

# Accepting Credit Cards Returns \$\$\$ to Your Post

Empower Processing is the exclusive provider of credit card processing services to the **VFW Foundation's "Return the Favor"** campaign and gives a generous donation to the VFW Foundation.

## Benefits of Accepting Credit Card

- a. Increase your sales 20-30%
- b. Credit Cards Improve Cash Flow
- c. Convenience
- d. A Merchant Account is Inexpensive
- e. Quick and Easy Set-up
- f. A generous donation is made to the National VFW Foundation



It's going to be up to the individual post to create the kind of atmosphere to get younger generations in and active on a Post level . . . the VFW Post was where everything went on . . . that's where social activities took place; that's where everybody gathered for social enjoyment . . . But when a Post cease to exist, all that goes away. VFW members have a responsibility to the young men and women serving in the military forces today.

- Glen Gardner, Jr.  
Past National Commander

## Common Myths about Accepting Credit Cards for Payment

### Myth #1: A merchant account is expensive.

Fact: The average VFW merchant account averages a 3% discount rate. The increase in Post revenue far outweighs the cost of accepting credit cards for payment.

### Myth #2: Cash is King!

Fact: When a business begins accepting credit cards for payment, they realize a 20% increase in sales.

### Myth #3: Credit card terminals are confusing and difficult to use.

Fact: Terminals are user-friendly - swipe the credit card and enter the amount. That's it.

## The Credit Card Process and Empower's Role

In the course of a credit card transaction, Empower securely transfers the funds from the consumer's account to the merchant's bank account.



Consumer



Empower Processing



Merchant



VFW FOUNDATION  
**RETURN THE FAVOR**

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