



GivingCards

A DonorsChoose.org GivingCard™ is a gift of philanthropy. The recipient of a GivingCard applies its value to any classroom project on DonorsChoose.org and is then personally thanked by the classroom he/she chose to help.

Which companies are using DonorsChoose.org GivingCards to delight employees, retain clients, and increase customer loyalty and sales?

Google

\$100 DonorsChoose.org GivingCard to 29,000 clients.

Yahoo!

\$100 DonorsChoose.org GivingCard to 12,000 employees.

Crate and Barrel

\$25 DonorsChoose.org GivingCard to 130,000 customers.

Why consider this “Gift of Giving”?

- 1 Increase brand equity and sales.** As reported in The Wall Street Journal, DonorsChoose.org GivingCards have demonstrated a singular ability to increase customer loyalty. After mailing GivingCards to 130,000 customers, Crate and Barrel saw:
 - **16% increase in sales** from customers who experienced the DonorsChoose.org GivingCards
 - **50% of redeemers telling others** about the company’s “gift of giving”
 - **54 percentage point improvement** in the company’s reputation as “community-minded”

“Yesterday, we received the most precious gift from **Crate and Barrel** – the opportunity to make students’ educational experiences more enriched. What was particularly special was that you allowed me, the consumer, to choose how I wanted the money spent. This is much more important and valuable to me than any discount coupon at your store. You have gained a loyal customer!”

- **Rachel Barner**, Chicago

- 2 Magnify and measure your philanthropic impact.** Redeemers often add personal donations to fully fund their chosen classroom project. The impact of your underlying grant and of the dollars added by redeemers is captured in a report listing all classroom projects supported, the number of students reached and number of instructional hours enriched, as well an analysis of the subject areas, locations, and other attributes of the projects brought to life.

- 3 Maximize value.** When giving fruit baskets to clients, you pay even when your clients throw them away. By contrast, for large-scale distributions, DonorsChoose.org only charges for GivingCards that are redeemed. A redemption rate of 20%, for example, equates to your donating \$5 to DonorsChoose.org for every \$25 GivingCard sent to your clients.

