

2023

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# Holiday Marketing Activation Checklist





# Introduction.

The season of giving is upon us and consumers are predicted to continue making purchase decisions based on their values. A recent study conducted by IBM found that “purpose-driven customers,” or those who choose both products and brands based on value alignment, now represent the [largest segment \(44%\) of global consumers](#) across all major product categories.

This holiday season we want to empower your brand to channel the giving spirit firsthand and align your brand with the demands of socially conscious consumers. 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

## Support Your Customer's Favorite Cause

Enable your customers to search and select a cause of their choice to support with their purchase. 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 brands who are 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!

## Support Multiple Causes Evenly

Create an automatic donation on every purchase for multiple causes by using the Donate to Causes You Set giving experience. This activation will allow you to split a donation across up to six nonprofits equally on every purchase.

- ▶ Who does this work for? Brands who want to create a similar impact for multiple causes.
- ▶ Need inspiration? Identify up to six causes that resonate with you for the holidays and tell a story of why your brand is supporting these causes.

## Increased Giving

Increase your donation amounts so you and your customers can give back even more to worthy charitable causes.

- ▶ Who does this work for: Brands who want to maximize their impact during the holiday season.
- ▶ Need Inspiration? If you typically donate 1% year-round, run a flash-giving event and increase your donation amount to 10% for GivingTuesday!

## Create an Omnichannel Giving Experience

(Shopify Only)



Bring your online giving to your in-store customer base by integrating ShoppingGives for Shopify POS and empower your customers to make an impact with their purchase no matter where they shop!

- ▶ Who does this work for: Brands who want to extend their online giving to their in-store customer base to elevate their brand identity, increase customer lifetime value, and incentivize purchasing behavior by supporting causes that are important to their customers.
- ▶ You can learn more about Change Commerce for Shopify POS [here](#).

## Customer Round-Up Giving (Shopify Only)



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

- ▶ Who does this work for: Brands who want to inspire engagement by empowering customers to round-up their purchase for a charitable cause.
- ▶ You can learn more about Customer Round-Up Donations [here](#).

## Customer Add-On Donations (Shopify Only)



Empower your customers to add on a flat donation amount of their choice to their purchase, enabling them to make an impact of their own. With Customer Add-On Donations, your store has the power to select the donation values that your customers can add on.

- ▶ Who does this work for: Stores looking for a way to involve their customers in their giving strategy firsthand. Enable shoppers to increase the donation amount on the purchase without an added cost to you.
- ▶ You can learn more about Customer Add-On Donations [here](#).

## Impact Capsule Collections



(Shopify Only)

Set specific causes to individual nonprofits and create capsule collections with impact.

- ▶ 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: This integration is available for partners on our Impact Partner or Impact Pro 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 feature [here](#).

## Create an Engaging Loyalty Program

Reward customers with loyalty points for creating a donation with their purchase and/or let them redeem points for donations at a later time through our integration with Yotpo Loyalty.

- ▶ Who does this work for: Brands who want to reward customers with loyalty points for doing good while creating a more engaging and unique loyalty program.
- ▶ 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](#).

## Create More Personalized Email Experiences

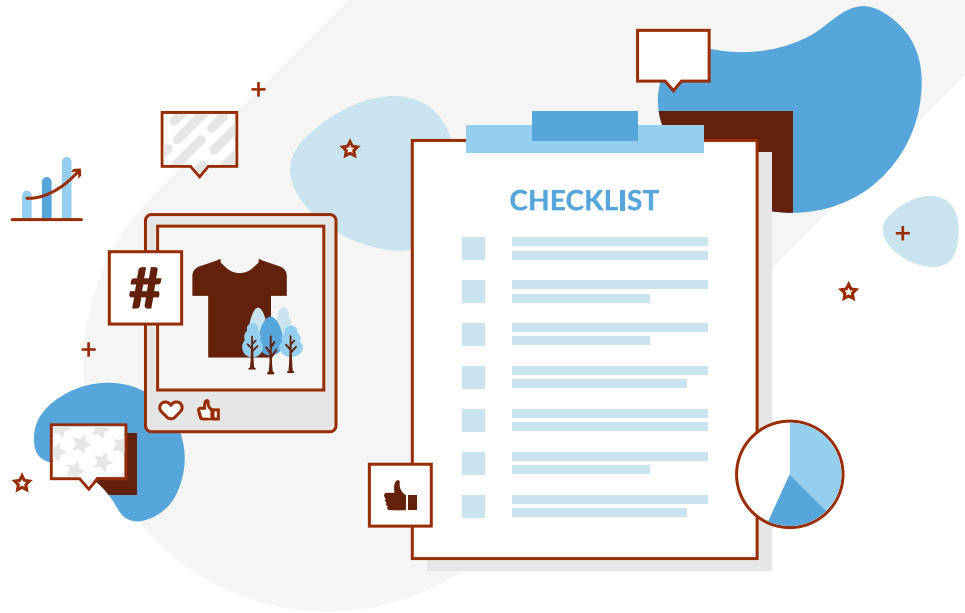
Enable your business to drive more conversions by leveraging your customer's cause-affinity to create more personalized email campaigns through our integration with Klaviyo.

- ▶ Brands who want to include personalized impact-focused messaging throughout all their email journeys to create more engaging experiences that convert.
- ▶ This integration is available for partners on our Impact Plus or higher plans. You can learn more about this feature [here](#).

## Amplify Your Giving with Personalized Website Experiences

Leverage onsite experiences to capture the attention of visitors and optimize conversions with impact messaging through our integration with Justuno.

- ▶ Who does this work for: Brands who want to integrate social impact into website popups, workflows, and audience segmentation to prevent exit-intent.
- ▶ You can learn more about this integration [here](#).



# ▶ IMPACTFUL MARKETING FOR IMPACTFUL GIVING

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Activating without marketing is like checking your stocking without sending Santa a list! In order for activations to be successful, especially flash giving activations like Black Friday and GivingTuesday, 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:

- We suggest increasing donations to a minimum of 5% for the holidays.
- Set [multipliers](#) on specific featured causes.
- Incentivize your customers to give more with Round-Ups or Add-Ons.
- Reward customers for doing good by integrating [Yotpo loyalty](#) to redeem points for donations or give points for donating.
- Create more engaging and personalized email experiences by using our integration with [Klaviyo](#).
- Create omnichannel impact by implementing giving at [Shopify POS](#).

### Email Must-Haves:

- ▶ Activation
  - Highlight your featured causes in a dedicated impact-focused email
  - Suggested messaging:
    - ▶ “This GivingTuesday we’re donating {x}% to {cause name}. Shop now to make an impact!”
    - ▶ “When you shop we donate {x}% to {cause name}”
    - ▶ “Do good, earn points! Get rewarded by us when you give back” [Yotpo integration]
    - ▶ “Join us in supporting {cause name}! Make an impact at the checkout.” [Round-Up or Add-On]
  - State the amount you are donating.
  - Include your brand’s impact goals.
  - Highlight your giving activations in your email footers.
  - Personalize your emails to retarget previous donating customers by reminding them that they can make an impact when they make another purchase.
- ▶ Call to Actions
  - Give Back Now
  - Shop Now

### 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.
  - Utilize social media ads to target users who support the same causes that your brand does.
- ▶ Appropriate hashtags
  - #GivingTuesday, #GiveBack, #{brandname}Gives #ShoppingGives, #Donate, #TheGivingEconomy
  - Any brand-related tags
- ▶ Tags
  - Nonprofit (if specified)
  - @ShoppingGives

### On-Site Must-Haves:

- ▶ Eyebrow and Hero Banner
  - Activation and Call to Action
  - Link to [Dedicated Social Impact Page](#)
- ▶ Dedicated Social Impact Page
  - About Us
  - Featured cause descriptions
  - Reason for giving back
  - Impact data on how much you've raised for charitable causes
  - Volunteer activities that your team has participated in and previous cause activations your brand has supported

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).

[Book a Meeting](#)

