

SCHEDULE 14A INFORMATION

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934

(Amendment No.)

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to § 240.14a-12

Green Dot Corporation

(Name of Registrant as Specified In Its Charter)

N/A

(Name of Person(s) Filing Proxy Statement if Other Than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
- Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

1. Title of each class of securities to which transaction applies:

2. Aggregate number of securities to which transaction applies:

3. Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (Set forth the amount on which the filing fee is calculated and state how it was determined):

4. Proposed maximum aggregate value of transaction:

5. Total fee paid:

- Fee paid previously with preliminary materials.
- Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

1. Amount Previously Paid:

2. Form, Schedule or Registration Statement No.:

3. Filing Party:

4. Date Filed:



SUPPORT GREEN DOT! VOTE THE ENCLOSED WHITE PROXY CARD TODAY FOR THE RIGHT BOARD AND TEAM TO DELIVER LONG-TERM SHAREHOLDER VALUE

May 2, 2016

Dear Fellow Green Dot Shareholder,

Now is a pivotal moment for Green Dot. Our company is in the midst of creating significant shareholder value and is delivering on our Six-Step Plan to achieve at least \$1.75 in Non-GAAP EPS by 2017. On Monday, May 23, Green Dot holds its 2016 Annual Meeting of Stockholders. Your vote on the WHITE proxy card "FOR" Green Dot's experienced and highly-qualified incumbent directors – Steven W. Streit, Timothy R. Greenleaf and Michael J. Moritz – is critical, in our view, for Green Dot to sustain our positive momentum and continue executing our clear Six-Step Plan to drive shareholder value.

SIX-STEP PLAN AND PROGRESS TO ACHIEVE +\$1.75 IN NON-GAAP EPS BY 2017



This is a critical time for Green Dot and we hope we can count on your vote.

Sincerely,

The Green Dot Board of Directors

VOTE ON THE WHITE PROXY CARD FOR ALL GREEN DOT NOMINEES TODAY

If you have questions or need assistance in voting your shares on the WHITE proxy card, please contact our proxy solicitor:

INNISFREE M&A INCORPORATED
Stockholders call toll-free: (877) 800-5186
Banks and Brokers call collect: (212) 750-5833