



Let's *launch!*

Givebacks is here to help your nonprofit earn passive donations all year long with Shop to Give. The math is simple: The more backers you have, the more effortless donation revenue you generate.



HERE IS YOUR PLAYBOOK FOR SHOP TO GIVE SUCCESS:

Become your first *backer*

- * The best way to learn about Shop to Give is to see how it works for yourself. Follow the steps on Page 2 to get started.

Rally your *team*

- * Get your board and team members to sign up next, following the same steps.
- * Now, ask everyone to share their personal referral link with others. We've found sharing via text message to be most effective.

Time to *promote!*

- * Email your supporters and share on social media.
- * Use the templates in your Promotion Center or write your own. Emphasize that Shop to Give allows them to support you year round at no extra cost.

Become a *backer*

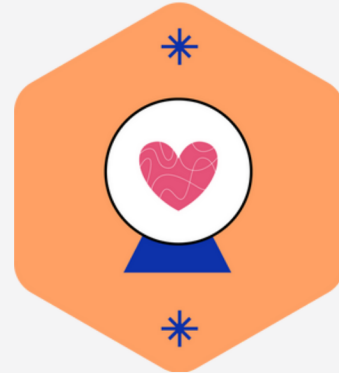
Follow the steps below to set up your Shop to Give account

1

Sign up for Givebacks

Head to Givebacks.com to sign up and select the cause you want to support

Pro tip: Mostly shop on your phone? Sign up via the Givebacks mobile app. Mostly shop on your computer? Sign up on desktop. Be sure to install the Givebacks browser extensions to earn donations while you shop online.



2

Securely link your card

Did you add your credit card(s) during onboarding? Great! If you didn't, head to your [Wallet page](#) to add it now. This is how you'll earn donations for in-person shopping and dining.

Pro tip: Head to your offers page to find local merchants near you.



3

Earn donations!

Once you've added the extensions and linked your card, make a qualifying transaction at a participating merchant.

Pro tip: When shopping online, always be sure to click the "Activate" button on your Givebacks browser extension to ensure your purchase earns donations.



It's time to *promote!*

Use the templates provided in your Promotion Center or create your own. Remember that every new backer has the potential to earn \$100 per year for your nonprofit.

1

EMAIL ANNOUNCEMENT

Organizations that send out an email announcement about Shop to Give to their supporters see a 2X increase in backers, on average. Don't forget to send a reminder a few days after the announcement.

2

SOCIAL MEDIA

Find premade social media images in your Promotion Center or create your own. Remind your supporters that Givebacks allows them to support you all year long at no cost to them.

3

WEBSITE

Be sure to add a blurb about Givebacks and the donations widget to your website, both of which you can find in your Promotion Center.

4

EMAIL FOOTERS AND SIGNATURES

Add a link for donors to support you with Shop to Give at the bottom of every marketing email going forward. Ask board and team members to add their referral link to their email signatures.

5

FLYERS

Use the take-home flyer template in your Promotion Center or create your own. Add a QR code connected to your referral link to allow for faster signups.