

ShoppingGives

ShoppingGives Shopify Partners Onboarding Process

To get the most out of the ShoppingGives donation app for Shopify, we encourage you to take the following steps to get started. The onboarding checklist will guide you in maximizing your impact through easy activation tips and powerful marketing tactics.

Onboarding Checklist

Here are a few steps you can take to get ready for launch. Get your employees and customers excited and onboard with your new social impact strategy!

Activation



To activate the ShoppingGives app, ensure you complete these two required steps:

- ☐ Choose up to 6 nonprofits or cause portfolios and set them as featured causes.
- ☐ Set up a payment method for donations that are billed and processed by ShoppingGives outside of Shopify.

Please note: All other features are set to default, but we encourage you to customize these and make it tailored to you.

First Week



- ☐ Build a dedicated social impact page on your website to highlight your social impact initiatives.
- ☐ Enable a homepage hero or eyebrow banner to capture the attention of website visitors with information about your donation strategy.
- ☐ Create a blog post to build excitement and awareness around your impact initiatives.
- ☐ Make an announcement through social media to drive traffic and meet customers where they are!

First Month



- ☐ Dedicated email announcement.
- ☐ Newsletter call-out.
- ☐ Press release.
- ☐ A/B test dormant customer and/or abandoned cart emails with impact-focused messaging.
- ☐ A/B test social media paid advertising with impact-focused messaging.

First Month Review



- ☐ Review your impact-focused marketing activation and performance.
- ☐ Upload customer nonprofit preferences to your CRM.
- ☐ Deploy a first month customer survey.

We look forward to cultivating good through commerce, together.

Questions? Contact us at hello@shoppinggives.com.

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