



# ShopDonation

## TIPS AND TRICKS

### How to collect as many donations as possible for your cause

#### Promotion online

- Tell as many people as possible about your project page at **ShopDonationUSA** in social media such as Facebook, Twitter, Instagram, LinkedIn etc.
- You can also add this weblink to your standard e-mail signature:  
*Shop via [shopdonation.com/projectname](http://shopdonation.com/projectname) and donate for free to our cause.*
- Of course you can also ask people to set your charity shop link as the start page on their browser. Or perhaps they can save it as a favourite so that they do not forget your cause when they shop online?
- Sign up for our newsletter, like **ShopDonationUSA** on Facebook, Instagram and Twitter and ask your supporters to do the same to keep up to date with great promotions and discounts. That way, your supporters will continue to get reminders and will not forget to shop for your project.
- You can download a flyer and/or poster from **ShopDonationUSA** for free and put your own project name + web link on it. You can find them here:  
[shopdonation.com/promotion](http://shopdonation.com/promotion).
- But of course also tell friends, family, acquaintances, colleagues and sports buddies. The more people shop for your project, the more you raise!

#### The company where you work/in your network

Companies can also support your cause when they order products online. Find more information about this on [shopdonation.com/business](http://shopdonation.com/business).

This can generate regular and sizable donations. So ask at work or at a company/entrepreneur in your network to do their company purchases via your **ShopDonationUSA** link, it's an easy and free opportunity to show their social responsibility.

\* Large purchases from companies often go by telephone through an account manager. But office supplies, ICT products, printer ink, business telephone subscriptions, business hotel bookings, business insurance and more are often done via the internet.



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TIPS & TRICKS - A permanent group of shoppers for your project

## Who already shops a lot online?

Everyone knows someone who cannot stay away from the computer when it comes to online shopping. These are of course the group for you to win over, because they can yield hefty donations!

## Regular purchases

Some purchases people already make on a regular basis. Think of people with pets who must buy pet food (3-4% donation at online pet stores). Or what about someone who wears lenses (7% donation at multiple web shops) or often needs new printer ink (5% donation)?

## Major purchases

Large purchases, such as the purchase of a laptop, TV, refrigerator, telephone and travel tickets, make the highest contribution. The percentages are often lower with these products, but they do raise a lot because of the high purchase price.

## Regular group for your cause

If you can inspire a certain group of people to shop regularly for your project, you will also be receiving regular donations and that can really support you in the long run.

The people who will actually return to shop for your project permanently - are the most valuable for reaching your goals!



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## TIPS & TRICKS - Which purchase yields the most?

The largest donations come from the extension/transfer of:

[Telephone subscriptions](#)

[Insurance plans](#)

[TV/internet packages](#)

For example (amounts are taken on average from multiple web shops, without the parties who do not wish to disclose monetary information)

- **Health insurance** - \$ 35 per closing (from mid-November to the end of December)
- **Telephone subscription** - \$ 25 per closing
- **Car insurance** - \$ 60 per closing
- **Funeral insurance** - \$ 100 per closing
- **TV package** - \$ 45 per closing
- **Internet** - \$ 45 per closing
- **Life insurance** - \$ 60 per closing

## What seasons are the most active?

Bring your project page to the attention of your network during these seasons!

- Christmas is by far the time when most people shop online.
- Black Friday makes people hunt for big discounts.
- Booking for summer getaways usually starts around February/March.
- Around September/October, people often start looking for winter holidays deals.