

The mCard platform from PayWith enables the purchase and redemption of mobile gift cards. These virtual cards were designed to generate funding to support non-profits, drive commerce to participating merchants, and enable consumers to contribute without making direct donations. Funds are generated to the non-profit through a small fee that would be charged to the merchant redeeming the mobile gift card.

Redemption of mCard mobile gift cards is processed like a credit transaction utilizing a merchant's existing credit card terminal. No special equipment or integration required.

How it Works



Benefits of Mobile Gift Cards

Non-Profits
<ul style="list-style-type: none"> • New source of recurring funding • Attracts and cultivates relationships with new supporters • Enables ongoing supporter engagement

Merchants
<ul style="list-style-type: none"> • Exposure to supporters at no cost • Incremental traffic and purchases • Pays nothing unless a purchase is made by the recipient of the mobile gift card

Consumers
<ul style="list-style-type: none"> • Support the cause just by shopping • Send and redeem cards in real time via mobile phone or computer • Convenient and secure method of payment

How to Learn More

IncentEdge is a US distribution channel for PayWith. To learn more about how mCards can generate funding for your organization, please contact us at:

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