Giving Assistant Onboarding Emails

Giving Assistant had a couple different “tiers” users could sign up under to enable them to earn more cash back. This is copy for our onboarding emails for our Savvy Shopper tier.

Day 1: Welcome

Day 2: $10 Cash Back Challenge

Day 3: Educate about payments

Day 5: Educate about donations

Day 1: Welcome

GRAPHIC HEADER TEXT: Welcome, Savvy Shopper!

SUBJECT: Welcome to Giving Assistant, Savvy Shopper!

BODY:

Do your friends have any idea how smart you are? You're officially earning cash back at 3,000+ stores!

Stay smart and never miss a dime with the Button. You'll get:

+ Alerts at checkout if cash back is available (*no annoying pop-ups while casually browsing stores!*) so you earn more

+ The best coupons for 6,000+ stores at your fingertips. Just click the Giving Assistant icon in your browser tool bar to snag them.

+ Total account management, right in the extension. No need to navigate to our site and log in when you want to check your earnings or adjust your donation preferences.

Have fun!

With love,
The Giving Assistant Team

Why did I get this email?

You signed up for Giving Assistant. We save online shoppers huge money at 3,000+ stores with instant cash back (doubled for Power Shoppers) and valuable coupons, all while raising donations for charitable organizations. Here's how it works:

Step 1.
Install the Button. Our top-rated browser extension alerts you to the best cash back rates at checkout, plus puts coupons and account management at your fingertips.

Step 2.
Set your preferences. Want to support a nonprofit? Log in and select your favorite. Choose to donate 1%-100% of your cash back to them. (*Donating is optional!*)

Step 3.
Shop as usual. Saving, earning, giving—you've put it all on autopilot. Time to treat yourself!

Day 2: $10 Cash Back Challenge

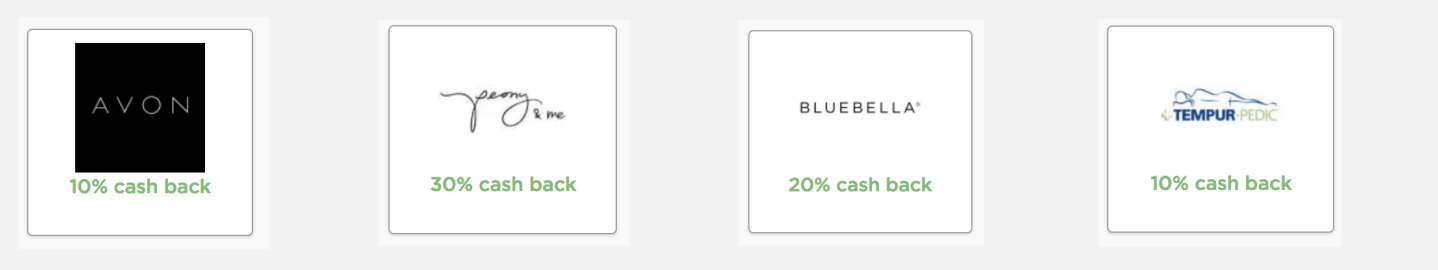
GRAPHIC HEADER TEXT: Take the $10 Challenge!

SUBJECT 1: Can you handle it?
SUBJECT 2: Take the $10 Cash Back Challenge

BODY:

Try the $10 cash back challenge today! (Well, if you want to call *earning-free-money-while-buying-cool-stuff* a challenge.)

It's easy—just spend $200 at any retailer offering 5% cash back or more. Like these:



For an extra boost, try these **$10 tips from our team**:

+ "Newer cash back stores offer some of the highest rates, so be open to retailers that are new to you—you'll also discover cool stuff your friends don't know about yet." –*Team Member*

+ "Subscribe to emails to know when once-a-month Double Cash Back days are happening! I've seriously seen rates as high as 30%." –*Team Member*

You can do it!

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P.S. If you spend more than $100 on fancy cheese, we strongly encourage you to share.

P.P.S. With us.

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Day 3: Educate about payments

GRAPHIC HEADER TEXT: Time to get paid!

SUBJECT: Time to get paid!

BODY:

Sign in today and pick your payment method (PayPal or eCheck) to start enjoying your weekly cash back payouts. You'll receive payments on Mondays any time your Current Earnings are $5.99 or higher.

Need a crash course in Giving Assistant payments? We got you—see our Payments FAQ below.

If you need anymore help, or have more questions, just reply to this email. We love hearing from you!

With love,
The Giving Assistant Team

Payment FAQ

How do I select a payment method?
Choosing a payment method is as easy as signing into your account. Your options are visible below your Current Earnings.

Debit/credit card, PayPal, or eCheck?

+ Getting your payments sent directly to your debit or credit card (even most international cards) is easy, and setup is fast and secure.
+ PayPal is an option we are proud to offer—it's available to more international users, and not typically offered by other cash back sites.
+ eChecks are also fast and easy: they're emailed to you, and can be printed out and cashed like traditional checks.

When do I get paid?
If you have a payment method selected, we will pay out your Current Earnings on Mondays. Please note:

+ We pay out cash back once your Current Earnings balance is greater than $5.99.
+ For new Power Shoppers, the first $5.99 you earn will go towards your annual membership fee. (The same will be true each year on the anniversary of your sign up, as long as you are a Power Shopper.)

When will you pay out my Pending Earnings?
We pay *Current Earnings* out weekly, but *Pending Earnings* have not yet been "unlocked" by the retailers, so they are not eligible for payout yet. They become available for payout (and moved into Current Earnings) within about 30-90 days, depending upon the retailer.

What do you mean by "unlocked?"

For security reasons, newly earned cash back (the amount you see under Pending Earnings) is typically held by retailers for the first 30-90 days after you make a purchase from them. This is called a “locking period,” and is determined by the retailers, not Giving Assistant. The locking period ensures that the purchase is completely final—for example, that you won’t be returning or exchanging your item. It helps keep everyone happy, safe, and organized.

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Day 5: Educate about donations

GRAPHIC HEADER TEXT: Give a Little Love

SUBJECT: Build a school just by shopping (seriously)...

BODY:

...or plant trees, protect animals, contribute to cancer research—even support a local Girl or Boy Scouts chapter. It's easy:

> **Step 1** → Log into your account, click Giving Balance on the left, and search for your favorite nonprofit organization to select them.
>
> **Step 2** → Use the slider to start supporting them with 1% to 100% of your cash back every time you shop.

Did you know? Giving Assistant shoppers have donated over $4 million in cash back to charitable organizations in just 3 years!

> "We love finding new and easy ways for people to support Pencils of Promise. Giving Assistant is simple and fun, and they're already over halfway to funding a whole school building with PoP.
>
> 
>
> Natalie Ebel
> Director of Marketing, Pencils of Promise

Need help deciding who to support? Start with one of these amazing organizations below.

With love,
The Giving Assistant Team

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camp kesem. | YELLOW FEATHER FUND | MARINE CONSERVATION INSTITUTE | Tostan Dignity for All

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