



# Shopping2Give

Turns everyday online shopping into donations for your organization

Shopping2Give (S2G) allows non profits and charities to generate additional revenue without any additional expense while placing their cause at the forefront of donor's minds.

Retail e-commerce sales in the United States topped \$210 Billion over the past 12 months and \$12 Billion in mobile retail sales. Those numbers are projected to increase to \$327 Billion in 2016 according to Forrester Research Inc.

Sixty percent (60%) of Americans shopped on the internet last year and when considering that 15% are either too young or too old to shop at all, just about 75% of shoppers are doing some form of shopping online.

Shopping2Give enables consumers, who are already shopping online, to turn their everyday purchase into an act of charity by simply reaching their shopping destination via the S2G portal.

Your organization now has the opportunity to tap into this billion dollar industry through the Shopping2Give Charity Builder Program.

## **How Does It Work?**

When a consumer shops online and navigates through S2G to their retailer of choice, the retailer pays an advertising commission/donation to S2G for bringing the consumer to their site. The consumer registers the charity of their choice to have that "donation" transferred and the S2G team does the rest.

S2G will supply all of the marketing material (e-mail blasts, print marketing material, etc.) branded with your organization's logo and information. All you have to do is forward the materials to your donors on the schedule provided from S2G and watch the numbers and distributions to your organization grow. It's that easy!

Checks are mailed out on the 10th of each month for all donations received over the course of the previous month.

## **The Benefit**

Organizations joining S2G Charity Builder benefit from putting themselves on the forefront of donor's minds on an ongoing basis and enabling donor's additional opportunities to contribute to your organization.

Obviously, the biggest benefit is the new source of revenue being generated for your organization at no additional cost to you.

Shopping2Give has streamlined the process and enabled organizations like yours to reap the rewards of our efforts.