

ShoppingGives

Dedicated Social Impact Page

You're on your way to cultivating good through commerce! To highlight your social impact initiatives, we recommend creating a dedicated page on your website that gives your customers an overview of the causes you support and the ongoing impact that you're creating. Below you'll find inspiration and suggested content

Social Impact Page Example

Logo

[Brand Name] Gives Back

We're committed to prioritizing social impact and enabling conscious commerce. This is why we're dedicated to supporting our communities and giving back. We invite you to join us on this journey.

Shop

When you shop with [brand name], you'll have the opportunity to help us create an impact for charitable causes.

Engage

When you see the donation widget, you can learn more about the causes we're supporting and how much is being donated.

Donate

Once you checkout and make a purchase, a donation will be created in support of a charitable cause.

Our Impact

[Brand name] is committed to fighting hunger. To date we've provided over 1 million people with meals and have completed over 500 hours of volunteering at food pantries in our local communities.

We proudly support the following causes

Child Mind Institute

TREVOR PROJECT
For Young LGBTQ+ Lives

Save the Children.

Make A Wish.

MALALA FUND

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Our Suggestions

1. Site Link

Whether you add a link for your dedicated social impact page from your navigation bar, header image, footer, or even from the About Us page, it's imperative you make it easy for your customers to learn more about your social impact initiatives.

Suggested Link Name: "Our Impact"

2. Page Title

Make the purpose of this page clear to your customers, and personal to the causes you support.

Suggested Title: "[Brand Name] Gives Back"

3. Subheader Text

Get personal about why you choose to give back, and how you do it. If you donate 1% of all sales or give your customers the opportunity to round-up their purchase at the checkout, explain that here.

Suggested Text: We're committed to prioritizing social impact and enabling conscious commerce. This is why we're dedicated to supporting our communities and giving back. We invite you to join us on this journey.

4. Steps: Icon + Text

To provide more transparency into your giving strategy, we recommend breaking the process down into steps that your customers can follow to join you in making an impact. Make this section personalized to the giving experience that your customers will encounter, whether online or in-store.

Suggested Text:
A. Shop: When you shop with [brand name], you'll have the opportunity to help us create an impact for charitable causes.
B. Engage: When you see the donation widget, you can learn more about the causes we're supporting and how much is being donated.
C. Donate: Once you checkout and make a purchase, a donation will be created in support of a charitable cause.

5. Tracking Donations

Share your values, beliefs, and commitments with your customers to help them feel more emotionally connected to your brand. This is also a great opportunity to highlight the specific causes you're supporting and the impact that you've helped to create.

Suggested Text: Our Impact: [Brand name] is committed to fighting hunger. To date we've provided over 1 million people with meals and have completed over 500 hours of volunteering at food pantries in our local communities.

6. Optional Featured Causes

If you have established relationships with organizations outside of ShoppingGives that have given you specific permission to use their name and logo, you can feature them here.

7. Powered by ShoppingGives Logo

We require placing this at the bottom of the page. You can find our logo [here](#).

We hope that you take this opportunity to maximize awareness around your social impact initiatives and make it easier for your customers to delve deeper into your brand values. Questions? Contact us at hello@shoppinggives.com.

We look forward to cultivating good through commerce, together.