

Givz

Optimal Playz

The ultimate guide to succeeding with Givz - the donation driven marketing app for Shopify



Givz

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Your Guide to **Donation Driven Marketing** with **Givz**

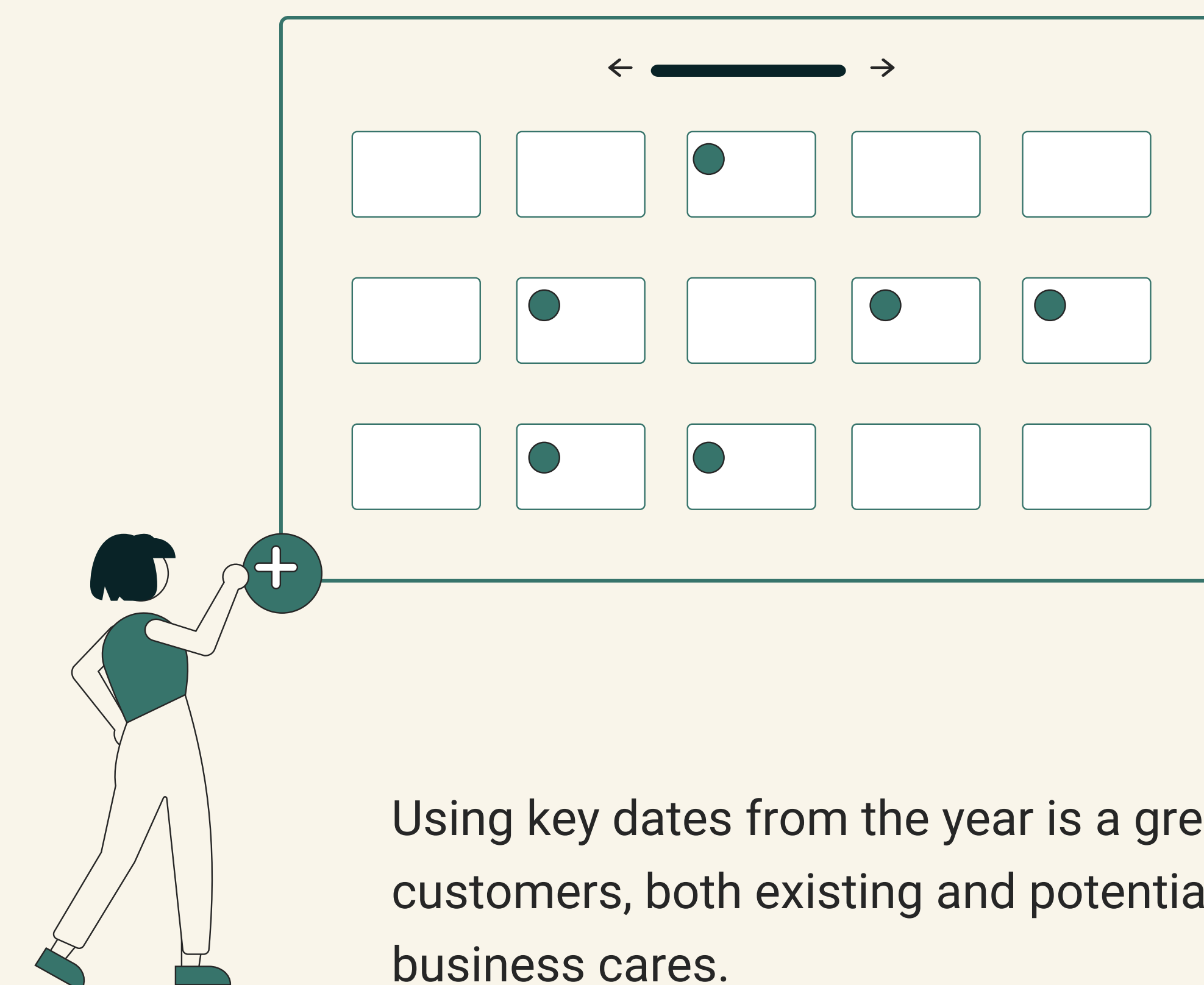
introduction

So you've installed Givz in your Shopify store, had a look around the app and are now wondering what to do next - right? Don't worry, we've got you!

This guide, our Playbook if you will, is a comprehensive document designed to give you all you need to start adding donation driven incentives to your marketing toolbox

good dates, good causes

While you can, of course, run a Givz at any time (more on that later) we've found that a lot of our customers choose to align to specific dates in the "giving year."



Using key dates from the year is a great way to engage with your customers, both existing and potential, and showcase that your business cares.

see the dates ---->

<div>jan</div> <div>NEW YEAR, NEW YOU (M)</div> <div>MLK DAY</div>	<div>feb</div> <div>BLACK HISTORY (M)</div> <div>VALENTINE’S DAY</div> <div>MARDI GRAS</div>	<div>mar</div> <div>WOMEN’S HISTORY (M)</div> <div>WORLD WILDLIFE DAY</div> <div>DOCTOR’S DAY</div>
<div>apr</div> <div>EARTH DAY (M)</div> <div>GET TO KNOW YOUR CUSTOMER DAY</div>	<div>may</div> <div>ASIAN AMERICAN (M)</div> <div>MOTHER’S DAY</div> <div>MEMORIAL DAY</div>	<div>jun</div> <div>PRIDE (M)</div> <div>MEN’S HEALTH (M)</div> <div>JUNETEENTH</div> <div>FATHER’S DAY</div>
<div>jul</div> <div>INDEPENDENCE DAY</div> <div>MALALA DAY</div> <div>GET TO KNOW YOUR CUSTOMERS DAY</div>	<div>aug</div> <div>BACK TO SCHOOL (M)</div> <div>BLACK BUSINESS (M)</div> <div>INT’L YOUTH DAY</div> <div>NATIONAL DOG DAY</div>	<div>sep</div> <div>HISPANIC HERITAGE (M)</div> <div>LABOR DAY</div> <div>STAND UP 2 CANCER</div> <div>WORLD ALZHEIMERS DAY</div>
<div>oct</div> <div>BREAST CANCER (M)</div> <div>DOMESTIC VIOLENCE (M)</div> <div>DAY OF THE GIRL</div> <div>MENTAL HEALTH DAY</div>	<div>nov</div> <div>MEN’S HEALTH (M)</div> <div>WORLD VEGAN DAY</div> <div>RECYCLES DAY</div> <div>BLK F / CYB M / GIVZ TUES</div>	<div>dec</div> <div>HOLIDAY SZN (M)</div> <div>AIDS AWARENESS (M)</div> <div>TOYS FOR TOTS (M)</div> <div>HUMAN RIGHTS DAY</div>

curating charities

Don't forget you can choose to use our curated set of charities (we'll generally provide 3-6 options each month) or pick your own to align with particular causes important to you and your business. One feature of Givz our users love is that customers can also choose their own preferred charity from our extensive database if they prefer.

Support your favorite charity

Select a charity to receive \$10 from [YOUR BRAND]

Search charities by name or EIN



The Nature Conservancy
Arlington, VA | 53-0242652

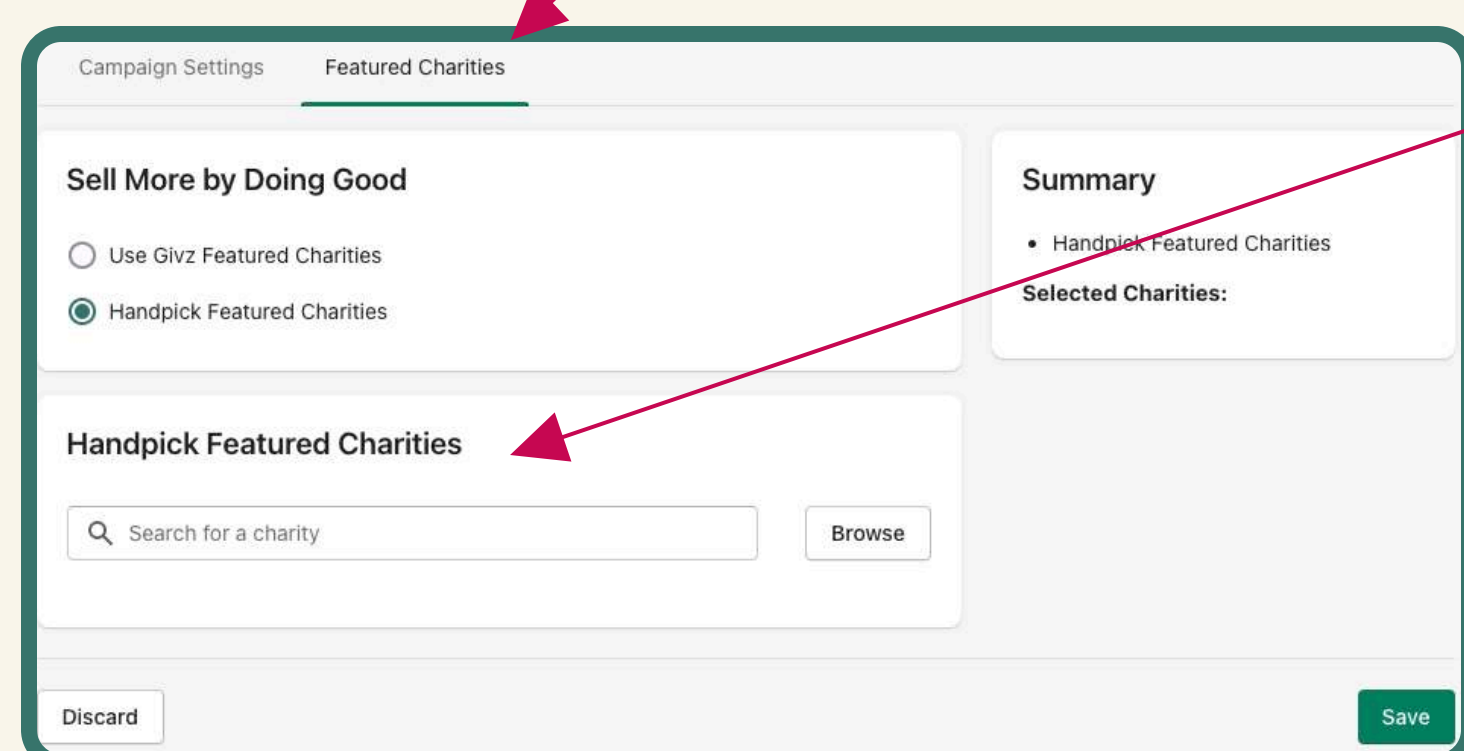


International Rescue Committee
New York, NY | 13-5660870

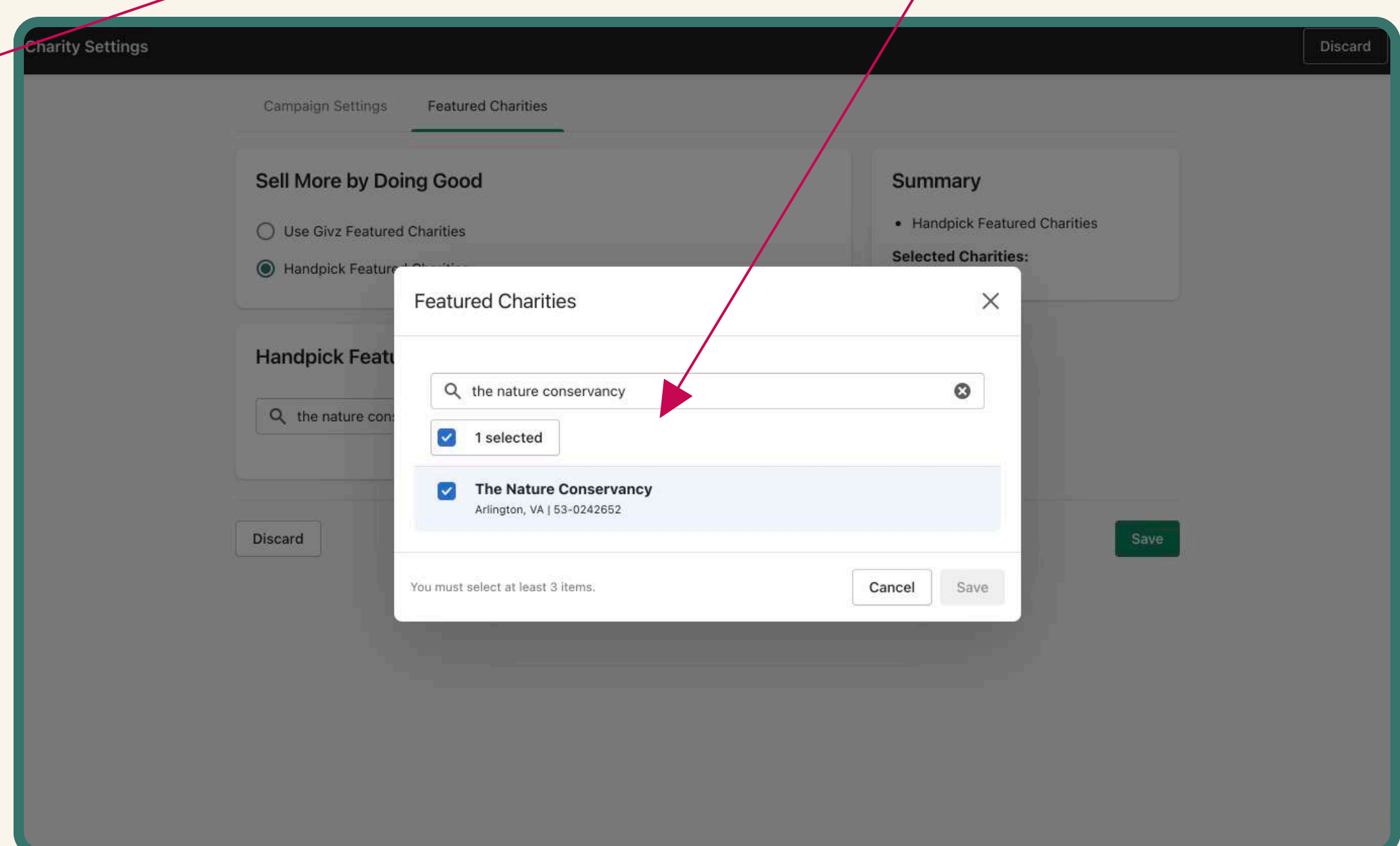


Feeding America
Chicago, IL | 36-3673599

Curating your own charities is easy, simply head to the Givz admin in your Shopify store and select the **Campaign** tab followed by the **Featured Charities** sub-tab and begin using the search in the **Handpick Featured Charities** section to make your selections.



You can change your charities whenever you want
- align for key dates and revert back to your preferred ones in-between.



pick your play


Once you've set up your charities it's time to consider how you'd like to incentivize your customers - in other words, which play is best for you? Of course, the answer is "it depends". Let's have a look at the options.

all orders

As with traditional discounts you can set up your Givz incentive to apply to all orders made through your store. This works in the way you'd expect, every order qualifies for a donation to one of your charities — e.g. every customer gets to donate \$10 or perhaps 10% of the order value to a charity of their choice.

what it's great for

- **Conversion** — Every order qualifies, every customer is able to donate. This reduces the barrier to entry for the customer to donate and results in a meaningful donation amount going to good causes. Remember that on average only 25% of customers complete the donation process so this play will always fair better than a traditional discount.

 **Pro Tip:** Remember, on average only 25% of customers complete the donation process so this play will always fair better than a traditional discount which is applied 100% of the time. Have this as a mainstay and ramp it up for particular campaigns.

examples of all order play



FURHAVEN
2% give-back



HEALTHYNEST
10% give-back



LOLI BEAUTY
10% give-back



MAGAZINES.COM
20% give-back



MILANI COSMETICS
10% give-back



NATURECAN
10% give-back



PROSPECT FARMS
\$25 give-back



SMILE DIRECT CLUB
\$25 give-back



SURV
\$20 give-back

spend threshold

If you want to increase the amount customers spend in your store then this is the play for you. As the name suggests this approach focuses on the customer reaching a certain amount of order value to qualify for the donation — e.g. spend \$100 and donate 20% to a charity of your choice.

Customers are incentivized to buy as the upside is a sizeable donation to a charity they care about. You win as the customer is only able to achieve the threshold by spending a certain amount in your store.

Working out the threshold can be done in two ways. Firstly you could just pick a number out of the sky (it works for some) or you could get clever and align it to a value slightly higher than your average order value (AOV).

But what is AOV and why should I care about it? Let's look at a hypothetical example — if your store has a total revenue of \$3,000 split between 100 orders, your average order value is \$30. This means that, on average, a customer spends \$30 every time they purchase from you. Traditionally, businesses that know their AOV is \$30 focus on getting customers to spend beyond that threshold, e.g. a free shipping offer applied at \$35.

We recommend using the formula $\text{AOV} \times 1.15$ to set your spend threshold. In the example above this would be $\$30 \times 1.15 = \34.50 (you can, of course, round up or down a little to make that figure nice and presentable).

how to work out your average order value (AOV)

Finding out your AOV in Shopify requires you to head to your admin and click through to the reports section under the Analytics menu. Next, find the panel called **Customers** and select the “**Customers over time**” option.

Once the report has loaded, you'll need to do two things:

- Change the **date range** to cover the entire period of your store's activity (or the period you think most resembles “normal trading”).
- Click the **menu** button “**Edit columns**” and select “**Average Order Value.**” Doing this should result in the AOV appearing at the top of the report.

Givz customers have found this to be a great way of incentivising customers to visit the store and spend more. It's a great one for your marketing campaigns too.

what it's great for

- **Increasing revenue** — Customers who wish to donate will spend more to qualify for the donation.



Pro Tip: Access your store's AOV via the Shopify admin reports section, find the value and then multiply by 1.15 to set your spend threshold.

examples of spend threshold play

**ANTLION AUDIO**

spend \$90+, give \$10

**HELLO JUPITER**

spend \$75+, give \$10

**JARS BY DANI**

spend \$60+, give \$10

**MAX MARA**

spend \$400+, give \$40

**PARASOL CO**

spend \$60+, give \$10

**TB12 SPORTS**

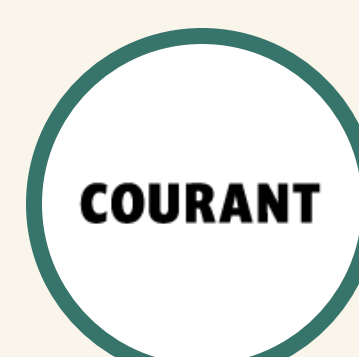
spend \$100+, give \$12

**TERVIS**

each \$50, give \$15

**W&P**

spend \$50, give \$10

**COURANT**

spend \$100+, give \$10

**H&M**

spend \$60+, give \$10

**LOVEPOP CARDS**

spend \$60+, give \$10

**MUGSY JEANS**

spend \$98+, give \$10

**REN CLEAN SKINCARE**

spend \$100, give \$25

**TEREZ**

spend \$200+, give \$25

**VITACLEAN**

spend \$100+, give \$10

**WILD ONE**


spend \$75+, give \$10

coupon code specific

This play works in a more traditional way — you create a coupon that can be shared with your customer base and applied at checkout to redeem the donation and a percentage off.

For example, let's say you set up the discount code to offer 10% off the subtotal and 10% of the subtotal to give to charity — with Givz it's simple.

Remember, a 25% discount costs 25% every time someone uses the code. A code that gives people 15% off AND 15% to give to a charity of their choice looks like 30% but will cost less than 20% in reality due to the donation redemption rate.

 You can use coupon codes with Givz to simply enable the donation portion of the offer. In the trade, we call this a hack, but here goes. Firstly create a discount code with 0% off the order, next set up your Givz incentive of say 15% of the subtotal to charity. When the customer enters the coupon code they will see that \$0 has been taken off their order BUT they will now qualify for the donation. This allows you to track usage and efficacy but we recommend telling the customer of the behaviour up front!

examples of coupon code play



SHEETS & GIGGLES

15% give-back w/ code GREATNAP



GEAR.COM

15% give-back w/ code GEARGOOD

product-specific


This one's nice and easy — simply apply your Givz incentive to an individual product. This is your ideal product launch, or product clear out, play.

Let's say you've got a new product launching soon — simply set Givz to kick in every time this product is purchased. All you have to do is decide on the donation reward and you're good to go.

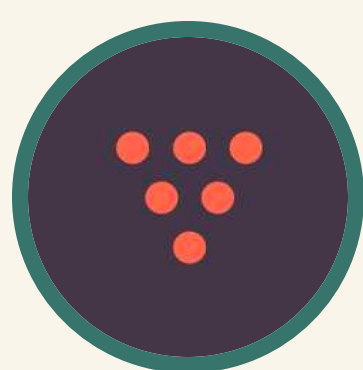
Alternatively, you could use it to help clean out the inventory you need to get rid of.

what it's great for

- **Shifting stock** — Hype your product and Givz incentive and run this play for a time-limited period to launch or clear inventory.

 Instead of a 50% discount for old stock, let customers know that if they buy a specific older product they will receive 80% of the price back to give to a charity of their choice. It will end up costing less than the 50% discount (remember, not everyone completes the donation process) while boosting your top line.

examples of product-specific purchase

**FIRSTLEAF**

\$10 give-back w/ subscription purchase

**LALO**

\$25 give-back w/ Play Chair purchase

**SEEDLIP**

\$10 give-back w/ Seedlip Trio purchase

**SMILE TWICE**


\$5 give-back w/ Starter Set purchase

**WELLNESSE**

\$3 give-back w/ Hand Sanitizer purchase

choose your reward

We've outlined the different ways you can set up your Givz play, now it's time to consider the ways in which you can reward your customers.

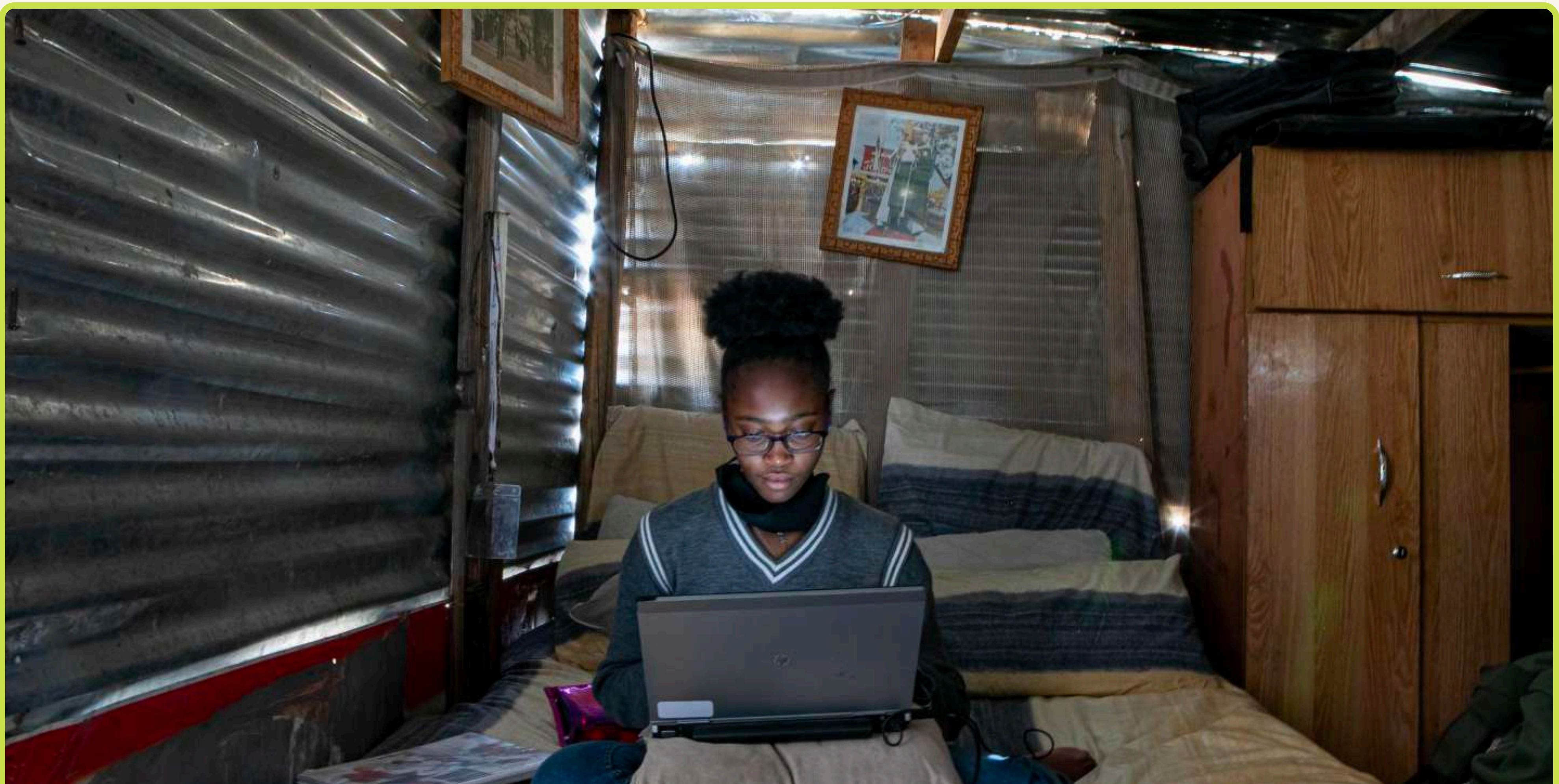
 **Remember:** You can combine any of these rewards with any of the plays we discussed earlier — e.g. A spend threshold of \$125 can have a fixed dollar amount reward or a % of total reward.

a fixed dollar amount of subtotal

Up first is the fixed \$ amount — e.g. \$25 donation. Our data shows this is best utilized when the amount is \$10 or more and purchase amounts are large — e.g. a spend threshold of \$200 and a reward of \$25.

percentage of the order subtotal

Alternatively, you can offer a % based amount of your customers subtotal — e.g. 10% donation. This is an ideal reward structure when you are starting out and your AOV is relatively low as it scales nicely with the amount spent.



OCT 11, 2021 | INTERNATIONAL DAY OF THE GIRL

time your play for maximum impact

So, we've defined the play and determined the reward — now it's time to time your play to perfection. Let's put our head coach cap on and work through this.



date specific

First up is a date-specific incentive. Set up, or change your settings, and activate between specific dates. A great example of this would be the four days of BFCM (Black Friday Cyber Monday). After the event, we recommend reverting back to your “always-on” campaign — talking of which.



Pro Tip: Create an “always-on” campaign and ramp-up/change incentives in line with particular date based or company-specific campaigns.

always on

We strongly recommend running an “always-on” play for your customers. As the name suggests this effectively means having an incentive available at all times.

For example — having an always-on spend threshold campaign will undoubtedly incentivize some customers to spend more (remember the calculation, $AOV \times 1.15$). It's also great for marketing — don't forget to include details of this campaign in all your comms.

marketing your playz (examples in appendix)

So, we’ve defined the play and determined the reward — now it’s time to time your play to perfection. Let’s put our head coach cap on and work through this.

site banner	Include a prominent banner at the top of your store advertising the incentive. You can also add a link to a page where you talk about your chosen charities and your reasons for supporting them.
pop-up	Use a timely pop-up to promote your incentive. For double points also ask people to opt into your mailing list.
threshold tracking	Build in a threshold tracker to prompt customers to spend more. This could appear in the cart or selectively in the site banner — e.g. Spend \$6.89 more and donate \$25 to a charity of your choice.
footer	Having a prominent graphic or short paragraph in your site footer about your chosen charities and incentives will allow customers to easily find out more and build trust.
chat widget	Use a chat widget? Why not mention your incentive right there? You can even make it possible for a customer to find out more with one click (depending on your chosen chat platform).
product page cta	Reinforce the incentive on the product detail page.
announcement email	Tell your mailing list about your “always-on” or “date-specific” campaign in an announcement email flow — don’t forget to remind them a few minutes before it goes live too!
blog post	Content is king — don’t forget to add the incentive and the reasons behind it your blog!
order confirmation	Email confirmations are a great way to share information with your customers. They might not have qualified this time but they’ll at least they’ll know about it for next time. You could even get a little cheeky and say “If only you’d spent \$6.89 you could have donated \$25 to a good cause!”
SMS	Text messaging is becoming increasingly popular in ecommerce. If you have access to it why not consider texting your customer’s details of new incentives. This could be especially effective for date-specific campaigns.

digital ads	Bring attention to your campaigns with Google and Facebook advertisements.
instagram	Engage with your loyal fans and share current and upcoming campaigns with your followers. Also, why not encourage your customers to share their donations with their followers too. You could even provide links to a predefined image that they could use.
post-donation graphic	Create a series of custom images that donors can use to share on social media – e.g. “I just donated \$25 to good causes thanks to <i>Brand</i> .”

launch checklist

We’ve covered a lot of ground, here’s a quick checklist for you to print off and use next time and you set up a play.

pick your play	All Order	
	Spend Threshold	
	Coupon Code Specific	
	Product Specific	
choose reward	A Fixed Dollar Amount of Subtotal	
	Percentage of the Order Subtotal	
time your play	Date Specific	
	Always On	
market your play	Site Banner	
	Pop Up	

market your play (cont.)	Threshold Tracking	
	Footer	
	Chat Widget	
	Product Page CTA	
	Announcement Email	
	Order Confirmation	
	SMS	
	Digital Ads	
	Instagram	
	Post-Donation Graphic	

marketing examples



Browse more marketing examples from Givz clients on the next page >>



FREE SHIPPING WITH \$50+ ORDERS + WE'RE DONATING 10% OF ALL SALES [LEARN MORE](#)


Shop ▾ About ▾ Best Sellers Find a Store




LOLI

Help ▾ Q  

Zero Waste.
Superfood Beauty.

SHOP NOW





A TIME TO
STIR UP
CHANGE


We're donating 10%
of every purchase.

LOLI TM x **Givz**

Help us raise \$10,000. With every order, we'll give you back 10% in GIVZ cash to donate. Choose one of the organizations we're supporting or one of your own.

LET'S DO IT!

ooo



Sign in

Favorites

Women

Divided

Men

Kids

H&M HOME

Sale

Sustainability

COVID-19: You may experience shipping delays

Free Shipping Over \$25


E-Gift Card

H&M x Givz: Together we can make a difference

Spend \$60, receive \$10 to donate to charity


Donations are made through the Givz platform to the charity of your choice. Exclusively for Members — join today.

i



H&M uses cookies to give you a better shopping experience. If you continue to use our services, we will assume that you agree to the use of such cookies. Learn more about cookies and [how you can refuse cookies](#)

View in browser




Shop now

New arrivals


Sale

Member pages

HELLO  MEMBER

Pride is about equality and freedom for all!

Shop & support the LGBTQI+ community





Spend \$60 & get \$10 to donate

Because love is love, we're giving back to the LGBTQI+ community through the Givz platform. Spend \$60 by June 14th and we'll send you \$10 to donate to the charity of your choice.*

SHOP NOW

LEARN MORE

 **H&M USA** 

@hmusa

...






Together we stand. Learn how H&M is helping those impacted by COVID-19: hm.info/60164JOVw




H&M cares about the health and wellbeing of not only its customers and colleagues, but the community at large, especially those affected by the current pandemic. Therefore, H&M USA will make an in-kind donation of over two million dollars of product to organizations like **Children's Defense Fund**, **GLAM4GOOD**, **Los Angeles LGBT Center** and the **Nashville Rescue Mission**. The product donation will include bedding, sheets, children's and adult clothes amongst other pieces, to help these communities meet their needs in this hard time.




Also beginning today, H&M USA is partnering with **Givz** so that for every \$60 spent on hm.com/us, H&M USA will donate \$10 to charities providing support and relief to those on the front line of the pandemic, for a total donation of up to \$150,000. Customers can choose to donate to a myriad of organizations like **CDC Foundation**, **Direct Relief**, **Meals on Wheels** and **GLAM4GOOD** amongst others

In addition to these efforts, H&M Group has taken actions in the previous weeks to help aid in the fight against COVID-19 around the world. In March, H&M Group began quickly arranging for its supply chain to reduce **personal protective equipment (PPE)** to be provided to hospitals and health care workers around the world. In addition, H&M began letting global aid organizations utilize H&M social channels to spread the message of health and safety around the COVID-19 pandemic to followers around the world.

longside these actions, **H&M Foundation** made **\$500,000 donation** to the WHO's COVID-19 Solidarity Response Fund.







TEREZ

NEW WOMEN LEGGINGS SETS GIRLS THE JOY SHOP

Q SEARCH

US/\$

For all \$200+ orders, Terez will donate \$25 to your favorite charity

The Fall Collection

New leggings for new beginnings

SHOP NOW

20% off, 20% to charity

Since Black Friday:

Over \$12,500 donated to over 125 charities

sheetsgiggles · Following

Denver, Colorado

sheetsgiggles

For the rest of Cyber Monday, save 20% and we'll donate 20% to any charity you like. Thanks to the S&G community for enabling us to donate tens of thousands of dollars to amazing charities this year and this weekend!

37w

sheisyanaj

What is the promotional code?

37w Reply

View replies (1)

getgivz

WOW! Leading with incontestable #purpose. @sheetsgiggles is an incredibly

Liked by getgivz and 49 others

NOVEMBER 30, 2020

Add a comment...

Post

CLAIM YOUR GIFT!

Claim your gift and make someone smile.

Thank you for purchasing aligners from SmileDirectClub! A lifetime of confidence is on its way!

As a token of our appreciation, **SmileDirectClub will donate \$25 to your charity of choice.** Seriously, just click below to redeem Givz Cash for the charity that means the most to you.

[DONATE NOW](#)

SUPPORT WILDFIRE RELIEF EFFORTS

20% back to donate to the charity of your choice! Select your charity after checkout. Donations to featured charities will be directed to their Wildfire Relief Funds.

Use code **RELIEF** at checkout!

SAKARA

MENU

PROGRAMS

SHOP

Eat Pretty

Glow from the inside out.




Eat Pretty returns the weeks of March 18 + March 25 and with your order you'll receive \$50 cash back to donate to charity on Givz





MaxMara

MAX MARA
GIVES BACK


We are honored to invite our clients to join us in our philanthropic initiatives!

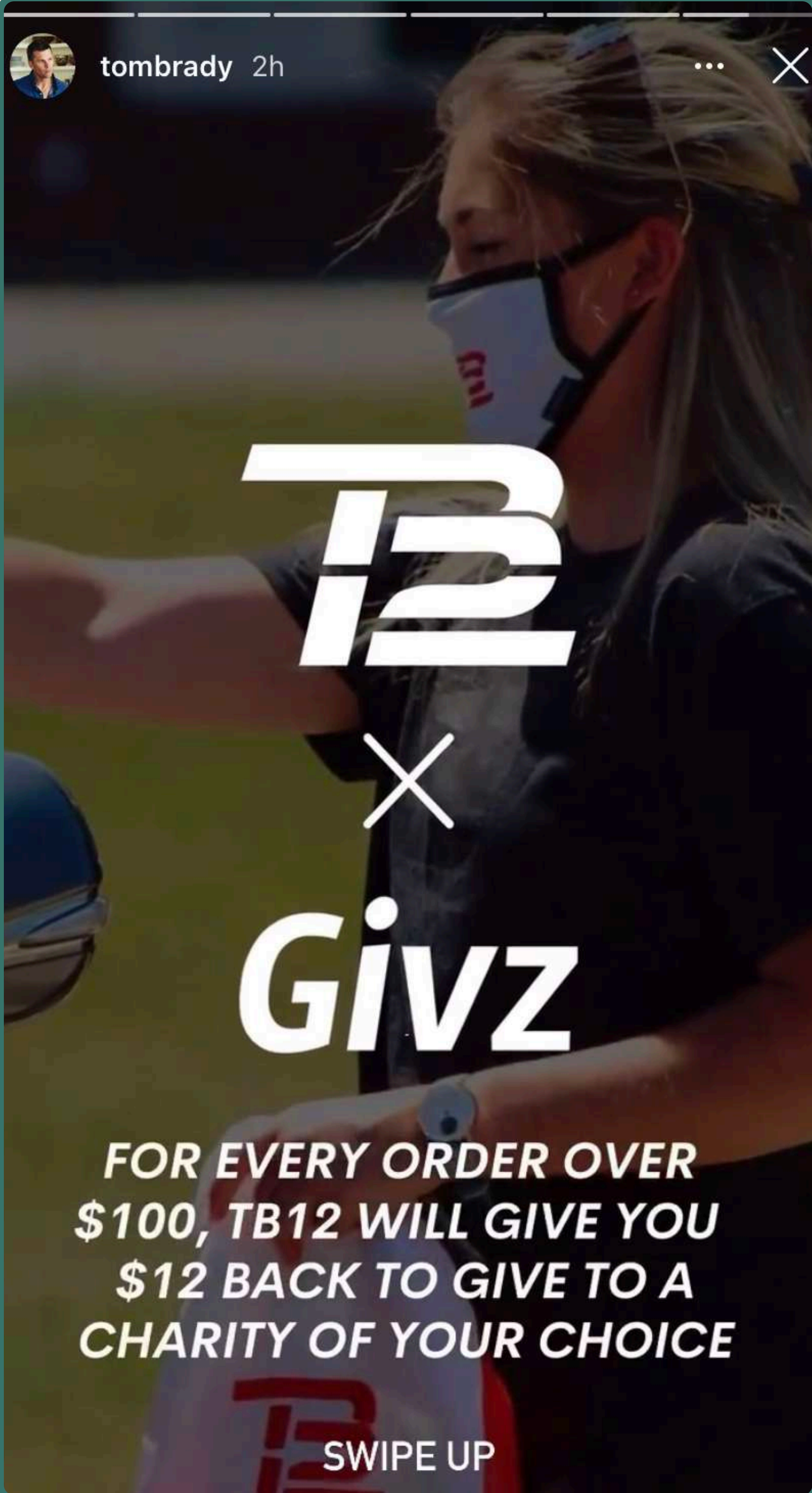
With your purchase of **\$400+**, receive **\$40** to donate to the charity of your choice.

With your purchase of **\$1200+**, receive **\$150** to donate to the charity of your choice.

RSVP to your Bloomingdale's Max Mara boutique to schedule your appointment.

bloomingdales

 tombrady 2h



TB12

×

Givz

FOR EVERY ORDER OVER \$100, TB12 WILL GIVE YOU \$12 BACK TO GIVE TO A CHARITY OF YOUR CHOICE

SWIPE UP

Do Good While Lookin' Cute

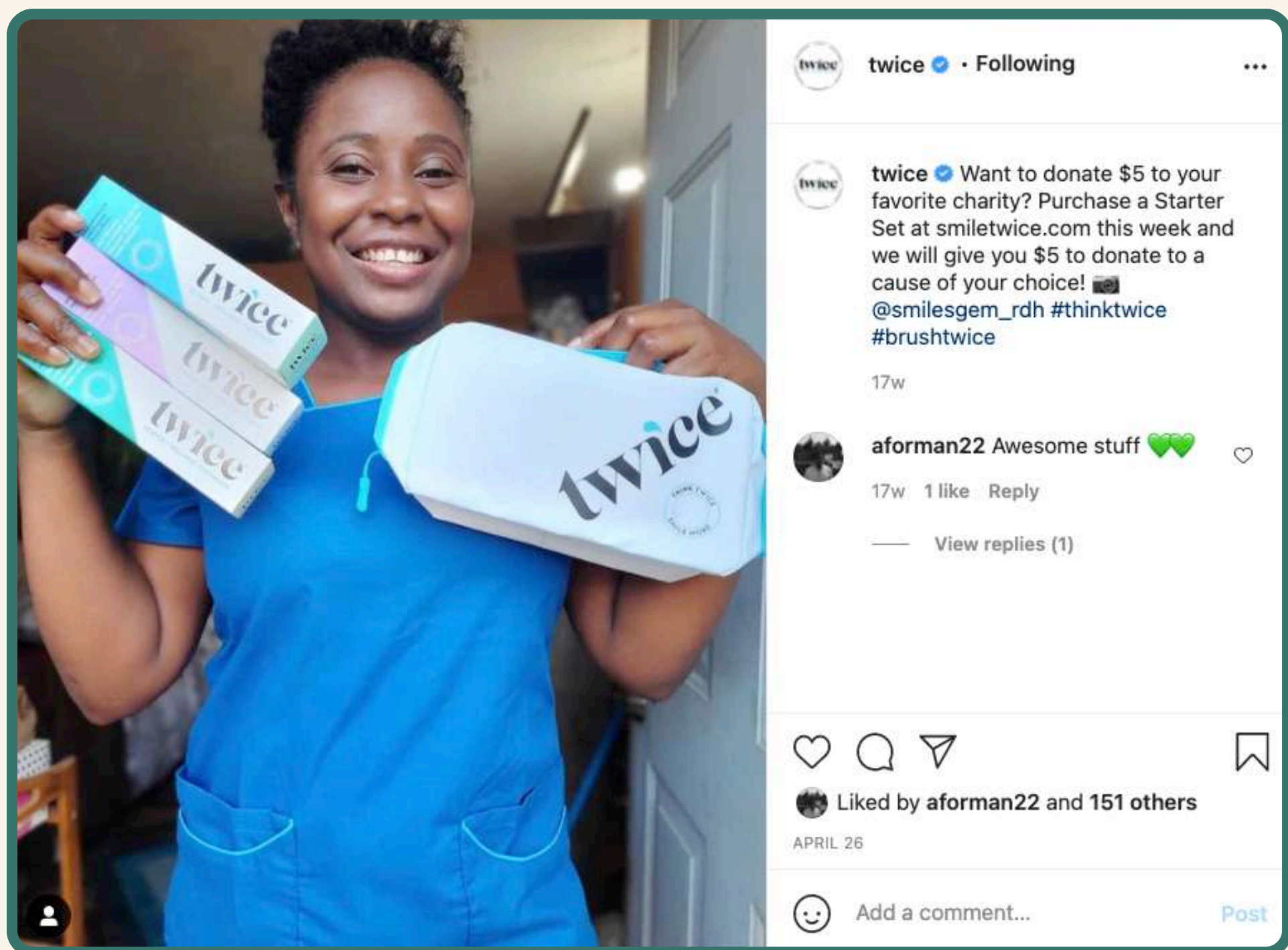
SHOP MADE TO ORDER



Join Us & Give Back

For every order over \$200, we'll give \$25 to the charity of your choice. In honor of Earth Day we're highlighting a few of our favorites including **Environmental Defense Fund**, **Oceana** and **The Nature Conservancy**. These nonprofits work to make our environment safe and healthier for us all.

SHOP & DONATE



BRACKISH X GIVZ - THE RESULTS

Posted by Brackish Team on August 03, 2020

Brackish

x

Givz

Over the past two weeks, your purchases have been donations. We've highlighted *Wings for Kids*, *Equal Justice Initiative* and *American Indian Services* throughout this campaign as we know they're doing outstanding work during this time. However, as a member of the Brackish family, if you're passionate about something - so are we. This is why the choice was yours. Here's a list of organizations that will receive monetary donations which will aid in fueling their efforts.

WINGS FOR KIDS

AMERICAN INDIAN SERVICES

ALSAC - ST. JUDE CHILDREN'S RESEARCH HOSPITAL

EQUAL JUSTICE INITIATIVE

ST JUDE CHILDREN'S RESEARCH HOSPITAL INC

MEALS ON WHEELS AMERICA

NATIONAL BREAST CENTER FOUNDATION

CAMP JOHN MARC FOUNDATION INC

TEXAS AGRICULTURAL LAND TRUST

AMERICAN HEART ASSOCIATION INC

ALZHEIMER'S DISEASE AND RELATED DISORDERS ASSOCIATION INC

CARE

ACLU

BEST FRIENDS ANIMAL SOCIETY


While this donation campaign has come to an end, the fight for social injustice remains. At Brackish we're committed to continued education and conversation surrounding the subject and hope you'll join us as you *look good while doing good*.

KENCKO KITCHEN, SUSTAINABILITY

The feelgood deal of the season

A photograph of a woman with dark hair tied back, wearing a blue tank top and pink shorts, sitting cross-legged on a bright pink wall. She is holding a small, dark-colored dog. In the background, there are green trees and a clear blue sky.

Our holiday deal this year is all about giving back: every new customer gets up to \$50 to donate to good causes. Here's the lowdown.



We care about what *YOU* care about

By partnering with Givz, we give back to the organizations YOU care about most in one easy click!

Givz


We'll give you \$25 to donate to any charity with any one-time Prospect Farms purchase.

SHOP NOW →

Simply checkout as usual, select your charity of choice, and the donation will be on the way to them!

LEARN MORE →

Sheets & Giggles



givz back with bedding

Do you like to do good? Do you like to sleep good? Do you also like to kill two birds with one stone? (figuratively, of course)

We're celebrating *International Day of Charity* (today) and *Labor Day* (tomorrow) by donating 15% of every order to your choice of charity.

Everyone wins! (except those poor, figurative birds)

DO GOOD, SLEEP BETTER


Use code **ILIKETOGIVZ** to donate 15% to charity!

how givz-ing works




1

Order some of our primo sheet.



2

Use code **ILIKETOGIVZ** at checkout.



3

After you click Pay Now, Givz will prompt you to choose a charity.



4

We'll donate 15% of your order total (remember, it's on us).



5

Sleep better knowing you made the world a little bit better.

GIVZ & GETS