



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 through 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 only: 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.

ROUNDUP TO SUPPORT FUTURE BEAUTY PROS



MeevoPay Giving: Information / FAQs

Keep this information at your front desk to ensure that everyone on your team can answer questions about MeevoPay Giving.

What's the most exciting thing about the MeevoPay Giving campaign?

MeevoPay Giving will generously match 100% of your donation! Through 2026, MeevoPay's Acquiring Bank will match all contributions, dollar for dollar, doubling the impact of every guest donation.

How will this charge appear on my credit or debit card statement?

The charge will appear as "Percent Impact Foundation" on your charge statement. Percent Impact Fund functions similarly to the PayPal Giving Fund.

Where can I find information about processing a refund?

There may be occasions where a refund is necessary or appropriate, such as in the case of a mistaken donation. If such a situation arises, please let your customer look up information about their donation through Adyen's website and advise them to send an email to donationrefund@adyen.com, including the PSP reference.

Where can I learn more about the fundraising campaign?

Learn more about MeevoPay Giving at beautychangeslives.org/meevopay

Where will the money go?

The funds will go to Beauty Changes Lives, a 501 (c) (3) non-profit organization dedicated to making careers in beauty and wellness a first choice. Through its scholarship, mentorship, awareness and advanced education programs, Beauty Changes Lives is empowering the next generation of professionals and elevating the Industry.



BEAUTYCHANGESLIVES.ORG

BEAUTY **CHANGES** LIVES

MeevoPay Giving Program

Best Practices for Schools, Salons, and Spa Teams

BEST PRACTICES

INTRODUCING THE PROGRAM TO YOUR TEAM

Announce the opportunity in an all-team setting first (Town Hall or full-team meeting) so everyone hears the same explanation of the program and what guests will see at checkout.

Reinforce the announcement through a second, asynchronous channel such as Slack so the information is documented and easy to revisit.

Hold separate Huddles for day and night teams so no shift is left out and repeat the message more than once. A single announcement is not enough for it to stick.

PROMOTING AWARENESS: FLYERS, SIGNAGE, AND FAQs

Post program materials directly at the checkout area, where guests will naturally see them while completing their transaction.

Make sure FAQ materials are available and visible to both the team and guests, not just stored away.

TRAINING YOUR TEAM

- Train on the “why” before the “how.” Make sure every Future Professional understands which charities/ foundations the school supports before asking them to talk about it with guests.
- Have each team member build a short, personalized “elevator conversation” about the program so they can speak to it naturally and confidently, not just read from a script.
- Run recurring (e.g., monthly) team trainings that revisit talking points, rather than treating training as a one-time event.
- Review key talking points and common guest questions together as a team so responses are consistent.

REINFORCING THROUGH HUDDLES AND ONGOING COMMUNICATION

- Bring the program back up in Huddles regularly. Schools that succeeded did not rely on a single launch announcement; they kept the conversation alive.
- Share updates with the team as soon as they’re received, even if informal.
- Consider celebrating participation or milestones on a recurring cadence (e.g., bi-weekly) to keep energy and motivation up.

STARTING THE DONATION CONVERSATION EARLY

- Have Educators and Future Professionals raise the donation option earlier in the guest experience—before the guest reaches checkout—so it doesn't feel like a surprise or an upsell at the register.
- Make the ask feel like a natural extension of the guest conversation, not a transactional add-on.

KEYS TO SUCCESS

- Creating genuine excitement within the team and spreading enthusiasm for giving back translates directly into guest participation.
- Consistency is key! Signage plus a fixed-amount option, paired with clear team verbiage, was repeatedly cited as a winning combination.
- Ongoing conversation—with guests and with the team—was named as the single biggest driver of sustained success, more than any one tool or flyer.

LESSONS LEARNED AND ADVICE FOR OTHER SCHOOLS

- Lead with foundation training: make sure the team understands the charities/foundation before asking them to discuss it with guests.
- If most of your ticket totals end in even dollar amounts, a Round Up option may not generate much activity—consider fixed amounts instead or evaluate your ticket data first.
- Talk about the program often in Huddles so it stays top of mind and make the donation ask part of the standard checkout flow so it happens consistently rather than depending on individual initiative.

GUEST QUESTIONS TO PREPARE YOUR TEAM FOR

“What charities do you donate to?”

“What is Beauty Changes Lives? What do they do?”

“Where do the donations go, and what do the funds support?”

“Can I choose the amount I donate?”

REPORTING

For now, donation reports are available by reaching out to Lisa Roeberg (lisa@beautychangeslives.org). Once fully integrated with Meevo, totals will be pullable directly from Meevo Exchange reports.

DONATE TO SUPPORT FUTURE BEAUTY PROFESSIONALS

BEAUTY
CHANGES
LIVES®



**EVERY GUEST
CAN HELP
CHANGE LIVES**

YOUR GIFT POWERS SCHOLARSHIPS

Beauty Changes Lives is a 501 (c) (3) non-profit organization dedicated to making careers in beauty and wellness a first choice. Through its scholarship, mentorship, awareness and advanced education programs, Beauty Changes Lives is empowering the next generation of professionals and elevating the Industry.

Charge will appear as “Percent Impact Foundation” on your charge statement.

ROUND UP to support
future **BEAUTY PROS**



EVERY CHECKOUT
CAN HELP **CHANGE LIVES**

BEAUTY **CHANGES** LIVES

Proudly Supporting

BEAUTY
CHANGES
LIVES®

and future professionals