



2020  
Holiday  
Cause Marketing  
Activation Checklist

The holiday season is universally known for the spirit of giving, and this year is no different. Amidst the Covid-19 pandemic, the need for charitable support is greater than ever, and consumers are looking for brands to be the change for social impact.

In fact, [89% of consumers](#) say they want brands to shift money and resources to produce products that help people meet pandemic-related challenges.

*(Edelman Trust Barometer – Brand Trust in 2020 Special Report)*

This holiday season we want to empower your brand to channel the giving spirit firsthand. The following document contains our suggested actions for activation and marketing surrounding the holidays. Everything shared below is open to be edited or added to in order to best convey your brand message.

# HOW TO GIVE BACK WITH HOLIDAY CHEER



## Make an Impact on Every Purchase:

Set a [default](#) cause to highlight a specific organization and make every purchase an impactful one!

- Who does this work for: Brands with purpose who want to show their customers that they're committed to making a difference every time a purchase is made.
- Need Inspiration? This is a great activation for Giving Tuesday or a 12 days of Giving Campaign.



## Increased Giving:

Increase your donation amounts so your customers can give back even more to the causes they believe in. This activation will universally give back to any nonprofit but requires customers to opt-in and choose a cause.

- Who does this work for: Brands who want to learn who their customer supports or stores interested in spreading their giving over several causes.
- Need Inspiration? Try a UGC campaign where your customers share their cause of choice! Create a hashtag, snap some selfies, get creative!



### **Create an Engaging Loyalty Program:**

Reward customers with loyalty points for donating and/or let them redeem points for donations to create a more engaging and unique loyalty program.

- Who does this work for: Brands who want to reward customers with loyalty points for doing good, and enable them to redeem points for donations by offering an engaging loyalty program like no other.
- Please note: This integration is available for partners on our Impact Plus or higher plans, but can be purchased as an a la carte option for partners on our Impact Starter plan as well. You can learn more about this integration [here](#).



### **Impact Capsule Collections:**

Set specific causes on individual products to create capsule collection impact through the use of our product-level cause donation feature.

- Who does this work for: Brands who want to attribute different causes to different collections. If you want to customize your giving to be even more granular and personal, this is the activation for you.
- Please note: Partners who are on our Impact Partner or higher plans are able to utilize this feature, but partners on our Impact Starter and Plus plans can still purchase the product-level cause donation feature through our a la carte options. You can learn more about Impact Capsule Collections (PLCD) [here](#).



## Optimize Your Customer Experience:

Create a more engaging and authentic customer journey through our non-technical integration with Gorgias.

- Who does this work for: Brands who want to combine their customer service tactics with social impact to better engage their customers through value-alignment.
- You can learn more about this non-technical integration [here](#).



## Customer-Powered Giving:

Empower your customers to add-on a donation of their own before placing their order and enable them to get more involved with your impact strategy.

- Who does this work for: Brands looking for a way to involve their customers even more. Enable shoppers to increase the donation amount without an added cost to you.
- Please note: This feature is available to partners on our Impact Plus or higher plans, but partners on our Impact Starter plan are still able to purchase the feature through our a la carte options. You can learn more [here](#).



## Round-Up Customer Giving (Coming Soon):

Invite customers to round up their purchase and join you in making an impact through the holidays!

- Who does this work for: Brands who believe, as we do, that micro actions lead to macro impact. If you want to give your customer the option to add a few cents onto their cart in order to make an impact, this is the activation for you.
- Need Inspiration? Figure out what the impact metrics of your chosen cause are and share it with shoppers. If \$1 plants 10 trees, or \$2 feeds a family your customer can make a big difference with a few cents!

# IMPACTFUL MARKETING FOR IMPACTFUL GIVING

Activating without marketing is like checking your stocking without sending Santa a list! In order for activations, especially flash giving like Black Friday and Giving Tuesday, to be successful customers need to be made aware of your giving program. Volume and consistency are key here.

If you're unsure where to start, this checklist is for you! Below we have listed important aspects to be included in your messaging organized by channel.

## General Activation Checklist:

Set a [default cause](#).

We suggest increasing donations to a minimum of 5% for the holidays.

Set [multipliers](#) on featured causes, especially if you don't have a default cause set.

Incentivize your customers to give more with **add-on donations** or **round-ups**.

Reward customers for doing good by integrating [Yotpo loyalty](#) to redeem points for donations or give points for donating.

Maximize your good by attributing different causes by collection or product using our new [product-level cause donation](#) feature!

## Email Checklist:

### ● Activation

Highlight your featured causes.

Suggested messaging:

- ◆ “We support who you support, we donate {x}% to the cause of your choice. The more you buy, the more we give”
- ◆ “When you shop we donate {x}% to {Nonprofit selection}”
- ◆ “Do good, earn points! Get rewarded by us when you give back” [Yotpo integration]
- ◆ “Join us in giving by adding a donation of your own!” [add-on or round-up]

State the amount you are donating.

Personalize your emails to retarget previous donating customers by reminding them that they can support their cause of choice when they make another purchase.

### ● Call to Actions

Give Back Now

Shop Now

### ● How Customers Give

Shop, Choose, Donate [icons](#)

Link to your store’s [Dedicated Social Impact Page](#) or landing page.

## Social Media Must-Haves:

- **Activation**

Create engaging images and stories.

Include Powered by ShoppingGives [logo](#).

Inform your customers that your brand is giving back for the holidays with language such as “You shop, we give. We donate x% on every purchase”.

Utilize social media ads to target users who support the same causes that your brand does and inform them that by shopping with your brand, they can create a donation for that specific cause.

- **Appropriate Hashtags**

#GivingTuesday, #GiveBack, #{brandname}Gives #ShoppingGives,  
#ChangeCommerce #Donate, #TheGivingEconomy

Any brand-related tags

- **Tags**

Nonprofit (if specified)

@ShoppingGives

## On-Site Must-Haves:

- **Eyebrow**

Activation and Call to Action

Link to Dedicated Social Impact Page.

- **Hero Banner**

Activation

Call to Action

Link to Dedicated Social Impact Page.

- **Dedicated Social Impact Page**

About us

Featured cause descriptions

Reason for giving back



There is no better time to give back than the holidays, and we want to help you have a successful season of giving!

If you would like to discuss how your brand can get involved and start giving, please reach out to us at [support@shoppinggives.com](mailto:support@shoppinggives.com) or schedule a free 30-minute impact strategy consultation.

We'd be happy to help you get set up!

[Book a Meeting](#)

