

NONPROFIT MEDIA KIT





[Giving Assistant](#) is a charitable loyalty platform and a proud Certified B Corp. Our mission is to transform everyday shopping into charitable giving because we genuinely believe the best businesses in the world will be the best businesses for the world. We make it easy for shoppers to both save money and give back for free. **Our shoppers have [raised \\$5 million for nonprofits](#) to date!**

Partnering with Classy.org, we offer a new approach to support personal fundraising campaigns in addition to our original fundraising tool. With this custom integration, your fundraisers can meet their personal fundraising goals simply through [online shopping](#).

DRIVE RESULTS. INSPIRE GIVING.

“We had been trying so hard to raise donations from individuals and foundations. It was surprising how easy, and how big of an impact Giving Assistant has had on us.”

- JULIA KURNIA
FOUNDER



\$280,396

raised to date

“Giving Assistant is simple and fun, and they’re already almost halfway to funding a full school with PoP!”

- NATALIE ABEL
DIR. OF MARKETING



\$58,056

raised to date

“We are grateful for the support of Giving Assistant. This is a fantastic opportunity. These donations will enable us to continue our global effort to harness the skills of military veterans to help people on their worst day.”

- WILLIAM MCNULTY
GLOBAL CEO



\$18,809

raised to date

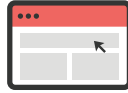


KEY METRICS



1,000+

new members
join daily



3MM

unique visits
per month



60%

of our traffic
is mobile

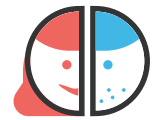
DEMOGRAPHICS



altruistic
millennials



sweet spot
25-35 y/o



61% women
39% men



\$75,000
avg. income



own
homes



high education
graduates



Your Nonprofit Name

95% complete

- Verify email
- Customize page
- Display banner

Overview

Fundraising tools

My organization

Payments


Reports

Fundraising campaigns

F.A.Q.

Chat

Welcome, Your Nonprofit Name



95%
complete

3 STEPS TO FUNDRAISING SUCCESS

Complete the steps to generate the most donations!

- Verify your organization's email address.
- Customize your fundraising page with your logo and a photo.
- Display a banner or link to your page on your website.

Fundraising Tip: After you share your fundraising page URL on your website, social media feeds, and in emails, get creative: try writing a short blog post about using Giving Assistant, or adding a link to your page in your email signature.

https://givingassistant.org/hp#nonprofitname
COPY

1. OVERVIEW

Your fundraising dashboard features donation tracking, reporting, and a marketing toolkit that includes shareable badges and icons, pre-written text for different forms of outreach, and the link to your fundraising page.

2. PAYMENTS

Everything you want to know about Giving Assistant payments in one place. Get fast access to our FAQ, where you can learn more about our payment process. See your payment history, and keep your eCheck recipient's email address updated.

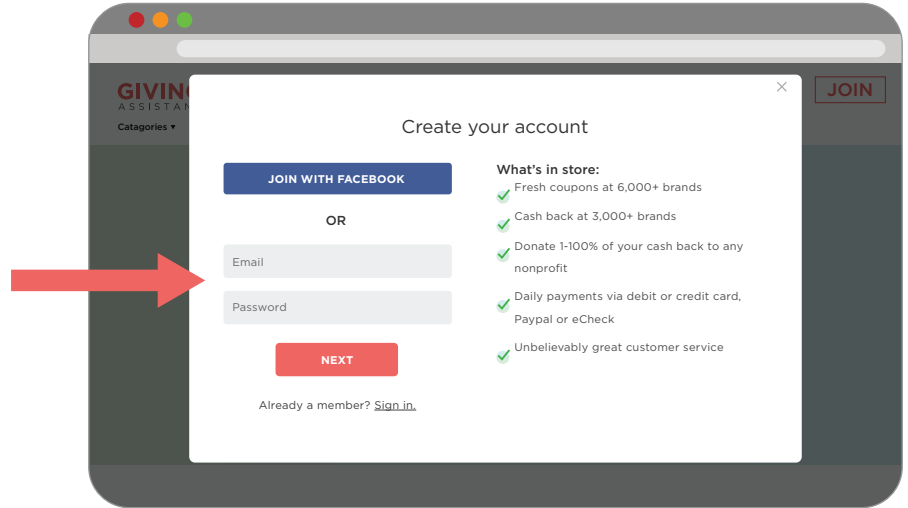
3. FUNDRAISING CAMPAIGNS

Once you've integrated any fundraising campaigns with Giving Assistant (such as individual Classy campaigns), your progress and data will be visible here.



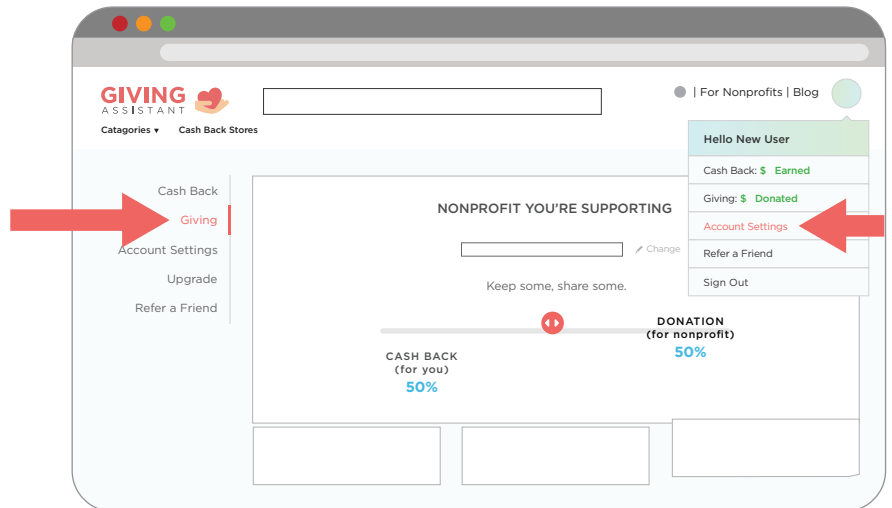
STEP 1

Navigate to givingassistant.org.
Sign up for a Giving Assistant shopper
account and click [JOIN NOW](#).



STEP 2

In your account settings click Giving,
then search for your nonprofit and
the name of your fundraising
campaign. Select it as your nonprofit
of choice, and choose your cash
back donation percentage.



Shoppers sign up for free
and choose any 501(c)(3)
nonprofit to support.



They earn an average of
10% cash back at over
3,000 major brands.



Their cash back gets donated
to the nonprofit of their
choice at checkout.






When a shopper signs up for Giving Assistant through your organization's custom fundraising page, their donation selection is automatically set to give 100% of their cash back to your organization!

SHOPPERS CLICK THE LINK THAT YOU'VE POSTED ON YOUR WEBSITE, SOCIAL MEDIA, OR IN AN EMAIL.

Great deals. Good deeds.

use **Giving Assistant** to save Money and support **Nonprofit**



SHOP. EARN. SUPPORT _____ WITH GIVING ASSISTANT.

Earn more. Give more! Every day, **Giving Assistant** shoppers are earning more cash back on their purchases at 1800+ popular online retailers. Then, they're donating a percentage of those earnings to valuable organizations like _____. The best part? Donating is hassle-free - Giving Assistant facilitates the whole process. Join Giving Assistant now to start donating 3-30% of every purchase to _____ while you shop online at places like **ebay**, **Home Depot**, and **Target**, and unlock deals like **Bed Bath & Beyond Coupons!**


Click the box to the left to get started with Giving Assistant!

THEN THEY CLICK THE "JOIN NOW" BUTTON ON YOUR FUNDRAISING PAGE

Great deals. Good deeds.

Transform every online purchase into a donation for _____

A personalized description of your non-profit will be displayed here to bring more supporters that want to donate to your cause.



NONPROFIT LOGO HERE

AND CREATE THEIR ACCOUNT OR JOIN WITH FACEBOOK.

NONPROFIT LOGO HERE

A little cash back can do a lot of big things for _____

JOIN WITH FACEBOOK

OR

Email

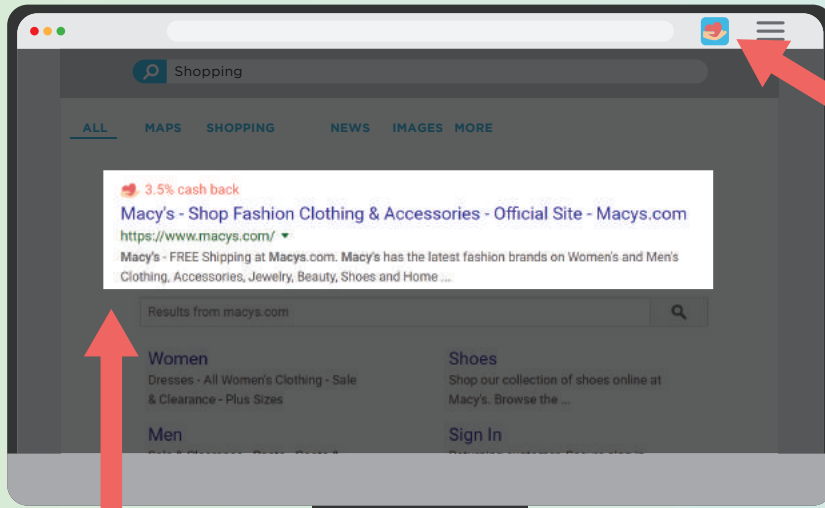
Password

NEXT

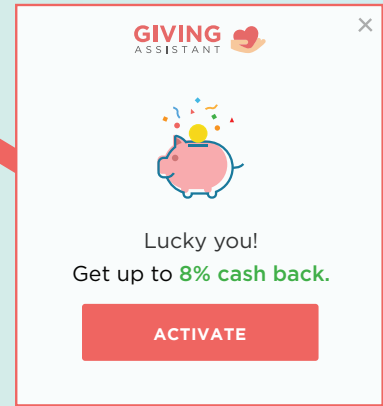
Already a member? [Sign in.](#)

What's in store:

- ✓ Fresh coupons at 6,000+ brands
- ✓ Cash back at 3,000+ brands
- ✓ Donate 1-100% of your cash back to any nonprofit
- ✓ Daily payments via debit or credit card, Paypal or eCheck
- ✓ Unbelievably great customer service



See which stores offer **cash back** on Google, Yahoo, and Bing: just look for the logo.




The Button brings the cash back to you.

GET THE BUTTON

<https://givingassistant.org/button>

CASH BACK DEALS GIVING

1



Lucky you!
Get up to **8% cash back.**

ACTIVATE

2 CURRENT CASH BACK EARNINGS

\$24.75

Earnings that are paid out weekly based on your payment method

1. Activate cash back anytime.

Click the Giving Assistant button in your browser to turn on cash back.

2. View your earnings.

Watch your cash back stack up right in the extension.

CASH BACK DEALS **GIVING**

3 NONPROFIT YOU'RE SUPPORTING:

Pencils of Promise

Change

How much would you like to donate?

CASH BACK 50% DONATION 50%

4 ALL TIME DONATIONS

\$0.00

Total amount donated since signing up with Giving Assistant.

3. Set your giving preferences.

Over 1.5 million nonprofits to choose from. Totally flexible giving. Opt-in to donate and update your preferences.

4. Watch your impact grow.

Our shoppers have raised millions! Your cash back microdonations will add up.

CASH BACK **DEALS** GIVING

5 SALE

30% Off Semi-Annual Sale On Any Purchase

Expires in 2:22:15

LOOKINGGOOD

15% Off On All Dress.

FREESHIPPING

Free Shipping On All Orders \$50 or More

Expires in 6 days

5. No more coupon hunting.

We bring the best coupons to you at over 6,000 stores. Snag your favorite to save in seconds.



GIVING ASSISTANT Search Giving Assistant 1

Categories ▾ **Cash Back Stores** 3

For Nonprofits | Blog ▼

Donations raised: **\$5,552,836**

- 2 Accessories ▶
- Health & Beauty ▶
- Clothing ▶
- Department Stores ▶
- Electronics ▶
- Entertainment & Tickets ▶
- Food & Restaurants ▶
- Furniture ▶
- Gifts & Collectibles ▶
- Home & Garden ▶
- Pets ▶
- Services ▶
- Shoes ▶
- Travel ▶

Featured Cash Back Stores

1. SEARCH

Find exactly what you're looking for, and start earning cash back on thousands of partnered brands.

2. CATEGORIES

Choose from a dynamic list of categories to begin shopping and saving money.

3. CASH BACK STORES

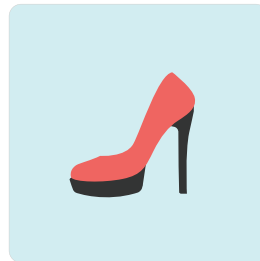
Browse through 3000+ of your favorite stores and brands on Giving Assistant's featured stores page. Savings are just a click away.



Earn up to **5% cash back** donation at **Priceline**



Earn up to **3% cash back** donation at **Apple**



Earn up to **7% cash back** donation at **Macy's**



Earn up to **7% cash back** donation at **Ticketmaster**



We work with thousands of retailers to help you save while fulfilling your mission.



Save on office logistics.

- OfficeFurniture.com - Up to 5%
- Office Depot - Up to 6%
- Staples - Up to 5%
- VistaPrint - 6%
- FedEx Office - Up to 6%



Cut travel expenses.

- Extended Stay America - Up to 2%
- Hotels.com - Up to 5%
- Best Western - Up to 5%
- Hilton Hotels & Resorts - Up to 4%
- Sleep Inn - Up to 2%



Minimize commuting costs.

- Enterprise Rent-a-Car - 3%
- Hertz - Up to 3%
- Europcar - Up to 7%
- Expedia - Up to 6%
- Travelocity - Up to 6%



Purchase gifts for less.

- 24 Hour Fitness - Up to 10%
- Etsy - 2%
- Macy's - 7%
- Lowe's - 2%
- Edible Arrangements - 2%



Reduce event costs.

- ShindigZ - Up to 12%
- Michaels - 3%
- Birthday Express - Up to 5%
- Printing Now - Up to 15%
- Groupon - 7%



Save on food and beverages.

- Target - Up to 1.5%
- Walgreens - Up to 8%
- PastaCheese.com - Up to 11%
- The Popcorn Factory - Up to 6%

*Cash back percentages are subject to change.



2019

DOUBLE CASH BACK EVENTS

Double Cash Back Events allow shoppers to earn 2x cash back with major brands during key moments throughout the year - that means shoppers are earning even more cash back that they can donate to your nonprofit.



4th of July DCB Event

6/30 - 7/4



Summer Sizzle DCB Event

7/15 - 7/19



End of Summer DCB Event

8/22 - 8/26



Labor Day DCB Event

8/30 - 9/3



Autumn DCB Event

9/23 - 9/27

SEASONAL CAMPAIGN EVENTS

During Seasonal Campaign Events, shoppers can find the latest deals in cash back and coupons that are hot and trending.



Black Friday in July Campaign

7/8 - 7/14



Back to School Campaign

7/22 - 8/18



Fall Savings Campaign

9/9 - 9/22



Share Giving Assistant with your supporters through pre-written messages available on your fundraising dashboard **Messaging** tab. No matter where or how you reach your supporters you can find the message that suits the voice of your nonprofit. Not a fan of the pre-written message? Simply refresh until you find the right one.

Fundraising tools > - My fundraising page - Banners & Icons - Messaging - Shop with GA - Thank you email	Your website Email & Letter Facebook Twitter P2P Facebook P2P Twitter
	<p>With Giving Assistant, your purchases at 3,000+ popular online retailers have the power to support our mission by helping us go further, and do more. It's free! When you earn cash back using their platform, you can also choose to donate a percentage of those earnings to your nonprofit of choice. It's like changing the world with every purchase. Make your first donation using Giving Assistant today, and get first dibs on deals like exclusive coupons, in addition to cash back donations at places like Best Buy and Old Navy!</p> <p>COPY HTML Refresh</p>

SHOP ONLINE & HELP US REACH OUR GOALS!



HOW IT WORKS

- 1


Sign up for Giving Assistant using our unique fundraising link.
- 2


Once signed up, start at Giving Assistant to browse, shop, and save at your favorite stores like Target, Macy's, Home Depot, and more.
- 3


You'll earn cash back that gets automatically donated to us.

SIGN UP TODAY FOR FREE

Type the link below into your web browser to get signed up and start shopping for good!

Ask your Partnerships Manager for the Supporter One Sheeter to share with your supporters. Customize it with your personal Giving Assistant fundraising link for a simple way to let your supporters know what Giving Assistant is, how it works, and lead more donors to your page.

Locate your personalized Fundraising Page URL in your dashboard to share online or add to the Supporter One Sheeter.

Fundraising Tip: After you share your fundraising page URL on your website, social media feeds, and in emails, get creative: try writing a short blog post about using Giving Assistant, or adding a link to your page in your email signature.

COPY



PLACEMENT OPPORTUNITIES

Get your mission in front of our 70,000+ shoppers and grow your donor base through strategic placements on our platform.

Opportunities include:

1. Featured articles on the [Giving Assistant Blog](#).
2. Top Nonprofit section on the Giving Assistant Homepage.
3. Nonprofit call out on Giving Assistant Shopper Promotional Emails.
4. Featured on Giving Assistant Social Media.

BLOG POST

1

Change Makers: The Salvation Army

These responses were provided by The Salvation Army. Thank you for taking the time to tell us about your organization!

Tell us about The Salvation Army

We've been helping people for more than 150 years! We were founded by a man named William Booth who was a bit of a rebel. He challenged tradition for the sake of action and made

HOMEPAGE

2

EMAIL

3

Summer Savings

Double Cash Back Event
Up to 20% Cash Back

SHOP NOW

Event Ends June 21st

Did you know?

First Descents provides life-changing outdoor adventures for young adults impacted by cancer and other serious health conditions.

SHOP TO DONATE

SOCIAL

4

Instagram

givingassistant

Following

Giving Assistant
We make shopping for good easy. How? By helping amazing people "like you" save money & donate your #cashback to a favorite #nonprofit.
links.givingassistant.org

About Us

43 posts 281 likes 607 following

givingassistant • Following

FEAST
FOOD • EDUCATION • ACCESS SUPPORT • TOGETHER

31 likes

Placement opportunities are dependent upon partnership level. Please ask your Partnerships Manager for more information.

GIVING

ASSISTANT



FIND US ON SOCIAL MEDIA:

