Protecting Recurring Gift Programs
Paperless Transaction Corporation's Donor Never Lapse

Your non-profit organization works hard to recruit donors who are committed to your mission. Dedicated donors provide long-term support and typically form the core participants of any organization's recurring gift program. Retaining recurring donors demands diligence and clear communication from organizations, but it also requires a gift-processing infrastructure capable of supporting sophisticated data management and transaction services. Focusing too narrowly on maintaining donor relations while neglecting the technical complications surrounding recurring gifts may result in suspended giving. To protect long-term recurring donor commitments, organizations must identify these potential vulnerabilities and establish safeguards.

Anticipating Technical Limitations

While communication failures may lead to recurring gift program discontinuation, technical limitations also pose a significant - though preventable - threat to donor retention. A common source of donor discontinuation lies in the inability of organizations and processing centers to maintain accurate credit card data. As donor cardholder information changes due to routine account activities and security breaches, processing centers may decline scheduled gifts unless they receive updates. In such cases, most non-profit organizations are left with no other choice than to contact donors directly to request new information. This time consuming and expensive process makes unnecessary demands upon staff and can have an adverse affect upon donor relations. Understandably, donors do not wish to be troubled every time their account information changes. Until recently, however,

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no other option existed, and organizations were responsible for ensuring the accuracy of their recurring gift accounts.

Even routine account revisions can result in a card issuer assigning a donor a new account number, rendering the information on file with processing centers obsolete. Here are a few common scenarios that may result in a declined transaction:

- Updating a new expiration date
- Issuing of a new card number
- Upgrading of a card
- Lost or stolen card
- Reissuing of card

These are not uncommon account activities, and organizations should take every precaution available to protect their recurring gift accounts from disruption. Fortunately, new technologies provide organizations a safeguard against the costly inconvenience of losing recurring donors due to obsolete data.

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Paperless Transaction Corporation now offers organizations and churches a reliable method of preventing outdated credit card information from causing costly payment interruptions. Operating in conjunction with MasterCard and Visa card issuers, Paperless Transaction Corporation's Donor Never Lapse automatically updates account information by relaying any changes recorded by the card issuer to Paperless' data repositories. Donor Never Lapse eliminates the need for organizations to contact donors directly and reduces declined transactions resulting from obsolete account data. Here's how the program works:

- Organizations enroll in Donor Never Lapse through PTC
- PTC submits a daily file to Visa and MasterCard card issuing banks to retrieve updated card information on ALL of your recurring donors
- If there is updated card information on a recurring donor, card issuers automatically update the recurring donor profile in the PTC secure database in the cloud

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- Updated recurring profiles are instantaneously ready for future transaction processing so that the donor never lapses

Paperless' Donor Never Lapse removes the burden on staff to obtain cardholder information and protects recurring gift accounts from unnecessary discontinuation. Additional benefits include:

- Helping retain donors by sparing them the inconvenience of a phone call
- Decreasing costs of contacting donors directly for updates
- Increasing approved card transactions by avoiding declined payments
- Reducing donor friction and increasing donor retention while lowering costs related to donor retention
- Preserving transparency of update process for donors

Donor Never Lapse secures these benefits by offering updates for the following types of account activities:

- Expiration date changes
- Account updates
- Reissued cards resulting from fraud
- Closed account statuses

Partnering with the Right Processor

Paperless Transaction Corporation stands at the vanguard of donation and payment processing innovation. In addition to providing Donor Never Lapse, Paperless' payment processing center adopts robust data security measures and offers advanced processing features that render recurring gift processing easier and safer to manage, such as the tokenization of account numbers. Paperless maintains a PCI compliant gateway housed in a tier 1 data repository, which provides additional protection against the mishandling of data and ensures the best results to organizations attempting to increase recurring gift donor retention.