

Case Study: Non-Profit Groups

Alpha Card Helps Tremendously Trenton Launch Community ID Card Program

Community ID cards can play an important role in the basic functions of a city or town. By providing a recognizable form of secondary identification, these card programs aim to make sure no member of a community is anonymous. Having everyone properly identified helps law agencies and emergency responders perform their jobs more efficiently, and also makes common services more accessible. This is the thinking behind a community ID program recently launched in New Jersey by the Tremendously Trenton Coalition, a grass-roots partnership of faith-based, civic, governmental and educational organizations. With the help of Alpha Card, Tremendously Trenton was able to set their ID program in motion, and the results have been nothing short of phenomenal. In fact, the program has been so successful it's even received national media attention, including an editorial in the New York Times entitled, "Trenton Gets It Right."



Everyone Has Their Own Identity

For Tremendously Trenton, there's a belief that every human being deserves their own identity. Claire Denis, who helps oversee the Trenton program, has a motto that's shared by similar community ID programs: "Everyone has the right to be safe, to be healthy, and to be identified."

When Denis first got in touch with Alpha Card, she was looking for an affordable ID card system that would make this dream a reality. The goal was to create a program where everyone, from immigrants and the elderly to low-income families and the homeless, could acquire an unofficial, yet recognized, form of photo identification. These cards would aid police and medical crews, while also granting cardholders easier access to fundamental services such as check-cashing, using the library and public parks, picking up packages from mail centers, and receiving attention at clinics.

The Alpha Card Solution

After talking things over with the Alpha Card sales staff, Denis opted to produce Trenton's community ID cards using a Fargo C30e photo ID printer. As the program quickly grew, she acquired two more C30e printers with dual-sided printing capabilities so she could add variable information on both the front and back of the card design.

The Fargo C30e is a compact, user-friendly card printer perfect for small to medium-sized applications like Trenton's community ID program. The printer quickly produces full-color photo IDs with detailed images and crisp text. Tremendously Trenton prints cards from offices set up in two churches. The third Fargo C30e is used for mobile printing operations. Says Denis, "We needed a machine that we could take with us, and the Fargo C30e works great for that." ...*continued on next page*

Summary

- Tremendously Trenton set out to create a community ID program under the premise that all area residents deserve proper identification.
- The group uses three Fargo C30e card printers from Alpha Card to produce full-color photo IDs for those in need of a secondary form of ID.
- Each card features the recipient's name, photo, address, birth date, and height and weight, along with emergency contact info and medical conditions.
- The cards benefit police, fire and EMS personnel by providing easily accessible info at the scene of an emergency. They also give cardholders better access to basic services.

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On the front of each community ID card, there's a photo of the card recipient, along with their name, address, birth date and other personalized info such as height and weight. The back of each card is reserved for emergency contact information, medical conditions, and a special note if the cardholder requires a translator.

Sweet Success

For the Tremendously Trenton Coalition, it took a lot of hard work behind the scenes to make the community ID program a reality. First the group had to reach out to local police, firefighters, the sheriff's office, and government officials to make sure the cards would be recognized. Of the police response Denis says, "The police are very happy with this program. We're giving people an opportunity to be identified with an ID that proves they live in this town. That helps police, firemen, and emergency workers. They're behind us 1000 percent."

Alpha Card at Your Service

Starting an ID program from scratch can be difficult if you're not sure what equipment you need, or how to use it. But Denis and the folks at Tremendously Trenton quickly found that Alpha Card was with them every step of the way.

"The Entire organization was very knowledgeable," says Denis. "They talked me through my various options, what would work, what wouldn't. If one person wasn't available, the next person could pick up the conversation and help out with whatever I needed. It's comforting to someone when you're first starting out. I was able to get answers very easily."

She adds, "In the beginning they got me up and running and walked me through every little step that I needed. They were patient, very kind, and very responsive. The service was impeccable."

In its first year, the Tremendously Trenton Coalition printed over 1500 community ID cards. Alpha Card is proud to have played an role in the successful launch of this inspiring card program.

About Alpha Card

Alpha Card Systems has been a trusted provider of secure ID solutions since 1986. That's over 20 years of service in an industry where experience is extremely important. We take great pride in our ability to deliver the best service and value on ID card systems for virtually any application. Our diverse customer base stretches from schools and small businesses, to membership clubs, police departments, government agencies, large corporate clients, and more.

As a leader in the ID card industry, we strive to stay on top of the latest products and technology, and offer complete, all-in-one solutions for card programs of all types and sizes. Alpha Card works closely with the industry's most respected manufacturers to develop these systems. We offer an unbeatable selection of ID card printers and supplies from industry-leading companies such as Fargo, Magicard, Zebra, and many more. Like us, these companies been around for quite some time, which is why we're confident our customers are receiving the most effective and reliable solutions for their card-printing needs.

Organization Profile

- The Tremendously Trenton Coalition is a grass-roots partnership of local-area organizations, from churches and schools to government entities, all working to build a stronger community.
- Volunteers oversee the group's daily operations, donating their time and talent for the sake of the cause.
- The Community Photo Identification Card is the coalition's latest endeavor. Over 1500 community ID cards were issued to area residents in the project's first year of operation.



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