THE ULTIMATE GUIDE TO A PURPOSEFUL ECOMMERCE EXPERIENCE

What Shopify stores use to differentiate online, drive conversions, and prompt return customers through giving.

dailykarma

THIS GUIDE IS FOR YOU IF...

You want to replicate the success of top brands' giving efforts

You want to authentically engage customers in more meaningful ways across the entire customer journey

You want to co-brand and support nonprofits without the hassle of co-venturing compliance

You want to increase customer loyalty and LTV through purpose driven marketing

shop for good
powered by: dailykarma

CONTENT

BUILDING A SUCCESSFUL CAUSE MARKETING CAMPAIGN

This is the beginning of crafting your campaign narrative, building your campaign materials, and identifying the unique impact you want to make.

TALK TO AN EXPERT

STEP

01

IDENTIFY YOUR
CAUSE MISSION

IDENTIFY YOUR CAUSE MISSION

A cause marketing campaign should reflect the values of your company and your customers.

Be present!

Focus on greater societal issues that are impacting your community today (customers and/or employees).
- Natural disaster, Emergency Relief, Pandemic, etc.

Think local!

Support the communities you do business in.
- Support the city your headquarters calls home, support your manufacturer's community, etc.

Think personal!

Your brand must tell an authentic story that inspires you and customers to take action on your shared values.
- A personal connection to a specific cause from the team

Think employees!

Put a spotlight on and support the unsung heroes that make your business a success.
- Help fund emergency relief or up employee health benefits

CAUSE CATEGORIES

ENVIRONMENTAL

SOCIAL

POLITICAL

WORKPLACE

Knowing your audience and constructing a campaign around your shared values will not only help the cause and nonprofit you are involved with, but will also increase loyalty to your brand.

Questions to ask your organizations stakeholders

- Is the cause aligned with your brand DNA and core values?

- Will consumers believe that your brand authentically and passionately believes in the cause?

- Does the cause positively impact the lives of your customers, employees or community?

- Does executive leadership understand how and why brand activism makes a positive impact on the world and sales?

O2

NONPROFIT VETTING & SELECTION

NONPROFIT SEARCH, SELECTION, AND VETTING CHECKLIST

Once you identify your Cause Mission, it's now time to search, vet, and select Nonprofit(s). The goal is to find Nonprofits who share your values, are transparent and data driven with their impact, and have a strong track record.

SCORE 1-5

01 Google "your cause" followed by "most impactful nonprofits" and create a shortlist of those to support

02 Google each nonprofit on your shortlist. Find their impact scores on: Give.org, Charity Navigator, etc.

03 Is the nonprofit transparent with donation allocation and impact results?

04 Does the Nonprofit have at least five years of experience supporting their cause focus?

05 Is the executive team reputable? With previous experience successfully effecting positive change?

06 Does the nonprofit have good press? Do they have a strong social media following with consistent posts?

LET US DO THE VETTING SO YOU CAN FOCUS ON THE IMPORTANT STUFF!

LEARN MORE

03

COMPLIANCE: COBRANDING & SUPPORTING A NONPROFIT

One of the biggest concerns retailers have about cause marketing and donation-making are related to compliance issues.

There are four main requirements you should keep in mind to protect consumers and ensure you run a transparent and responsible campaign when donating to nonprofits.

01

Register and file the required agreements

If you're planning a campaign around purchasing goods, using services, or other transactions of value that will benefit a charitable organization, you'll have to think about the legal framework. Many US states require signing a commercial co-venture agreement with the charitable beneficiary.

02

Be transparent about the donated amount

Transparency is crucial when it comes to donations. Whether you're collecting donations online or in-store (or both), being honest and transparent about the specific percentage of a purchase price being donated can boost trust and encourage giving during donation drives.

03

Ask for permission to use trademarks

Just like companies, nonprofit organizations invest time and money to build their brand and reputation. If you want to use the name and logo of a nonprofit organization, be sure to get permission before including them in your marketing materials.

04

Keep detailed records of all contributions

Some of the records you should keep include sales journals that specify amounts donated on a per unit basis, donation receipts from payouts to nonprofits, commercial co-venture contracts, and campaign results. All these records should be maintained for 7 years.

Co-venturing Compliance can be daunting and costly.
Let the pros lift the legal headaches of compliance for you, while you kickback & reap all the benefits that come with doing good!

HAPPY WOMEN'S HISTORY MONTH

To celebrate, we're highlighting our favorite trail-blazin', bada$$ women on our blog…. AND giving 20% off when you donate $2 to

O2 **THE TREVOR PROJECT**

3/5 to 3/8!

O1

BIOSSANCE::. x OCEANA

CO-VENTURING COMPLIANCE CAN BE DAUNTING AND COSTLY

Let the pros lift the legal headaches of compliance for you, while you kickback and reap all the benefits that come with doing good!

LEARN MORE

04

CREATIVE WAYS TO GIVE WITH SHOPIFY

CREATIVE WAYS TO GIVE WITH SHOPIFY

If you had to choose between 2 cakes at the same price but one of them has icing which are you choosing???

With Shop for Good, PURPOSE, VALUES, and IMPACT is our icing! And at checkout, we make sure to provide Impact Widgets that incentivize and encourage customers to join in on your shared mission to make a greater impact in this world through the purchase of your product(s).
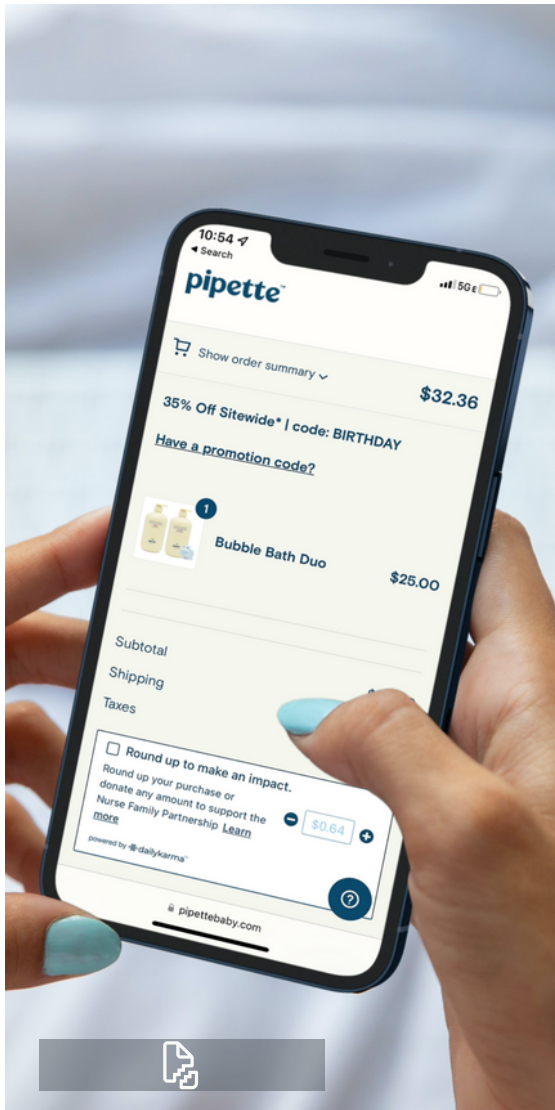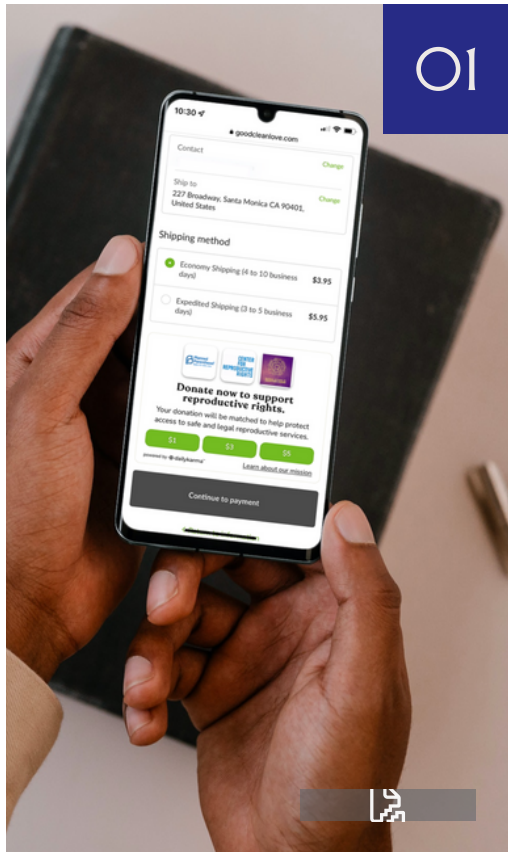
Ways you can contribute

- Portion of Sales
- Donation Matching

Ways your customers can contribute

- Round-up at Checkout
- Donation Tiers ($1, $5, $10)
- $1 at Checkout

Ways to contribute together

- Gift with Donation
- Donate for Discount
- You Spend, We Give (Spend $X, We Donate $15)

01

Portion of Sales

Great for brands who want to designate a portion of their sales to charity and showcase their commitment to a cause. Display our campaign anywhere on your website to show your customers how they're contributing to the greater good when they shop at your store, increasing brand loyalty with every sale.

02

Donation Tiers

Rally your customers around your mission to ramp up both customer engagement and impact -- without affecting margins. Provide shoppers with preset donation amounts to choose from or let them type in a custom amount. Display the campaign on your product pages, at the cart level, or during the checkout process.
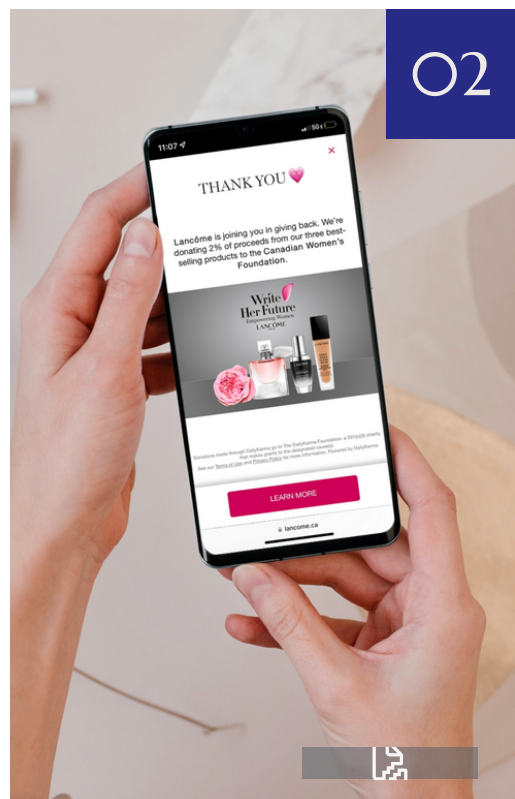
DOWNLOAD THE
SHOP FOR GOOD APP ON SHOPIFY

Easily create, customize, and promote dynamic cause marketing campaigns that are co-venturing and IRS compliant!
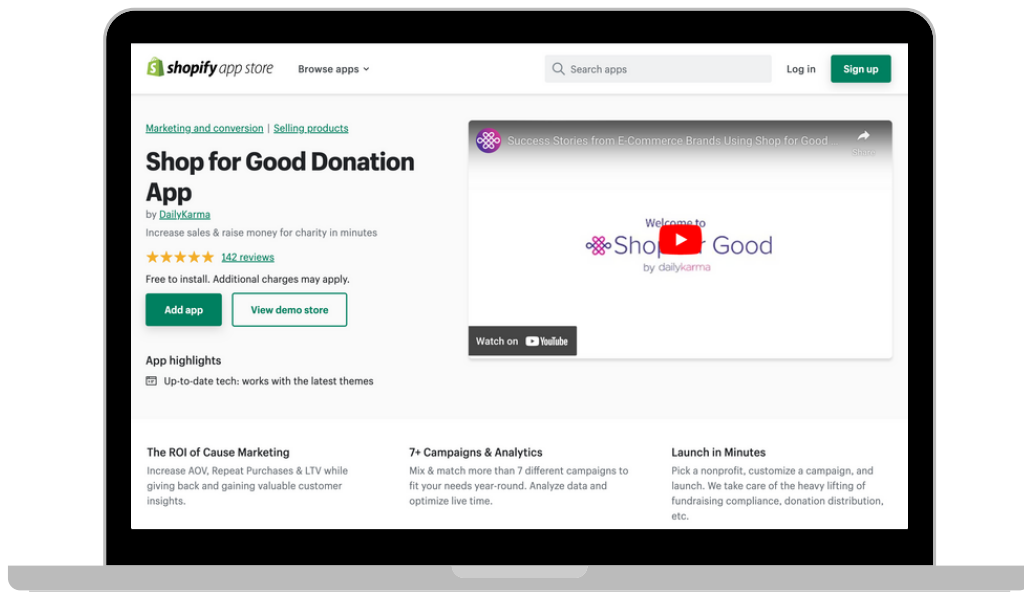
FIND OUT WHY THE WORLDS TOP ECOMMERCE BRANDS ARE LOOKING TO PURPOSE, TO GROW SUSTAINABLY