

Giving Assistant Classy Collaborative T-Shirts

Our charity team represented Giving Assistant at the Classy Collaborative conference, telling 10k nonprofit leaders and supporters about our fundraising platform. I was tasked with coming up with t-shirt designs that would be “conversation starters.” I offered these ideas to the team, along with answers they could provide if anyone asked them about their shirts. They were a hit!

If you want these to actually encourage conversations, let’s not be conservative with the statements on them. These are designed to be fun and interesting—some questions may require you to be prepared to respond, so I’ve also included some conversation fodder for you.

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1 A little cash back can do a lot of big things. Ask me how dimes helped stop polio.	
2 A little cash back can do a lot of big things. Ask me how to turn french fries into \$30 million.	
3 A little cash back can do a lot of big things. Ask me what I want for my birthday.	

4 A little cash back can do a lot of big things. Ask me about kid's meals in Chicago.	
5 A little cash back can do a lot of big things. Ask me how we raised \$900k in donations from our bathrooms.	

1. Answer: The March of Dimes. Shortly after the Great Depression, President Roosevelt started a foundation to help find a cure for childhood paralysis, and asked a marketing team to help raise donations for it. Families were still recovering from the Great Depression, and didn't have a lot to offer. The marketing team took this into account. They created a radio ad encouraging families to consider mailing single dimes to the White House for the cause. In less than 30 days, over 2 million dimes poured in: \$268,000 in donations total. Most were from children. This is how the March of Dimes started. Less than 20 years later, in 1955, the same foundation helped fund Jonas Salk's discovery of a vaccine for Polio. **Giving Assistant pays online shoppers an average of 10% cash back at over 3,000 stores (or 10¢ per \$1 spent) that they can donate to nonprofits. All those dimes have added up to over \$4 million raised for great causes in just 3 years!**

2. Answer: It would be nice to get \$1 million deposited into my bank account every time I ate a french fry—but this interesting charity fact is about the Ronald McDonald House. McDonald's restaurants all over the country collect diners' spare change at drive-through windows and checkout counters. They raise around \$30 million in spare change *alone* every year, which goes to the Ronald McDonald House charity, which helps around 9 million families annually stay close together when their child gets sick and needs medical care far from home. **Giving Assistant shoppers raise cash back donations through our partner brands at an average of 10%. A single \$5 donation on a \$50 purchase might not look like a lot up close—kind of like the spare change you might see in the donation jars at a McDonald's—but they've added up to over \$4 million in donations since 2014.**

3. Answer: [Tell them when your birthday is and something you want for it that costs \$100!] **Giving Assistant shoppers earn an average of 10% cash back on their purchases which they can donate to any nonprofit. A \$100 purchase would result in a \$10 donation to the nonprofit of their choice—interestingly, a mosquito net only costs about \$10. Children in developing countries who are vulnerable to malaria are protected by these nets. They grow up healthier and do better in school, which can help lift families out of poverty. Proving that great birthday gifts, when purchased through Giving Assistant, result in what might look like small donations, but those donation really do have the power to change and save lives.**

4. Answer: Well, I don't have any family-friendly restaurant recommendations for you [*but if you do, share one!*] — but believe it or not, one \$50 donation to the Greater Chicago Food Depository can feed a child 800 meals. **Giving Assistant is passionate about the power of small donations. Our shoppers earn an average of 10% cash back on their purchases at 3,000 retailers that they can donate to their nonprofit of the choice. That means a shopper donating to the Greater Chicago Food Depository could buy 800 meals for a single child after about \$500 in purchases...great news, since the average online shopper in America spends around \$1,800 per year! It may not seem like a lot up close, but our shoppers have donated over \$4 million in cash back in just 3 years—which is a huge impact.**

5. Answer: Fun (gross) fact—20% of Americans report making online purchases while using the bathroom! From that, we can gather that around 20% of the \$4 million our shoppers have raised to date (that's about \$900k in total) came from cash back donations from purchases made while a shopper was...**taking care of business**. So, no TMI or anything, but it's fair to say at least one person on our team has helped a nonprofit while shopping online during one of their more vulnerable moments.