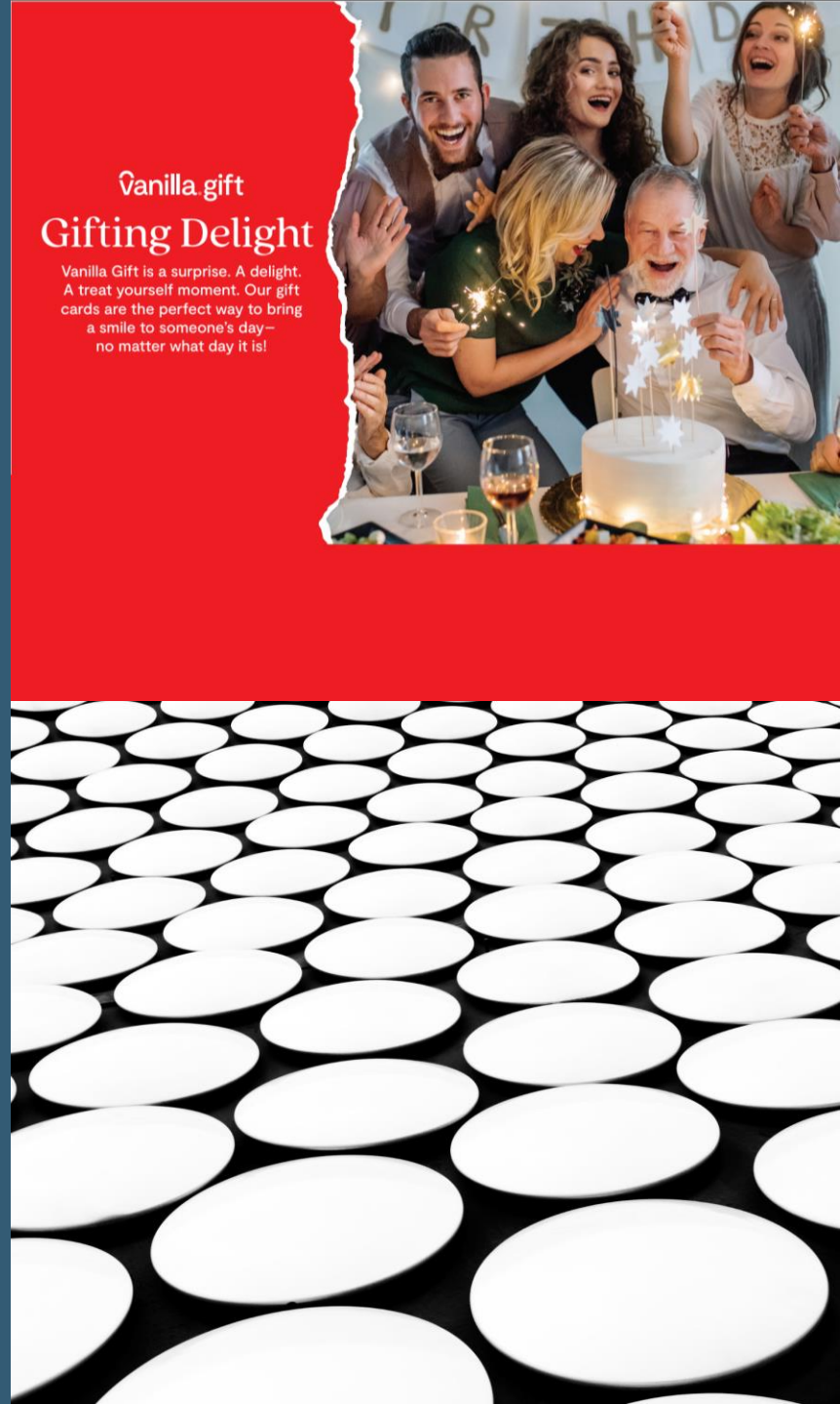

MARKETING COLLATERAL & EMAIL COPY

KC GREEN

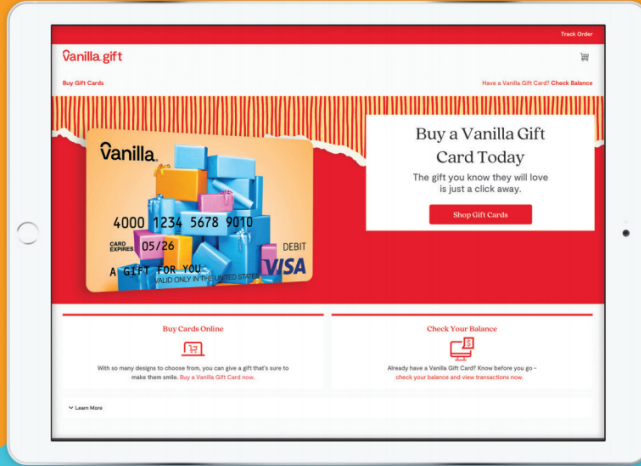


Vanilla.gift
Gifting Delight

Vanilla Gift is a surprise. A delight.
A treat yourself moment. Our gift
cards are the perfect way to bring
a smile to someone's day—
no matter what day it is!

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Always Right
Never Boring

Vanilla Gift is a simple way to bring delight to anyone's day. Buy online today at VanillaGift.com.



Vanilla.gift
Gifting Delight

Vanilla Gift is a surprise. A delight. A treat yourself moment. Our gift cards are the perfect way to bring a smile to someone's day – no matter what day it is!



Promo code:
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Vanilla
4000 1234 5678 9010
CARD EXPIRES 05/26 DEBIT
A GIFT FOR YOU
VISA

Spread the Cheer
the Holidays are Here!

With an exclusive InComm employee holiday discount on
VanillaGift.com purchases. From 12/2-12/16 enjoy
FREE SHIPPING and **NO PURCHASE FEES**.*

Go to **VanillaGift.com** and use promo code
vanillacheer

*Terms & restrictions apply.

Wrote copy for holiday flyer for Vanilla Gift Buy Online Campaign

TOGETHER WE CAN STOP

POVERTY

Over 300 million of the world's children live in extreme poverty.

HUNGER

According to UNICEF, 66 million primary school-age children attend classes hungry across the developing world.

WWW.IDREAMYOUTH.ORG



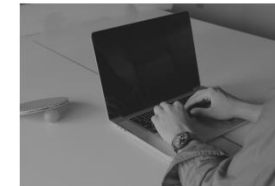
WHAT WE DO?

iDream, Inc. is a 501(c) (3) organization committed to working within local communities to fight child hunger, extreme poverty, and provide better access to education.



WHAT YOU CAN DO?

Become an iDream partner. We are hands on in the communities we serve and through the support of volunteers, donors, and fundraising partners are able to not only provide financial support but remain engaged long after the gifts are received.



WHAT WE CAN DO?

We believe, that with our focus on the root causes of poverty, we can step by step help reduce the number of hungry children in the world and remove barriers to equality and achievement faced by some of the world's most vulnerable children.



WANT TO WORK TOGETHER?

Visit idreamyouth.org/donate for more info.

Our Mission & Vision

OUR CORE VALUES

From the Heart International Education Foundation provides programs for at-risk youth that focus on accountability, discipline, hope, and repairing the harm caused by academic and environmental challenges associated with poverty.



OUR APPROACH

From the Heart International Education Foundation collaborates with several agencies throughout the academic school year. These agencies/organizations were selected due to similar missions or because they provide the necessary resources required to successfully implement our core programs.

OUR FACULTY

We have a team of highly qualified counselors, instructors, volunteers, and mentors. As a PENCIL Partner—all volunteers and staff receive background checks prior to working with any child enrolled in our programs.

NON-ACADEMIC PROGRAMS

Each program will consist of guest artists, professional athletes, and industry professionals who will speak to the student participants weekly. We believe that exposure and experience is critical to the growth and development of our youth. The professional backgrounds and relationships that the program directors have locally, nationally, and



”
We empower our students to work hard and reach their potential.
“

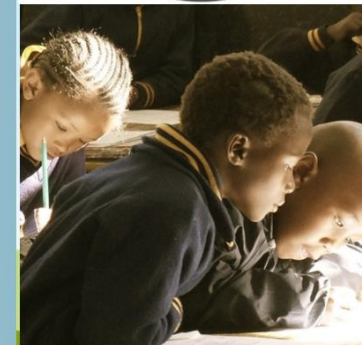
Who We Are

School brochures have stood the test of time, and there's a good reason why. They're one of the most efficient and convenient ways to promote your school and connect with parents. To create your own, you need to remember to include relevant information that can both promote your institution, while keeping readers interested. In this section, introduce the history, vision, core values, and curriculum of your university or school. This will not only showcase its profile and background, but also boost its credibility as an educational establishment.



Contact Us

8120 Sawyer Brown Rd., Suite 107
Nashville, TN 37221



We teach our students how they can be the change they want to see in the world.

EMAIL COPY SAMPLES



Email Copy

Get \$5 when you Cash a Check In Minutes*
With Mobile Check Capture
By Ingo® Money¹

Learn More

Use code: **SERVEMCC5** Get \$5* when you cash a check in minutes

...quickly and conveniently cash a check in minutes with Mobile Check Capture by Ingo Money and you can get a \$5 credit. This offer expires December 31st, 2017.

It's easy to cash a check and get \$5

- 1. Launch**
Open the Serve Mobile app² and under "Add Money" select "Add from a check."
- 2. Snap**
Take a picture of the front and back of your signed check.
- 3. Select**
Choose to receive your money in minutes for a fee, enter and apply promo code: **SERVEMCC5**. If your check is approved, \$5 will be added to your total funds loaded.

With Mobile Check Capture by Ingo Money, approved¹ check funds are added directly to your Serve account. Conveniently use your money to make purchases, pay bills and much more.

Learn More

1. Receive a \$5 Bonus When You Cash a Check to Your Account
Using Mobile Check Capture by Ingo® Money¹
2. We'll Give You \$5 When You Cash a Check to Your Account
With Mobile Check Capture by Ingo® Money¹
3. Get \$5 When You Cash a Check to Your Account
With Mobile Check Capture by Ingo® Money¹
4. Cash a Check to Your Account
Get Your Money in Minutes with Mobile Check Capture by Ingo® Money¹

Suggested Promo Code:

1. MOBILECHECKS5
2. SERVEBONUS5
3. SERVECHECKS5
4. CHECKREWARDS5

1. Get \$5* when you use Mobile Check Capture
2. Get \$5* when you make a mobile check deposit
3. Get \$5* when you cash a check to your account

Email copy:

1. [NAME], you can make deposits quickly with your mobile device using Mobile Check Capture by Ingo Money, and get your money right away. Plus, get a \$5 bonus! Offer expires [].
2. [NAME], quickly cash a check and get your money in minutes with the convenience of Mobile Check Capture by Ingo Money and you can get a \$5 reward. Offer expires [].
3. [NAME], get a \$5 bonus when you cash a check using Mobile Check Capture by Ingo Money, and you can get your money right away. Offer expires [].

CONTENT REVISIONS

Wrote copy and subject lines for email promoting mobile check capture feature.

Results: 12% increase in mobile check deposits over previous quarter.

(Serve prepaid card, Summer 2019)

Subject Lines

- Original
1. [NAME], \$5 Reward! Cash your check and get your money in minutes.
 2. [NAME], Get \$5 bonus when you cash your check in a flash.

- Re-mail
1. [NAME], get \$5 bonus for using mobile check deposit. Offer ends soon!
 2. [NAME], your \$5 bonus is waiting for you.



Barcode Reload Email Copy

Subject line #1: Need to load some cash but don't have your card? No worries. We have an app for that.

Subject line #2: Need to load some cash but don't have your card? We've got you covered.

Load Funds On-The-Go with Serve® Barcode Reload

Serve Barcode Reload at Walgreens allows you to load cash onto your card directly from your phone. Just use a special barcode instead of swiping your card at the register. It's simple and easy. Enjoy quick access to the funds loaded.

1. Log in to the Serve App
2. Generate a barcode
3. Scan your barcode at the register
4. Give the cashier your barcode and your cash (plus service fee) and they'll complete the transaction

Your money will be automatically added to your Serve Card. Don't forget to keep your receipt! Learn more at [Serve.com](https://www.Serve.com).



Barcode Reload Site Copy

- Enjoy quick access to funds loaded
- Another easy way to load funds to your card

Hero copy: Load Funds On-The-Go with Serve® Barcode Reload at Walgreens

Need to load some cash but don't have your card? Now you can do it straight from the app.

GENERATE A BARCODE

- ✓ Scan your barcode at the register
- ✓ Give the cashier your barcode and your cash (plus service fee) and they'll complete the transaction

Your money will be automatically added to your Serve Card and is typically available in your account within minutes.*

*Cash reload funds availability may vary based on internet speeds.



SUBJECT LINE: Misplaced your Card? No worries, freeze it.

[Hero text] Life can move fast, freeze it!

Hello [NAME],

Ever reach for your wallet only to find that your Card isn't where you thought you put it? Well, this new feature is for you. Now, when you temporarily misplace your [Serve/Bluebird] Card, you can freeze the Card while you look for it. Once you find the Card, you can unfreeze it in seconds online and continue using it just like you did before.

Freezing your Card ensures that no purchases can be made until you find and unfreeze your Card. All you need to do is:

1. LOG IN to your Account.
2. CLICK ON 'Plan & Manage' from the top menu bar.
3. SELECT 'Freeze Card' from the dropdown menu.
4. CLICK ON the 'Freeze My Card' button on the bottom right.

To unfreeze your Card, simply follow steps 1-3 above then click on 'Unfreeze My Card', otherwise it will automatically remain frozen for 7 days. If you find you do need a Replacement Card you can easily request one on the mobile app, online, or over the phone.