

# THE GLOBAL GOOD CARD PROGRAM

## What is the Global Good Card Program?

The Global Good Card (GGC) Program is a credit card offering for credit unions that allows the credit union and its members the ability to contribute to the philanthropic projects managed by the World Council of Credit Unions (WOCCU).

The program is designed to attract new, socially minded members, generate revenue and provide members with the opportunity to give back on an international scale. Members may be more inclined to adopt the card given the charitable dynamics around the credit union fee structure and the member options to donate reward points.



**“The Global Good Card was developed by Summit as another way for our members to help people throughout the world become financially self-sustaining.”**

**Kim Sponem,**  
CEO of Summit Credit Union

- Credit union will donate a portion of the interchange fees on purchases made by the member to WOCCU development projects at no “cost” to the member.
- Credit union can arrange for a per card donation to WOCCU projects for each card opened at no “cost” to the member.
- GGC can integrate with existing card reward point systems and allow members to allocate accrued reward points to WOCCU projects.



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[www.doglobalgood.org/card](http://www.doglobalgood.org/card)

## How are Donations Used?

WOCCU invests millions of dollars each year into development programs to support economic development and financial education throughout the world. WOCCU has also partnered with USAID and the Bill & Melinda Gates Foundation on its development projects.

Examples of recent programs include the following:

- Opening a business development center in the Philippines to help women start and grow businesses.
- Helping teens in Kenya gain the skills they need to become farmers and provide income for their families.
- Fostering efforts to create safe and affordable housing in Haiti.
- Creating a mobile app that lets credit unions in Mexico provide financial services in rural areas.

## Why Credit Unions Offer the GGC?

Adopting a credit card that contributes to causes that advocate for women and the underprivileged around the world has clear philanthropic benefits. The GGC also relates to consumers that believe in greater causes, especially the socially conscious Millennials and Gen-Zers. Attract new members that have like-minded goals to the credit union!

## Ser Tech's Partnership with the GGC

WOCCU has partnered with Ser Tech as the marketing and deployment arm for the GGC. Ser Tech will work with credit unions to market the GGC to members and potential members. Ser will leverage its industry-leading Fetch Marketing services to identify and pre-qualify members and non-members who meet the credit union's credit criteria. Ser Tech will develop marketing pieces that educate consumers about the benefits of the GGC and offer the GGC to potential adopters on behalf of the credit union. Through Ser's Fetch prescreen marketing, credit unions can accelerate GGC adoption rates and target a new demographic of socially conscious consumers.