



About the Lesley Card

- Official photo identification card for all students, faculty, and staff of Lesley University and Art Institute of Boston.
- Required for identification and access to essential campus services such as Meal Plans, Library Privileges, and access to Campus Buildings and Events.
- Features **CashLynx**– Prepaid spending account on every Lesley Card for cashless purchases at the University Bookstore, Dining Locations, Libraries, Copy and Mail Center, Copiers, Printers, Vending Machines, and Public Safety.
- **CashLynx** acceptance now available for **Selected Off-Campus Businesses!**

CashLynx for Your Business!

- **Access student purchasing power**
 - Pre-paid \$\$\$ can only be spent at accepting locations on & off-campus
 - Parents & students can add value pre-semester & refresh on-line 24/7
 - Can be used to order & pay for deliveries to campus
- **Increase student/parent awareness of your business**
 - Inclusion in Lesley Card Program marketing materials & www.lesleycard.com
 - Dedicated parent deposit mailer
 - In-store signage & acceptance stickers
 - Utilize program manager & university channels to promote your business
- **Fast and easy to participate**
 - Dedicated Program Manager
 - Lease or purchase terminal delivered to your location
 - No up-front fees or minimums
 - Daily ACH settlement to your designated account; monthly statement
 - Save on counter space & fees with optional bank card acceptance in same terminal (match or beat existing rates)
 - Same terminal accepts 12 other Boston area College ID Cards*

*Colleges of the Fenway (6), Art Institute of Boston, Berklee College of Music, Mount Ida College, and New England Conservatory, School of the Museum of Fine Arts

Business Partner Marketing Channels*

Initiative	Description	How You Benefit/Participate
In-Store Signage	<ul style="list-style-type: none"> • Acceptance Posters & Stickers 	<ul style="list-style-type: none"> • Prominent Signage Display
Website & E-marketing www.lesleycard.com	<ul style="list-style-type: none"> • Official University-Branded Card Program Website • On-Line Account Center • On-Line "Add-Value" Capability • Email to registered Cardholders providing Lesley Card program information / updates • Facebook Announcements and Updates 	<ul style="list-style-type: none"> • Business Name, Address, & Phone Number • Logo Inclusion • Hours of Operation • Delivery Instructions • Email Inclusion to Opt In Cardholders
Card Program Brochure	<ul style="list-style-type: none"> • 4 Color University-Branded Brochure • Mail and Campus Distribution 	<ul style="list-style-type: none"> • Your Business Included in Brochure
Parent Deposit Mailer	<ul style="list-style-type: none"> • Dedicated Mailer each Semester sent to student's home address • Card Program Brochure 	<ul style="list-style-type: none"> • Featured in Letter Copy • Featured in Brochure
Orientation Events	<ul style="list-style-type: none"> • Information for New Students & Parents 	<ul style="list-style-type: none"> • Business Name Mention at Orientations
Promotional Opportunities	<ul style="list-style-type: none"> • Welcome Back Offer • Featured Merchant of the Week • Finals Week Offer • Customized Offers to Best Fit your Business' Needs 	<ul style="list-style-type: none"> • In-Store Promotional Posters • Campus Digital Signage • Home Page Website Feature • Coupon Design Available • Email to Opt In Cardholders

* Included at no incremental cost

Pay for Performance Pricing

Our pricing model takes the guesswork out of student marketing. You only pay a commission when we deliver a customer to your business. Additionally, we offer optional bank card service to our merchants. Save money and counter space by utilizing 1 terminal for **CashLynx** and bank card acceptance.



To Learn More:

Email us at
CampusCashMerchantCare@blackboard.com
 or call 877-711-9089 to get started!



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Blackboard
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