



## The Visa® Debit Card that Pays Cash to Central Florida Schools

CFE's new debit card program, **MyCFE4Schools** raises money to support the cause of education. Every signature-based purchase made with a **MyCFE4Schools** debit card earns a \$.05 donation to benefit OCPS. The more people there are using the **MyCFE4Schools** debit card, the more money that will be raised, amounting to thousands of dollars annually. There's no cost to the school district, and no charge for the cardholder.

Since you are a stakeholder in education, we're hoping that you will lend your support for the program. Here's how you can help:

### BackPack Flyers

- Available to you for free, the backpack flyers will help get the word out to parents and the community.
- An example of the backpack flyer is included in this packet.

### \$5 Donation Fundraiser

- Special School Incentive! From September 7- 30, 2009, schools will earn a \$5 donation for any referrals that result in a new **MyCFE4Schools** debit card. The cardholder must indicate which school is to receive the donation during the card ordering process.
- Limited to the first 2,500 cards or September 30, whichever comes first.
- Promote this fundraiser to your staff and parents to generate donations to your school!

### FREE Gift- Marketing Toolkit

- The Marketing Toolkit is a USB drive that contains various marketing pieces that can be customized for your use.
- The Marketing Toolkit includes newsletter articles, newsletter ads, web ads, email templates, backpack flyer, FAQs, art files with logos and graphics and an order form that can be used to order materials free of charge.
- The toolkit can also be found at [mycfe.com/affinity](http://mycfe.com/affinity).
- Stop by our table to receive your Marketing Toolkit today!!

### MyCFE4Schools Webinar

- Sorry if we missed you at our webinar held Tuesday, August 4<sup>th</sup>, please visit our website at [mycfe.com/ocps](http://mycfe.com/ocps) to view the webinar or download the presentation slides.

Making a difference for education is easy when you

