



MeevoPay Giving: An easy system to incorporate everyday fundraising

If your salon, spa, or school uses MeevoPay for credit card processing, you have an amazing opportunity to increase your fundraising impact with minimal effort: MeevoPay Giving!

This is not just an added feature—it's a recommended system that will strengthen your fundraising through consistency, simplicity, and impact. MeevoPay Giving lets us bring our mission directly into the guest experience, transforming every checkout into an opportunity to give.

Why Use MeevoPay Giving?

The MeevoPay Giving system integrates directly into the checkout experience, creating a seamless opportunity for guests to contribute to a meaningful cause—without any additional steps from your team.

- Every guest is invited to participate—every time.
- Donations are sent directly to Beauty changes Lives (BCL) from MeevoPay, so there is no need to reconcile bank accounts or write checks to BCL.
- Small contributions across every checkout create a significant impact over time.
- **And most exciting** ... through 2026, MeevoPay's Acquiring Bank will match all contributions raised dollar for dollar, doubling the impact of every guest donation.

How It Works

Once enabled, MeevoPay Giving becomes a fully automated step in the checkout process.

- A donation prompt appears on the payment terminal, inviting guests to contribute voluntarily.
- The self-guided experience includes an optional "learn more" feature.

Donation Options

You can customize how the giving experience appears to guests by selecting one of the following donation options:

- Any 3 Fixed Amounts: Guests choose from three preset donation values (for example: \$1, \$3, and \$5). This option has produced the highest fundraising results among participating locations and provides guests with a simple way to make a meaningful contribution.
- Round Up and 1 Fixed Amount: Guests may round up or select a flat donation amount.
- Round Up: Guests round their total to the nearest dollar.



IMPORTANT NOTE ABOUT DONATION OPTIONS

For the greatest fundraising impact, Beauty Changes Lives recommends utilizing the 3 Fixed Amounts option. Based on the results of current participation in MeevoPay Giving, the locations offering three fixed donation amounts have consistently generated the strongest donation participation and overall impact total.

While all donation options support the mission and programs of Beauty Changes Lives, locations utilizing three fixed donation amounts have consistently generated significantly higher donation totals than those using round-up options alone.

Your Next Steps

1. Once you activate MeevoPay Giving, educate everyone in your space so they understand and can answer questions about MeevoPay Giving. This should include Future Professionals, team members, and especially your front desk personnel.
2. Download, print, and post the MeevoPay Giving and Beauty Changes Lives flyer near your checkout register, so guests can easily see them.
3. Keep a copy of the MeevoPay Giving Instructions at the front desk, for reference.

IMPORTANT: MeevoPay Giving and Your Fundraising Totals

- Reporting for MeevoPay Giving can be provided upon request, including monthly summaries, by contacting Lisa Roeberg via Lisa@beautychangeslives.org.
 - MeevoPay Giving donations will not impact the daily totals or reports provided by Meevo.
 - MeevoPay Giving donations will not initially be found in Meevo reports and will eventually have its own section in Meevo for documentation and tracking purposes.
 - The business does NOT pay any credit card processing fees: MeevoPay is picking them up. So, a \$1 donation is a \$1 donation to the charity.
 - MeevoPay will donate the matching amount directly to Beauty Changes Lives.
- To activate MeevoPay Giving or to learn more about changing to MeevoPay, please contact Lisa Roeberg via Lisa@beautychangeslives.org.