make it super easy to give!

@pay®

@pay® is Easy & it Works!

CASE STUDY   TRINITY EPISCOPAL

TRINITY EPISCOPAL CHURCH

> " We wanted to remove any obstacles to giving. Many young parishioners do not carry checkbooks or cash, which would make giving during the offertory impossible. Now, with @Pay, we are able to make giving easy!"
>
> —Kriste Buck, Publications and Database Manager, Trinity Episcopal Church

Like many churches, Trinity Episcopal collected tithes in the traditional manner—through collection plates at church services, collection envelopes mailed in by parishioners each week, and annual pledge drives. As parishioners begin to carry less and less cash, only offering one channel for collections won't cut it. To reach more parishioners, the Church made the choice to incorporate @Pay to make giving as seamless as possible.

Trinity Episcopal incorporated this new way to pay a pledge or to give to the church.

$200
Average Donation Amount

Since their introduction of @Pay's Text-to-Give and other mobile giving options, their parishioners have embraced this new way of giving, with an average of almost $200 per gift.

@pay®