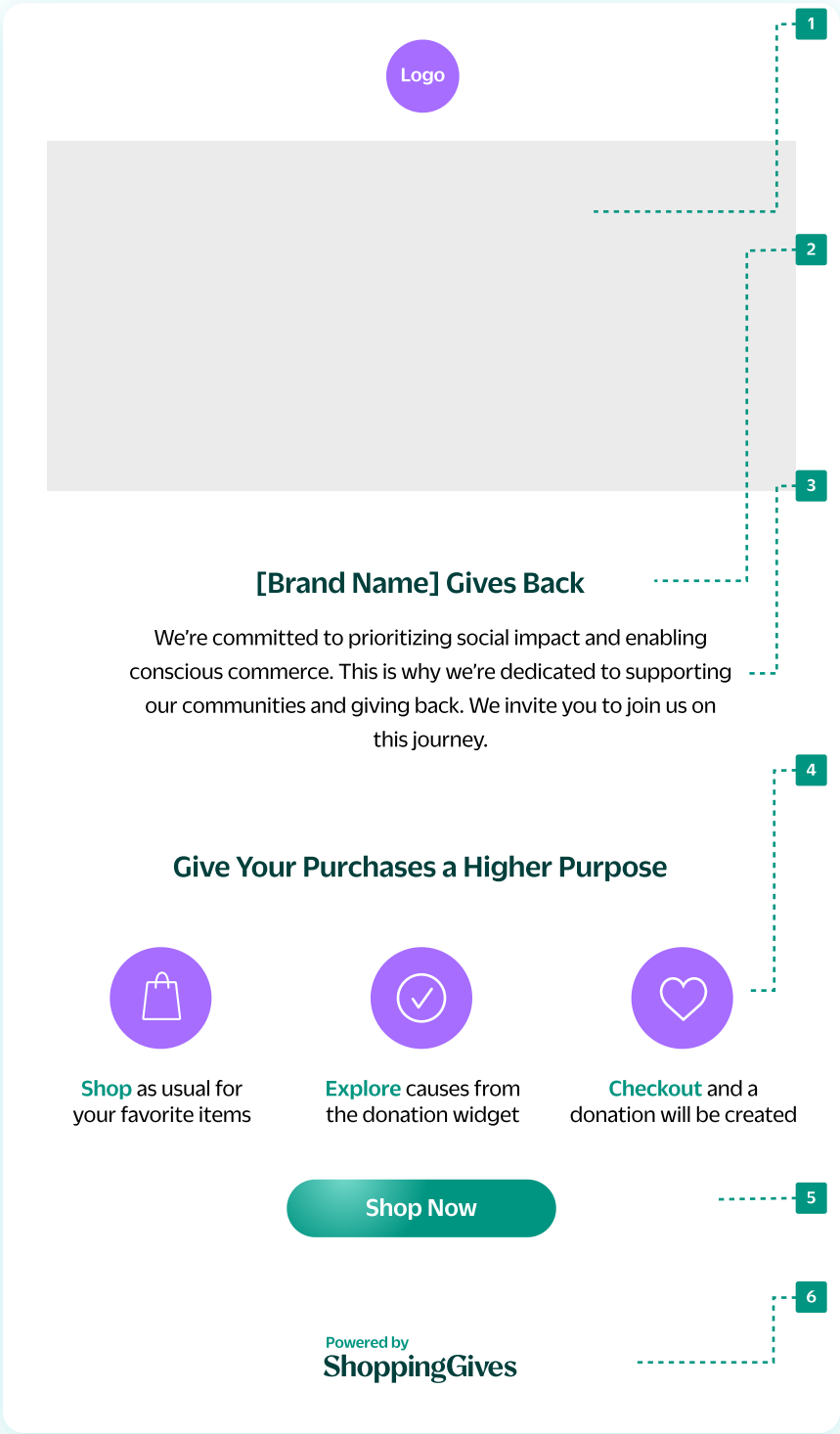


# ShoppingGives

## ShoppingGives Partnership Announcement

Once you have our donation widget set up on site and your dedicated social impact page in place, we encourage you to engage your customers and your community with a dedicated email announcement.

### Email Example



### Our Suggestions

#### 1. Banner Image

Get creative and highlight your impact initiative through the banner image. This can be a photo related to your chosen causes, a photo of your team volunteering, or even a screenshot of our donation technology live on your site.

#### 2. Header Text

Capture your audiences' attention with what this email is all about! Introduce your donation program and highlight any key activations you're enabling.

**Suggested Text:** [Brand Name] Gives Back

#### 3. Body Content

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 as usual for your favorite items
- B. Explore causes from the donation widget
- C. Checkout and a donation will be created

#### 5. Call-to-Action Button

Encourage your audience to shop your site and make an impact with their purchase.

#### 6. ShoppingGives Logo

Please be sure to include our logo on the announcement as you see fit! 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](mailto:hello@shoppinggives.com).

We look forward to cultivating good through commerce, together.