

## **eCom's 2009 PayItGreen™ adoption campaign a success**

At the start of 2009, Corporate Network eCom (an electronic payment solution provider) rolled out a PayItGreen campaign focusing on the "green" aspects of electronic bill pay (eBP). The goals of PayItGreen, a program of the PayItGreen Alliance, coordinated by NACHA – the Electronic Payments Association, are to promote the environmental benefits of paperless transactions and to drive enrollment and usage by providing attractive rewards to members for going paperless.

Planting a tree in the member's honor was the predominant gift chosen by participating credit unions. Increased usage by over 6,700 members led to an increase of 47,326 payments in 2009, resulting in 6,714 trees planted by the Arbor Day Foundation!

Thanks to all participants and their members for making a positive impact on the environment!



Good for the Environment. Good for You.