

givex community rewards

# INTRODUCING COMMUNITY ROUND UP

**Community Round Up** by Givex is a community engagement program that allows your customers to make small donations by rounding up their purchases to the nearest dollar. The difference with Givex is *your customers choose where their round-up funds go!*

- Easy and convenient: Customers make small donations on their purchases to the charity *of their choice*
- Engage customers: they are making a difference in a meaningful way, even if they are only able to contribute small amounts – small change, big impact!
- Low cost for you as your customers fund the contributions
- Increased donations: small amounts more frequently add up to greater contributions<sup>1</sup>



## How Community Round Up builds sales and loyalty

- Local schools and nonprofits encourage their families to shop with you
- Create a positive brand image through social responsibility and commitment to the community – high visibility and high impact
- Replace your current donation program by adding promotional “Matching” events to your round up program
- Sales metrics measured at the customer level – how do you measure the effectiveness of your current giving program?

## I already do a round up program, why do I need Givex?

- Givex provides a mechanism where you have *hundreds of local charities per store participating at once* – chosen by your customers – instead of just one at a time
- We eliminate the hassle by providing all the tools to administer the program effortlessly for you:
  - » Automatic tracking by customer
  - » Monthly EFT charity payments
  - » Community Round Up portal on your website – customers see how much they have given and how much their charity has received from all your customers
  - » Charity fundraising reporting by customer

**The most powerful brand in community fundraising is the charity receiving the benefit – let your customers choose who they want to support!**

<sup>1</sup> “Asking For Less Gets More! Proof Register Roundup Is a Winning Fundraising Strategy,” David Hessekiel, Forbes, Apr 21, 2022

**GET STARTED TODAY IN THIS ENGAGING & LOW-COST, HIGH VALUE PROGRAM!**

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