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GoPayment Hits the Campaign Trail

Red or Blue, Local or Federal, Political Fundraisers Everywhere can Process Credit Card Donations Using Their Smartphone or Tablet

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- No cash? No check? No problem. Fundraisers everywhere in the U.S. can now maximize political donations by accepting credit cards wherever they are.

GoPayment (Photo: Business Wire)

Based on GoPayment's success helping small businesses increase their sales, Intuit Inc. (Nasdaq:INTU) today announced that GoPayment, its free mobile credit card app and card reader hardware, has been enhanced for political donations. Fundraisers can now use GoPayment to process credit card donations on the most popular mobile devices while collecting the donor information often required of campaigns to be legally compliant.

GoPayment is one of the first mobile payment offerings to provide this capability to political campaigns without requiring them to customize an existing app or create a new one. The offering also protects sensitive credit card data from the moment the card is swiped via the GoPayment card reader, which uses the latest encryption technology.

"We saw a need to help fundraisers significantly increase their political donations, especially at events or when going door-to-door, when not everyone has cash or checks," said Chris Hylen, vice president and general manager of Intuit's Payment Solutions division. "We've enhanced GoPayment specifically for campaign donations. With just one swipe, fundraisers can easily increase their donations while collecting all information needed to help them meet their reporting requirements."

GoPayment for Fundraising

GoPayment is affordable and includes a free app and multiple free card readers for staff members and volunteers at fundraising organizations. It offers competitive, pay-as-you-go pricing or a monthly plan depending on a campaign's processing needs. GoPayment is compatible with the iPhone, iPad and iPod touch and the most popular Android devices.

As often required by law, GoPayment helps enable fundraisers to collect donor information, such as the donor's name, address, employer and occupation. It also enables fundraisers to add a customized legal disclaimer that appears on the GoPayment screen that donors can read and accept while donating funds.

Campaigns can also add multiple staff members or volunteers to one GoPayment account. In addition, administrators can monitor all GoPayment transactions via an online dashboard where they can track their progress, run reports, export data as well as add or remove users and set different permission levels for specific users.

For added protection and professionalism, campaign fundraisers can ask donors to authorize their transaction by signing it on the mobile device. The campaign can then send donors a text or email receipt, which may include the political campaign's logo, donation amount and a map of where the transaction took place. The funds are then deposited into the campaign's bank account.

In addition to using the latest encryption technology, Intuit's card processing platforms comply with Payment Card Industry standards and GoPayment adheres to PCI rules. To learn more and sign up for GoPayment for fundraising, go to www.GoPaymentFundraising.com or e-mail GoPayment_Fundraising@intuit.com.

Resources:

- GoPayment (http://gopayment.com/)
- Get Fundraising Going video (http://bit.ly/yBYsUT)
- Accepting Donations video (http://bit.ly/zE2um8 - Bottom of Page)
- Embed Codes for GoPayment Fundraising videos (http://yousend.it/xLoCZM)
- GoPayment Blog (http://Blog.gopayment.com)
- GoPayment on Twitter (http://twitter.com/gopayment)
- GoPayment on Facebook (http://facebook.com/IntuitGoPayment)

About Intuit Inc.

Intuit Inc. is a leading provider of business and financial management solutions for small and mid-sized businesses; financial institutions, including banks and credit unions; consumers and accounting professionals. Its flagship products and services, including QuickBooks®, Quicken® and TurboTax®, simplify small business management and payment and payroll processing, personal finance, and tax preparation and filing. ProSeries® and Lacerte® are Intuit's leading tax preparation offerings for professional accountants. Intuit Financial Services helps banks and credit unions grow by providing on-demand solutions and services that make it easier for consumers and businesses to manage their money.

Founded in 1983, Intuit had annual revenue of $3.9 billion in its fiscal year 2011. The company has approximately 8,000 employees with major offices in the United States, Canada, the United Kingdom, India and other locations. More information can be found at http://intuit.com.

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50207819&lang=en

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