

Good

The chart below outlines a typical benevolent marketing partnership--with none of the advantages offered by using the GivingCode™.

Business and charity arrange promotion targeting agreed-upon date.

Charity promotes event to community of supporters.



Business enjoys increased sales on day of event. A portion of proceeds is donated to non-profit in the form of a check once accounting is completed. This process is not inherently transparent, and can become labor-intensive for the business.

"We automate the whole process, making your support of local groups easier and more effective than what you are doing now."

-Kurt Hansen, Founder of CharityWeb

The **gc** Gives

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Better

Event produced using the GivingCode:

Business targets range of dates and times for promotion. Creates "Deal" online via GivingCode control panel.

Charities view list of "Deals" and select days on which they wish to participate. Business agrees to proposed dates, completing "Deal." A unique GivingCode™ is instantly generated for distribution via email, social media links, or in print form.



The GivingCode™ enables businesses to reach larger pools of potential customers, with added flexibility regarding how and when promotions are scheduled--with the additional advantage of automated accounting plus trackable data to help gauge effectiveness and to identify and target new markets.

givingcode™

Customers present giving code at point of sale via smartphone or hard-copy.



Merchant captures code using any smartphone connected to the internet.



Confirmations are instant, and distribute personalized thank-you emails to your customers, indicating amount of donation and the designated charity. Content can be customized to include promotional messaging targeting future sales.

No checks to write. No receipts to tally. Recorded via database at point of sale, donation records are reported to both business and charity clients. Funds are transferred through ACH, streamlining the payment and record-keeping process. Ease of use, flexibility, transparency, and efficiency make the GivingCode™ a win-win-win for local business, local charities, and your community.

www.givingcode.gives