

Crowdfunding with localHERO

Unlocking the Power of Cashback Offers for Food Banks and Charities

You will see the launch of an innovative **card-linked service** in 2020 called **localHERO™**. The program aims to build bridges between the small business community and local non-profits, bringing the entire community together with a “win-win-win” strategy and vision.

Who is LocalPort?

LocalPort is a digital marketing cooperative for locally-owned businesses. LocalPort provides a platform and strategy for communities to tap unrealized potential, to inspire and incentivize community engagement, and to accelerate exchange and commerce safely and privately.

What is localHERO?

localHERO is a community crowdfunding+loyalty program that aims to generate cashback to community food banks and other charities from local business community. It's designed to symbiotically support both charities and a coalition of locally-owned businesses participating in the program.

For charities it's a development tool with which to grow and develop both audience and resources. It's easy for volunteers and supporters of all levels (from corporate to individual donors) to engage with and get behind localHERO.

It works like this:

- 1) Local businesses agree to provide cashback donations to a community food bank or charity based on:
 - a) volunteer matching, and/or
 - b) loyalty/frequency of visits;
- 2) Charity leadership encourages constituents and volunteers to join localHERO, get friends and family to join, and then shop within the localHERO network of locally-owned businesses;
- 3) LocalPort works with charity staff to promote the program, collates all transaction data, provides reporting and analytics, and *automatically pushes cashback directly to charity accounts.*

What is Card-Linking?

Card-linking technology is where a consumer can “link” a credit or debit card to one or more offers, such as a cash back program funded by merchants. The consumer receives the discount or loyalty benefit automatically when they use the linked card for their transaction, and in the case of local**HERO**, those funds are given directly to local charity. Card-linking industry participating brands include Capital One, Microsoft, Samsung Card, Bank of America, Sumitomo Mitsui Card, Mitsubishi UFJ Nicos, Hilton, AEON, MasterCard, JCB, and perhaps most notably USAA.

Card-linked crowdfunders are incredibly simple.

There has never been a simpler fundraising experience than digital offers being linked to a consumer’s debit or credit card. Now anyone with a bank card can start raising money for San Antonio Food Bank. Cardholders just shop like normal – no change with what happens at the register – and the donation amount is automatically donated to San Antonio Food Bank.

Card-linked crowdfunders greatly benefit local small business.

Participating merchants benefit from the massive reach and distribution of charity partners, as well as from the ease of card-linked offer implementation. Volunteers love card-linked fundraisers because they are simple – usually cash back as a percentage of the purchase – and there’s nothing to do other than pay using the linked card.

Card-linked crowdfunders solve problems for both merchants and charities.

It’s easier than ever before to engage with merchants who want to give to local causes as local**HERO** eliminates administration required with paper-based fundraising and development programs. Additionally, local businesses increasingly want to attribute digital marketing dollars to in-store sales, and card-linked offers deliver exactly that. Lastly, this program turns what is effectively a marketing expense into a tax deductible donation for the local business. #boom

Card-linking and Privacy

Privacy is critical for all card linked services. The data that is being used as the foundation of this new marketing channel is both incredibly private and increasingly regulated. Banks simply can't sell customer data.

Banks need to protect the consumer’s privacy and make sure that they are using the data to provide value back to their customers. This is why card-linked services technology was developed to enable the bank to hold all the personal information (PI) and purchase data securely behind their firewalls, and to enable the bank to anonymize all customer PI data.

Only the bank knows who it is.

CALL TODAY: Tony Camero 641-919-9630

local**HERO** Card-linked Services from LocalPort

hero.localport.io