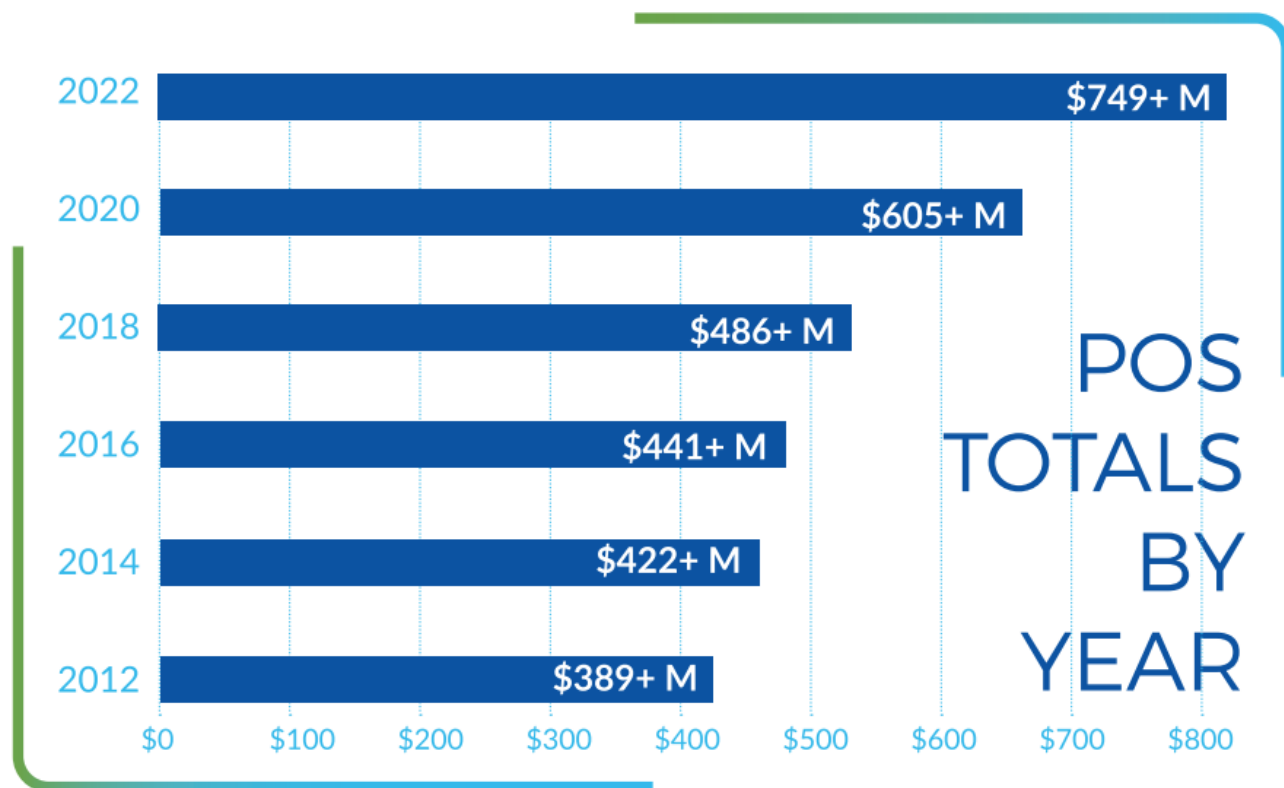


# Engage For Good's Charity Checkout Summary 2023

## Summarized by Round It Up America®

All images used in this summary were taken directly from the Engage For Good Checkout Charity Champions Report 2023 which can be found on the Engage For Good Website

In 2012 Engage for Good (EFG) premiered a first-of-its-kind biennial survey identifying campaigns that raised \$1 million or more by asking consumers to donate when checking out online or in-store. This year's survey reveals that in 2022 amid a tumultuous environment, 77 initiatives brought in more than \$749 million, an impressive revenue increase of 24% over the \$605 million generated in 2020.



The steady increase in funds raised over the last decade supports the notion that consumers are open to partnering with trusted retailers to support charitable causes. The 24% growth since our last study is particularly impressive when considering our society's economic challenges.



## WHAT PERCENTAGE OF CONSUMERS DONATE?

We asked survey respondents to anonymously share the percentage of customers that participated in their point-of-sale fundraising programs. Of the 39 responses we received, the average participation was 26% (up from 23% in 2020), with a high of 80% (up from 71% in 2020) and a low of 1% (level with 2020).



## COMMON CHARITY CHECKOUT TACTICS



**ROUND-UP:** Consumers are asked upon checkout if they'd like to round up their purchase to the nearest dollar increment, with the overage going to a designated charity. For example, if a consumer agrees to round up a \$12.47 purchase, \$.53 goes to charity and the consumer pays an even \$13.00. This approach has been gaining momentum since 2018, and this year, 67% of survey respondents reported offering round-up as an option, a 43% increase in this tactic from 2020.

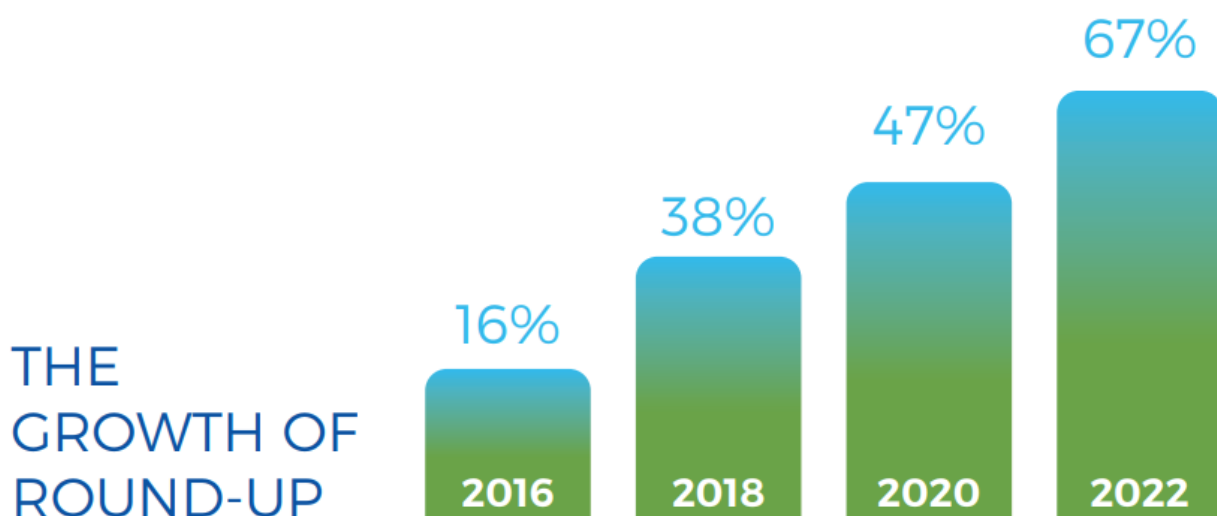


## THE RIGHT DONATION AMOUNT

This year's report revealed some shifts in how consumers were asked to donate at point of sale.

The most dramatic change was with campaigns that offered roundup - which increased 43% (from 47% in 2020 to 67% in 2022).

Round-up's rising popularity isn't surprising when considering **Children's Miracle Network Hospitals'** latest research: by a 2:1 ratio, people prefer to round up their total over other donation options. Consumers love the ease of rounding up and understand how impactful it can be at scale.



# ELEVATE TOGETHER™

Powered by Round It Up America®

New and exciting programs come to life each year, and this report contains a few standout programs. **Best Buy's** in-store and online "Teen Tech Center Customer Donation Campaign" raised \$7.6 million and has raised \$12.6 million since its inception in 2021. Another highlight is **KFC's** round-up campaign benefiting the **KFC Foundation**, which raised \$3 million in 2022 and **Office Depot's** "Elevate Together powered by Round It Up America" initiative, which raised \$1.8 million for the **National Urban League, United States Hispanic Chamber of Commerce Foundation** and more.

Best practices for point of sale:



## ENGAGE EMPLOYEES

When it comes to brick-and-mortar retailers, there is absolutely no substitute for engaged employees. They are the front-line ambassadors for any point-of-sale effort and associates can make or break a campaign. When passionate and knowledgeable cashiers ask a consumer to donate, it's easy for the consumer to say "yes" to giving a few coins or dollars to the cause. Nonprofits should double down on their efforts to relay stories of impact to their retail partners and their employees using simple but powerful language and images to convey the good works that are possible due to the generosity of consumer donations. Corporations should continue to educate and gamify the experience (e.g., hosting store competitions by location) to garner better participation.



## EMPHASIZE LOCAL

If a cause is personal to us, we're more willing to contribute hard-earned dollars to the mission. Helping employees and consumers understand the local impact of their donation is critical. Whether that means allowing local leadership to select benefiting charities, mirroring donations to your retail footprint or simply conveying the local impact clearly and directly, establishing a direct line to the local community is a powerful and trusted strategy.



## MOVE BEYOND THE REGISTER

Point-of-sale fundraising is part of a larger puzzle. If people first learn about the cause at register, you're far less likely to succeed. Instead, ensure consumers interact with the campaign before they ever checkout. Email, social media, cause marketing and other activations can make a big difference. For in-store point-of-sale fundraising programs, perhaps a QR code on an employee's sleeve won't generate millions in donations, but it offers an opportunity for consumers to ask questions, which is a powerful way to create positive engagement.



## SAY "THANK YOU"

The power of a simple "thank you" is an integral part of point-of-sale efforts. Whether it's an employee thanking a consumer who just rounded up their purchase to the nearest dollar, a manager publicly acknowledging an employee who went above and beyond for the cause or an email to the consumer about how their donation, joined with others, made an incredible impact on a specific cause. Always remember to factor in plenty of time for gratitude and celebration. Sharing messages of thanks from beneficiaries is also a powerful way to reward a retail team for a campaign well run.





## **Become a Partner**

Become a Mission Partner with Round It Up America®. Our program is cost free and provides legal and financial compliance to fundraise 365 days a year, in all 50 states for the charity of your choice with the flexibility to change charities. We have multiple ways your business can raise funds for your charity. We offer the ability to donate or round up at POS, provide in-store donations, donate online at checkout, and engage employees through employee giving. Data shows that 56% of consumers are rounding up at checkout.

If you're interested in getting your business involved and becoming a Mission Partner with Round It Up America®, complete our inquiry form linked below and one of our representatives will schedule a phone call to discuss your interest in the program and answer any questions.

**[Become a Partner Today!](#)**