

CASE STUDY

Prang and Chip are the driving force behind ThaIPAS, where they've embarked on a flavorful mission to bring the vibrant tastes of Thai street food to Bend.

Passionate about their community, the ThaiPas team engaged PIE to create a systematic donation program baked into every card transaction that supports the Central Oregon Trail Alliance (COTA) efforts to maintain and expand the region's stunning network of trails.



\$2,000+

Savings on payment processing by moving from Square to PIE

\$1,000+

Estimated annual donation by PIE to COTA

THE CHALLENGE

ThaiPas and their team had been using the Square POS system for a long time. The team was weary of workflow changes, distractions, downtime, or loss of revenue from a POS switch to another POS that PIE proposed.

APPROACH & RESULTS

PIE's team did the vast majority of the heavy lifting to export menus, run testing, and were available 24/7 to support the entire transition.

The new equipment went live without a hitch, the staff happily adapted to the new system, and donations are now baked into every meal.

"Two years ago, a local restaurant, Thaipas, took the first step toward building sustainable support for COTA and our trails, and we couldn't be more grateful. Since then, owner Chip has made two generous donations of \$1,000, helping set the pace for what local business partnerships can look like.

Business sponsorships are a cornerstone of our fundraising strategy because they not only provide vital funding for trail building and maintenance but also strengthen the connection between local businesses, the trail community, and the land we all love".

Kira Sandiford, Development Director

"Honestly, I was weary of changing POS systems from Square. But we wanted to deepen our impact and PIE assured us they would do the heavy lifting. The migration was easier than expected. Our team is stoked knowing that every meal supports our community. This also has done wonders for our brand. Best of all, PIE saved us money making this a no-brainer all businesses should consider".

Chip Rothenberger, Owner