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[Home](#) > [Prepaid Home](#)

Search Prepaid

Go

Prepaid

Prepaid Home

Consumer Solutions ▶

Commercial Solutions ▶

Prepaid Toolkit



Drive MasterCard
Prepaid usage with
MasterCard Savings

Welcome to Your Home for MasterCard® Prepaid Solutions

Welcome to the newly launched MasterCard Prepaid Solutions site, featuring the Prepaid Toolkit. New content is being updated continuously. Please check back often!

For virtually every cash and check payment occasion, there is a prepaid solution that can meet the need faster, more conveniently, and with more security than cash or checks.

MasterCard offers a complete set of global prepaid product solutions, including processing and advisory services, that is unique in the industry. Since introducing its first prepaid card in 1996, MasterCard has been a leader in the Prepaid category.

Prepaid card programs will continue to grow, bringing the benefits of electronic payments to more people and fostering financial inclusion for consumers worldwide. Count on MasterCard to provide you with the resources you'll need to capitalize on the vast prepaid opportunities. Whether you're looking to drive card activation and usage, garner insights, educate consumers, or develop programs that drive results, explore our website to gain access to the resources you need.

For information about **MasterCard Prepaid Solutions Best Practices**, please [click here](#).

For more information about **Consumer Solutions**, please [click here](#).

For more information about **Commercial Solutions**, please [click here](#).

To browse our **Prepaid Toolkit**, please [click here](#).

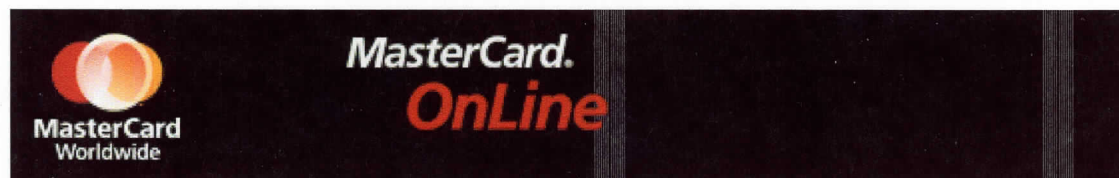


Now Available! Prepaid Toolkit

A comprehensive marketing and p to maximize you commercial prep it, you'll find a wi turnkey marketir including card ar posters, and mo you need to help business.

[Click here](#) to lea the Toolkit and r

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[Home](#) > [Prepaid Home](#) > [Prepaid Toolkit](#)

Search Prepaid

Go

Prepaid

Prepaid Home

Consumer Solutions ▶

Commercial Solutions ▶

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The Prepaid Toolkit

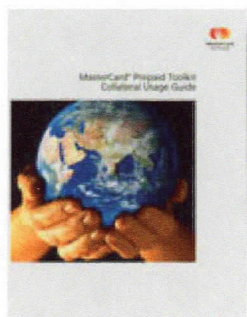
The Prepaid MasterCard® Toolkit offers a comprehensive collection of consumer and commercial marketing and program materials to help you establish and enhance your prepaid card portfolios. The toolkit includes a wide range of materials including statement inserts, door clings, and more. These materials are available free-of-charge as a benefit of your relationship with MasterCard.

Toolkit Components

- Card Art
- Card Carrier
- Dangler
- Door Cling
- E-mail
- J-Hook Package
- Marketing Materials
- Mobile
- Postcard
- Poster
- Statement Insert
- Take-One Brochure
- Tent Card
- Web Banner

How to Access the Materials

1. Start by selecting one of the toolkit items from the menu on the right or conduct an **Advanced Search**.
2. Once you've found the appropriate materials, follow the download instructions.
3. Once you've downloaded your materials, follow the steps below for customization.



Click here to read the [MasterCard Prepaid Toolkit Usage Guide](#).

Customizing Your Marketing Materials:

Your Prepaid Toolkit includes template marketing materials that can be adapted to meet your institution's needs and your unique marketplace.

MasterCard offers two options for customization:

1. **Basic Customization:** You may download the turnkey materials from the MasterCard Online Resource Catalog and add the name of your institution and the name of your card program in the space provided (per MasterCard specifications) without further review or approvals.
2. **Full Customization:** If you choose to further revise the turnkey



MasterCard® Pr

A comprehensive marketing and program materials to help you establish and enhance your prepaid card portfolios. In it, you'll find a range of free turnkey materials, including brochures, posters, everything you need to grow your business.

For a Quick Search of the products in

Consumer Solutions

- ▶ [Reloadable Card](#)
- ▶ [Gift Card](#)
- ▶ [Travel Card](#)
- ▶ [MasterCard i](#)

Commercial Solutions

- ▶ [Payroll Card](#)
- ▶ [Business Gift Card](#)
- ▶ [Business Card](#)
- ▶ [Business Travel](#)
- ▶ [Health Benefit](#)
- ▶ [Public Sector](#)

Or, [click here](#) to **Advanced Search** either consumer or Commercial Toolkit components.

Advanced Search



Welcome
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[Home](#) > [Prepaid Home](#) > [Consumer Solutions](#) > MasterCard Prepaid Reloadable Card

Search Prepaid

Go

Prepaid

Prepaid Home

Consumer Solutions ▶

Commercial Solutions ▶

Prepaid Toolkit



Drive MasterCard
Prepaid usage with
MasterCard Savings

MasterCard® Prepaid Reloadable Card



The MasterCard Prepaid Reloadable Card provides a flexible reloadable card solution that makes it easy for you to develop a relationship with financially underserved consumers.

Consumer Benefits

- Provides more financial control with access to balance and transaction activity
- Enables purchases everywhere MasterCard is accepted—in-store, online, or by phone
- Eliminates check-cashing fees and gives convenient, immediate access to money through direct deposit of paychecks
- Comes with Zero Liability, in case card is lost or stolen*

Issuer Benefits

- Helps establish banking relationships with a large customer segment
- Creates an opportunity to cross-sell traditional banking services to the underserved
- Helps generate new revenue streams, including fees and cross-sell
- Promotes greater customer satisfaction
- Converts cash transactions to card transactions
- Helps to strengthen relationships with distribution and co-brand partners

Marketing Support

- In-branch materials
- Posters
- Messaging for e-mails
- Statement inserts
- Web banners

Please click on the links below to view additional program materials:

[H&R Block Reloadable Prepaid Launch Case Study](#)
[MasterCard Prepaid Reloadable Card Sell Sheet](#)
[Product Handbook: Reloadable Card](#)

*Certain exceptions apply. See
www.mastercard.com/us/personal/en/cardholderservices/zeroliability.html
for full terms and conditions.



Now Available Prepaid Toolkit

A comprehensive marketing and sales toolkit to maximize your commercial prepaid card program. It includes a variety of turnkey marketing materials, including cardholders' posters, and more that you need to help your business.

[Click here](#) to learn more about the Toolkit and how to use it.

[Click here](#) for a list of customizable turnkey materials.

Advanced