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| *coming to a sorority & fraternity near you*  Payment,  Finance &  Technology Trends  Key  5 | 1  Trend #  **Consolidation**   * 35 company failures have damaged fraternal organizations and lost data * The big names (Facebook, Google, Apple) are acquiring companies rapidly as are lesser-known players (Blackbaud, CommunityBrands, BlueStar Sports, etc.) |
| **Changing Payment Preferences**  2  Trend #   * Check usage down 10% annually at OmegaFi * 68% of consumers rate rewards as a top credit card feature * Credit card usage growing at 8.4% annually in the U.S. Consumers are replacing paper checks with expensive credit cards * 44.9% of consumers have a non-bank account * 51% of consumers use mobile banking technology and expect to check balances and transfer funds from their phone | Trend #  3  **Security**   * The importance of "protecting my identity / personal data" went from most important to #13 in two years' time * 43% of consumers believe a credit card is the safest online payment type |
| Trend #  4  **Compliance**   * 32% of fraternities have lost their tax exempt status * If you handle credit card information, you have PCI compliance obligations * You may soon have state sales tax obligations * If you have members or donors living in the EU or Great Britain, you have GDPR obligations | 5  Trend #  **Cost of Membership**   * Over the last ten years, looking at 497 chapters operating consistently, membership has increased by 41% while chapter budgets have increased 63% * The cost per member has increased by 17% over the last ten years * Last year, it cost $3,305, on average, to participate in a fraternity or sorority |

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Key

Payment,

Finance &

Technology Trends

5

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**Questions to Review with Software & Payment Vendors**

**During your annual review**

1. How have you strengthened data or financial security this year?
2. What innovations can I expect next year?
3. What vision for fraternities & sororities does your company have for the next year?
4. Please provide me with a copy of your PCI compliance certificate.

**During vendor selection:**

1. How do your systems protect my data? How do your people protect my data?
2. What other technology companies do you work well with?
3. What emerging trend makes you the most nervous?
4. What percentage of your revenue is provided by your three largest customers?

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