



BBOK Announces e•Funds™ VISA Gift Card Program

Did you know that about 53% of consumers place Gifts Cards at the top of their 'wish lists'?

Bankers' Bank of Kansas has partnered with e•Funds™ to offer pre-paid VISA gift cards as a service to your customers.

How does the Gift Card Program work?

- ◆ Good anywhere VISA debit is accepted
- ◆ Cards are loaded via the internet and are ready to use instantly
- ◆ Internet access with unique user name and password for balance inquiry
- ◆ No monthly fee when used within 6 months

Benefits to Your Bank

- ◆ Enhanced Loyalty with customers
- ◆ 9 card designs PLUS 4 holiday card designs
- ◆ Bank determines card pricing
- ◆ Marketing materials available
- ◆ Customization available
- ◆ Settlement through DDA at BBOK
- ◆ Monthly residual of \$1.50 per card sold
- ◆ Easy, low cost set up



How can Gift Cards be used?

- ◆ Incentives for Employees
- ◆ Thank You's to Vendors
- ◆ Rewards for a job well done
- ◆ Gifts for family and friends

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