

The Active Consumer

Doing Good By Shopping Smart

(NAPSA)—Supporters of non-profit organizations now can donate to their favorite charities while shopping for themselves with National Scrip Center's (NSC) new SuperScrip® Gift Card. SuperScrip is the first multi-merchant gift card of its kind created to help nonprofit organizations raise money.



SuperScrip, a new gift card, makes it possible to support charities while shopping.

NSC, a nonprofit organization that helps other nonprofits raise funds, offers the NSC SuperScrip Gift Card in denominations of \$25, \$50 and \$100 to nonprofits at a 5 percent discount per card. Nonprofits then can sell SuperScrip at face value to their supporters and keep the difference. Supporters can give the card as a gift or use it to purchase items at 200 leading establishments nationwide.

The card benefits the charities by allowing nonprofits to tap into gift-giving occasions by promoting it as the ultimate holiday, birthday, or wedding present. It offers immediate payback—as soon as a supporter purchases a card, the charity receives the profit. It also provides supporters with a donation tool that won't cost them extra—instead of buying raffle tickets or gift-wrap out of obligation, supporters will purchase SuperScrip because they can use it to buy the items they want, at a price they would normally pay. And it limits the hassle—nonprofits need only inventory one item instead of various gift certificates and donation premiums.

For more information about the NSC SuperScrip Gift Card, visit www.superscrip.org. To order, call toll free at 1-800-538-1222.