



ShopDonation

Franchise

intro and offer



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1. The franchisee team we are looking for

We are seeking a franchisee team consisting of two individuals with complementary skills and expertise. Specifically we are looking for:

- **A nonprofit networker:** Are you well-connected within the nonprofit sector? We are searching for someone with a strong network of contacts in the nonprofit world who can effectively bring causes to your platform. If you have experience working with nonprofits or have actively engaged with charitable organisations, that makes you an ideal candidate to scale up your ShopDonation platform.
- **An online marketer or affiliate marketer:** Are you skilled in internet and social media marketing? The team requires someone with minimum four years of experience in online marketing or affiliate marketing. Your expertise will be instrumental in promoting causes, reaching a wider audience, and maximising the impact of your ShopDonation platform.

If you are a fundraising professional who operates your own fundraising company and has a dedicated team of employees, you possess a highly desirable quality that makes you an excellent candidate to effectively run your ShopDonation platform. Leveraging your existing team and their expertise to manage and operate the platform can greatly contribute to its success.

Other conditions

- You need to speak English fluently, in addition to the language of your country (if that's not English)
- You need to have at least 20 hours per week available to build a business



Character traits

- Do you have an entrepreneurial mentality and do you like to take initiative?
- Are you punctual? (Do you show up for meetings and communicate clearly and directly?)
- Do you feel at ease networking, handling online public relations to build long-term relationships and occasionally giving presentations?
- Does it excite you to have a positive influence worldwide?
- Does it excite you to own, build and grow your own platform?
- Does it excite you to build an automated cash flow that can even lead to a passive income?

Completing our international team

We're currently on a quest to find like-minded, skillful people with the same level of passion and enthusiasm as we have when it comes to making ShopDonation a global success in order to complete our international team. Together we can create a **worldwide positive impact** and become a concrete example of what can happen if we rethink our systems consciously.

ShopDonation is driving systematic change by generating free recurring donations to empower impactful social initiatives. By redistributing commercial profits to support worthy causes, we fund and make a tangible difference in places where it's needed the most. ShopDonation enables people to make a positive impact in their communities and beyond, simply and effortlessly by using our platform for their online purchases - without paying anything extra for the same products and services..

It excites us to give this opportunity to someone in search of the same thing that we were searching for: something that checks all boxes on personal, business, financial and spiritual levels.



2. What is ShopDonation?

ShopDonation is a 'link-through-platform', which means it's not selling products itself, but it's linking through to other webshop(s) where people can buy something. Every time a customer makes a purchase after clicking through ShopDonation, we earn a commission. This can be a set amount (like €10,00 per flight ticket) or a percentage of the purchase amount (on average 5% of the purchase amount). In the example of a 5% commission, buying something for €100,00 would lead to €5,00 commission. This system, widely known as "affiliate marketing," is an internationally utilised approach where numerous webshops and companies (referred to as Advertisers) promote their brands through various websites, blogs, vlogs, and social media pages (known as Publishers).

The unique thing ShopDonation does is give 75% of this bonus automatically as a donation to a cause that the buyer chooses. So from this €5,00 our system automatically gives €3,75 as a donation. That's how we redistribute profits to the good in society.

Website

Whenever a user arrives and browses on ShopDonation (for example www.shopdonation.co.uk), they always see a default cause/project chosen. The person can change this cause/project at any time. When the user clicks through to a webshop, the project that is selected at that time is saved. When the person actually buys something, the commission ShopDonation receives will be allocated and sent as a donation to that chosen project. The customer doesn't pay anything extra, so that's why we say shoppers can 'donate for free'. For causes this means an **extra ongoing source of income**, because the majority of customers are commonly shopping on a recurring basis.

The buyer will get a confirmation email from ShopDonation and have an overview of their total donated amount in their account on ShopDonation. If a person wants to shop anonymously (without creating an account) that's also possible. The only difference is that we cannot send a confirmation email back to the shopper in that case.

3. International expansion

After having tested our Dutch pilot version successfully, we saw that there is a huge potential to expand and scale this concept worldwide. In almost every country there are similar concepts to ShopDonation, but they only exist in one country. When this concept can be utilised internationally, it means that causes can generate multiple sources of income from multiple countries, a huge advantage over the platforms that are only present in one country.

How much do local competitors make?

- Easyfundraising.org.uk, £42 million in profit in 18 years, averaging a £2.33 million profit per year.
- Goodshop.com, \$18 million in profit in 18 years, averaging \$1 million profit per year.

These both only have a presence in one country, meaning with our international model we can attract a good amount of causes to our platform because we simply have more to offer. It can even be a benefit that causes already know how this concept works.

Local marketing through a franchise model

The Dutch version of ShopDonation is named DoelShop.nl for several reasons. Firstly, brand names in the Dutch language tend to resonate better with the local audience compared to English names. Additionally, since this concept requires a more detailed explanation than a conventional webshop, our brand name aims to help convey the concept effectively. Moreover, marketing strategies vary in each country due to cultural differences. Hence, we employ the franchise model, allowing each country to be managed by a franchisee team that understands the most effective marketing approaches and networking methods to attract causes.

The Dutch like to order from Dutch online shops

The Ecommerce Region Report also analyzed the popularity of national and foreign online stores among shoppers. In the Netherlands, consumers really prefer shopping at domestic websites (95 percent), a trend that's also noticeable in [Poland](#) (94 percent). In the small countries of Malta and Cyprus, online shoppers mostly (96 and 95 percent) shop at foreign ecommerce websites.

Source: <https://ecommercenews.eu/ecommerce-in-europe-e717-billion-in-2020/>



Reaching a dominant market position

Our international expansion strategy, driven by localised marketing efforts, plays a crucial role in establishing a dominant market position in every country.

- The goal is to address the existing gap in the market and capitalise on its untapped potential. The logical explanation why this concept hasn't been implemented before is understandable, given the substantial time and financial investment required to build and refine the system. Moreover, the initial profits were anticipated to be relatively low, resulting in a challenging return on investment (ROI). However, ShopDonation's dedicated team has successfully bridged this period of development and refinement over the course of the last few years
- In a world that becomes more internationally accessible every day, a lot of charities, NGOs, projects and communities can reach a crowd in multiple countries with ease, even if it's just one person running a social project. With branches all over the world, every social project can thus use ShopDonation and receive donations from every country where shopping online is common.
- Next to that ecommerce is growing in almost all countries. After Covid-19, this has increased even more, mostly for developing nations who have embraced ecommerce and affiliate marketing. This gives us a unique opportunity to set up before mass adoption happens in these countries.
- Every local platform's network strengthens and enhances the growth of other branches, as charities from various countries can leverage the global reach of the platform to receive donations from all over the world. In other words, your platform will receive causes from other countries, which can increase the income for your platform.

This unique international set-up gives us a significant advantage over platforms that only exist in one country, even though these platforms are already million-dollar plus businesses.



4. What ShopDonation offers

In recent years, substantial resources in terms of finances, time, and effort have been invested in the system. This has involved continuous upgrades, refinements, and valuable feedback-driven research to optimise various aspects such as marketing, user experience, design, customer service, as well as the main function of generating free donations and subsequent income for franchisees. Following a six-year period of diligent updates and refinements, the system has been thoroughly tested, proven to be effective, and capable of generating a satisfactory level of income. As a result, it is now primed for international expansion.

With that, the lengthy and resource-intensive phase that many companies found too long is now behind us. We have entered the stage where a significant return on investment (ROI) can be achieved, marking the profitable stage. This is precisely what ShopDonation is offering to you. In each country, all that is required now is a capable team consisting of a skilled marketer and a dedicated fundraiser/networker to effectively promote and manage the system.

A) What's in it for you?

The unique value that we're offering is that this system can bring the franchisee team a **location-independent automated income** that gradually becomes more **passive**. The potential of earning a well-deserved profit is vital to make a branch successful. Moreover, the impact it creates is equally significant. It contributes to society and revolutionises the ecommerce landscape by redistributing profits to social causes.

This unique combination has been the driving force behind our relentless efforts. It is an immensely fulfilling endeavour that encompasses personal, humanitarian, financial, and business aspects.



How will the income become more passive?

Once you have accumulated a substantial number of projects on your website, the rewards of a more passive income begin to emerge. This is due to the recurring nature of ShopDonation's impact. As projects utilise ShopDonation, a significant portion of them will continue to use the platform regularly, providing them with a continuous source of donations. Through their ongoing promotion and engagement with supporters, online shoppers are encouraged to make recurring purchases, such as during annual occasions like Christmas, birthdays, holidays, and when there is a need for insurances.

Possibility to work remotely

Because the income you are building with a ShopDonation platform is location-independent, you have the opportunity to work remotely. This is particularly handy for the networking aspect to bring in nonprofits, you have the opportunity to visit causes, give presentations and go to network meetings when needed. There are no specific times when you need to work and none of the tasks have an immediate urgency, providing you with lots of freedom.

Next to that, if you want to expand your team or outsource certain tasks once you have reached a certain amount of income you are completely free to do so as well - as long as you keep the control and responsibility of all the decisions for your company.

What's the catch?

What's the catch you might say? Well, building a business requires focus, an entrepreneurial spirit and patience. It is often said that entrepreneuring is a marathon, where you slowly build your empire over time, while most are sprinters who want to achieve success within a few weeks. This opportunity thus is not for everyone, but if you do bring the right ingredients to the table, there is a magnificent reward at the end of the road.



B) The number of projects determines your income

The more projects that use your platform the higher your recurring income. All projects that register on your ShopDonation platform will be incentivized to promote ShopDonation to their supporters, and through that will automatically bring customers to your website. The ShopDonation system has been optimised to make their promotion as easy and efficient as possible, for example by giving every project the ability to generate and customise their own ShopDonation-weblink, which makes their promotion very simple.

The primary responsibility of a franchisee is to attract projects to the platform, and this is where the network of the franchisee team comes into play. Experience has revealed that trust plays a significant role when causes learn about ShopDonation, as some may find the concept too good to be true. However, when they receive information from a trusted source, they are more willing to listen attentively and take action to join the platform.

In addition to leveraging your own network, we also recognize the value of utilising professional networks of others. Through strategic partnerships and collaborations, we can tap into the networks of other individuals and organisations, expanding our reach even further. By connecting with a wider audience, we have the potential to reach hundreds, even thousands, of projects at once. This approach can lead to an exponential increase in the number of causes joining your platform, amplifying its impact and success.

Unlocking the power of strategic partnerships: An insight into our partner program

At ShopDonation, we have developed a step-by-step strategic plan to effectively utilise the networks of other parties, enabling you to leverage their support. While the detailed version of this plan is exclusively shared with our franchise team members, we are pleased to offer you a general sneak preview below.



We have identified various organisations that may be motivated to assist you due to their alignment with our shared mission. These include governmental organisations, umbrella organisations for charities, NGOs, foundations, civilian initiatives, communities, crowdfunding platforms, as well as governing bodies for sports clubs, unions, and associations. By offering a means to generate free funds, we can engage these organisations in spreading the word among the projects they support. However, our experience has taught us that some may require an incentive to take action. To address this, we have implemented a **partner program** or **referral bonus system** that rewards any partner for their contributions. This incentivizes their active involvement in referring projects to the ShopDonation platform.

What is the partner program about?

The partner program rewards referrers who bring in projects with a bonus. As the referred project starts earning, the referrer starts earning as well. Umbrella organisations, capable of referring multiple projects, can earn up to €25 per project, based on a 2.5% commission from the project's earnings. For example, with 1000 projects in their reach, they could potentially earn up to €25,000 by simply referring projects to our website for free donations. The referral bonus system creates a strong incentive for referrers to assist you. It's a win-win situation: projects receive free money, referrers earn income with minimal effort*, and your platform gains a significant influx of projects.

We offer customised promotional material, social media posts, and texts tailored to the referrers' house style and preferred marketing approach, enabling them to instantly utilise these resources. By leveraging our partner program, you can harness the power of referrals while respecting and aligning with the referrers' unique branding and marketing strategies.

Correlating project numbers with financial returns

Based on our statistics from 2022 and the most common donation percentage, we can provide you with an accurate estimation of the number of projects required to generate specific income levels -



which we share in more specific detail with franchisees who have joined ShopDonation. Please note that the following figures are net numbers, calculated after the franchise revenue share has already been paid. We would like to emphasise that these numbers pertain to causes registered specifically on your local platform. It is important to note that starting from 2023, all causes registered on any local platform will automatically be registered on all other platforms, ensuring causes can receive donations from all ShopDonation platforms.

With 4000 projects registered on your platform, you can expect to earn approximately €48,000 per year. Increasing the number of projects to 8000 would yield around €100,000 annually. Keep in mind that this income has the potential to become more passive over time. Once projects are on the platform, an estimated 80%-90% of them tend to stay and continue using the platform, leading to recurring income for you. For reference purposes, Easyfundraising (UK) and Goodshop (US) have respectively over 200,000 and 100,000 causes on their platform.

Furthermore, as an international platform, any cause signing up in another country will automatically register on your platform. While not all of them may generate extra income due to the causes' limited reach in your country, some will, providing you with additional funds and helping populate your website with nonprofits from the start. Our formula and estimations are based on the causes you bring in, and causes from other countries might further elevate your income

By proactively leveraging the referral bonus system and reaching out to umbrella organisations, you have the potential to acquire these 4000 projects through 5-10 strategic meetings with key parties capable of promoting ShopDonation to the projects we are targeting. These projections serve as a guideline to illustrate the income potential based on the number of projects, but individual results may vary. Our team will provide valuable promotional material, including a brochure and a pre-made presentation, to empower franchisees in attracting partners effectively.



Exploring project potential in your country

To assess the potential in your country, it would be beneficial to conduct research on the number of sports clubs and charities nationwide. This information can be obtained through online searches or by referring to relevant databases and reports. Additionally, it would be helpful to identify a suitable governmental organisation that can reach out to these entities collectively.

Even in smaller countries with a population of less than five million, we have observed that the number of eligible projects exceeds 20,000. It's important to note that this figure does not include personal initiatives, schools, hospitals, community projects, associations, music clubs, art communities, and more. On top of that, projects with a significant following have the potential to attract a higher number of consumers to your ShopDonation platform. On average, each project is currently estimated to engage 10-15 consumers.



C) What's needed for success?

- For the beginning stage, a time-investment period is necessary to kickstart the platform. Projected is a 3-month period to fully set-up and establish the platform and social media channels.
- After that a 2-year period of building and reaching out to bring in a significant number of projects.
- From the launch onwards, the franchisee team must consist of two individuals with specific roles. One team member should be an online marketer/affiliate marketer with expertise in online marketing and social media marketing. The other team member should be a networker with a strong network in the nonprofit sector.
- If you are a fundraising professional who operates your own fundraising company and has a dedicated team of employees, you possess a highly desirable quality that makes you an excellent candidate to effectively run your ShopDonation platform. Leveraging your existing team and their expertise to manage and operate the platform can greatly contribute to its success.
- Running this platform alongside a full-time job is not feasible. While some franchisees have successfully balanced it with a part-time job or freelance work, it requires dedicating approximately 20 hours per week to ShopDonation. It is advisable to have a reliable source of direct income and consider ShopDonation as a long-term automated income stream.
- To effectively operate a ShopDonation platform, the team needs to address two key areas of work. The online marketer/affiliate marketer will be responsible for tasks such as maintaining webshops, updating website content, and implementing social media and online marketing strategies. The networker will leverage their connections in the nonprofit sector to bring in causes, build partnerships, and maintain relationships with nonprofit organisations.

5. Let's talk money

We've researched the market to make an offer that's better than the best deal we found out there. Please check out the links below to see what the market is currently offering:

Magento ecommerce software

<https://www.thecommerceshop.com/blog/how-much-a-magento-website-is-going-to-cost/>

<https://www.aitoc.com/blog/magento-pricing-how-much-it-costs-to-run-a-magento-store/>

Franchising

<https://www.franchisegator.com/lists/top-100/>

Online franchising

<https://www.franchiseeurope.com/online-franchises-4012/>

Buy-ins from €5.000 up to €100.000 on unproven business models are not uncommon. Often these franchise offers also include obliged purchases, such as needing to buy marketing material for a set price between €5.000 - €25.000.

Revenue sharing

In addition to the buy-in, what is commonly used is revenue sharing.

Here you'll find some articles on the topic:

<https://www.entrepreneur.com/article/164820>

<https://tinyurl.com/franchisecoukroyalty-fees>

<https://www.oakscale.com/post/what-is-the-average-franchise-fee>

<https://www.quora.com/What-is-the-profit-sharing-ratio-in-franchise-business>



On average, the typical investment required to join is €34,000, and the revenue share typically falls within the range of 6-8%. However, the exact percentage may vary between 0-20% based on the specific business model. It is important to note that unlike other models, you will have exclusive ownership of the concept in your country.

Our offer

Our offer for the buy-in is €1.000 for the set-up costs/buy-in and no extra obliged purchases. The revenue share is set around the same 6-8% on average, but with a starting percentage that is higher and the more profit you'll make, the percentage will drop to below the average. The starting percentage is set at 12,5% and with every €10.000 profit* your system makes per year, the percentage goes down by 0,625% until 2,5% has been reached.

At the beginning the percentage is a bit higher, but this is justified by the low buy-in that we offer and the low risk it involves. If you do prefer a big money investment we are open to discuss this with you to bring the percentage down.

75% to causes

The percentages mentioned above are based on the system giving 75% to causes. It could be that you are the first in your country, or that the competitors in your country give a (much) lower share to causes. Recently we have explored the possibility to lower the percentage given to causes in these circumstances, as long as no competitor steps up and gives a higher percentage.

These decisions should not be taken lightly and will only be done if both parties agree. Let's say we shift the 75% to 60%, this would mean a 60% increase in gross income. Included in this calculation is that the revenue sharing percentage corresponds with it, to keep things equal.

**An example to illustrate:**

40.000 revenue income - 75% = 10.000 gross income. 12.5% revenue costs = 5.000. Net profit 5.000.

40.000 revenue income - 60% = 16.000 gross income. 20% revenue costs = 8.000. Net profit 8.000.

*The revenue sharing percentage will move along at the same rate, so will be 20% in this case ($12.5 \times 1.6 = 20$), going down to 4% (2.5×1.6). Your net income will still be increased by 60%. If the revenue share stayed the same at 12,5% your net income would increase by 120%, and we do not want to 'reward' giving lower donations to causes that much. * The 0,625% decrease per €10.000 profits becomes $0,625 \times 1,6 = 1\%$ per €16.000 ($€10.000 \times 1.6$) in this example. Instead of saying per €10.000 profits (at 75% donation) or per €16.000 profits (at 60% donation), we can simply say per €40.000 revenue income.

It might seem tempting to lower this percentage given to causes immediately. But when causes are not impressed by what donations they can receive, they won't come back. The percentage given to causes is what keeps people and projects automatically using the platform, so see it as an investment. Next to that, when others see our platform giving a low percentage, they might step in to give a higher percentage.

We will join in paying for the referral bonus

When using the referral bonus system, let's say €1000,- was used in referral bonuses. Referral bonuses come from 2,5% of the gross revenue.



Example

20.000 revenue income, with 1000 referral bonus. Normally we would calculate the 12,5% revenue share over the full 20.000. But the referral bonuses used can be deducted from the total revenue before we calculate the percentage.

Normal

1st 10.000 profit x 12,5% = 1250

2nd 10.000 profit x 11,875% = 1187,5

After deduction

1st 10.000 profit x 12,5% = 1250

2nd **9.000** profit x 11,875 = 1068,75



Allocation of ShopDonation costs: Utilisation breakdown

The funds generated from the revenue share will support various crucial aspects of the platform's development and enhancement:

1. **Technical Team:** The revenue will fund the technical team responsible for maintaining and developing the backend, solving bugs, and handling all technical aspects. Their expertise will ensure a seamless user experience while allowing you to focus on sales and business growth.
2. **UI/UX Designer:** A portion of the revenue will be allocated to supporting a skilled UI/UX designer. This in-house professional will continually improve the frontend of the website, conducting user testing and staying updated with the latest trends to provide an optimal user experience.
3. **Franchise Manager and Marketing Consultant:** The revenue will also contribute to employing a dedicated franchise manager and marketing consultant. They will provide valuable feedback, engage in sparring sessions, and assist in confirming your strategies whenever needed.
4. **Investments and Enhancements:** Additionally, the revenue will be utilised for investments in necessary elements such as a new mobile app, browser plugins, and other enhancements. These investments will ensure the platform remains at the forefront of the industry.

By strategically allocating funds, we aim to continuously improve and enhance the platform, delivering an outstanding user experience while maximising the success of our franchisees.



A) The offer (in summary)

- Be the exclusive franchisee team: gain exclusive rights to operate the system in your country. You'll receive the complete system, including branding and marketing material, along with comprehensive training on platform management and income generation strategies. The package also includes promotional material and set-up of email servers and accounts.
- Profit-sharing structure: enjoy a progressive revenue share, starting at 12.5% and gradually decreasing to 2.5%. As you generate more profit, you retain a larger portion. ShopDonation compensates for providing the concept, system maintenance, and ongoing marketing support, while you keep an increasing share of the profits you create.
- Professional support and guidance: receive ongoing support, feedback, and advice from ShopDonation. You won't be left alone, as we are here to assist, guide, and advise whenever you need assistance or clarification.
- Technical back-up and maintenance: rely on the dedicated technical team for continuous technical support, platform updates, and maintenance.

ShopDonation's success is intertwined with yours. We share the common goal of making your branch successful, and our interests align in achieving that goal.



How are the set-up costs used?

The set-up costs are mostly used for the creation of 5-10 different APIs (automatic connections) with affiliate systems in your country. This can be quite time consuming and can require days of work.

Smallest possible hosting/domain costs

When running any type of website, there are the standard costs for hosting, domain and SSL that you would have to pay anywhere, but are minimised through ShopDonation.

The National Federation of Independent Business (NFIB), a grouping of 350,000 small businesses in the U.S., gives a general costing:

- ✓ Domain name registration: \$10-\$15/year
- ✓ SSL certificate (for site security and trustworthiness): \$70-\$300/year
- ✓ Hosting (you'll still need to rent a server from hosting companies to house your website): \$40-\$200/year

Source: <https://financesonline.com/how-much-does-it-cost-to-host-a-website-in-2018/>

<https://financesonline.com/how-much-does-it-cost-to-host-a-website-in-2018/>

<https://blog.hubspot.com/website/how-much-website-cost>

Check the above links for more information on average costs.

Through ShopDonation you pay the smallest possible hosting costs, at around \$6 per month. We can charge this low amount because we run one big hosting package that we divide under multiple countries (we take no profit on this).

The (SSL) security certificate makes the URL go to 'https://' and is also a ranking factor on Google. Costs on average: \$6 per year. Next to that the domain name which is around \$10 per year (depends on the domain name providers in your country).



Franchise contract

If we agree to work together, we will be signing a franchise contract. Both our interests are covered in this contract: you will be the exclusive franchisee for your country, and ShopDonation cannot terminate this contract against your will. This ensures that we cannot take away your established clientele and income (unless there is a serious abuse or fraud in play).

Similarly, you are also bound by the contract not to divert your built-up clientele to a competitor or a self-made new system. Any decisions or changes in the contract must be mutually agreed upon by both parties. In the event that ShopDonation ceases to exist, you will retain all your clientele and data, allowing you to continue your business independently. All these provisions are outlined in the contract, and we are open to discussing any additional preferences you may have. We believe that mutual satisfaction leads to mutual success.



6. Frequently asked questions

Should I personally reach out to all those webshops and ask them to work with me?

No, that would be extremely time-consuming. Instead, we apply to these programs through the affiliate systems with just a click of a button. Once we submit our applications, we wait for their approval. Upon receiving approval, we are granted access to our unique affiliate link, which we can use to promote their website. Consequently, we place their link on our platform, with their provided webshop description, logo and donation amount.

Affiliate systems operate like online marketplaces. On one side, there are webshops seeking websites to promote their business, and on the other side, there are publishers like us with an audience or following. For webshops, this form of advertising is cost-free until someone clicks on the link and completes a purchase. That's why it has become a popular marketing method for webshops.

Is there something special going on with Amazon?

Amazon previously had its own program called Amazon Smile, which allowed customers to allocate 0.5% to 1% of their purchases to a charity of their choice. However, Amazon's affiliate program offers a higher commission rate of 6%. In our case, if we were to give 3% to 4.5% as a donation, it would exceed the commission offered by Amazon, and that's why they didn't allow collaborations with websites that support charities.

Since the closure of the Amazon Smile program, there haven't been any changes in Amazon's Terms & Conditions. Currently, **we can still feature Amazon on our website**, but only we receive the commission. Charitable donations cannot be shared directly. However, by supporting ShopDonation, shoppers indirectly contribute to all causes listed on our website.



What if there is competition in my country?

In some countries, you might come across similar concepts to ShopDonation. While some of these platforms are well-run and properly managed, many are simply created by web developers with the hope of generating passive income without putting in any extra effort. In the Netherlands, for example, there have been examples such as:

- www.doelshoppen.nl
- <https://web.archive.org/web/20160331014653/https://www.4morgen.org/>
- <https://web.archive.org/web/20161017212239/https://koopendoneer.nl/>
- <https://web.archive.org/web/20130307051413/http://www.helpnu.nl/>

* Please note that the last three links are archived websites because they are no longer active.

The rare platforms that are actively managed in those countries are particularly interesting to us. Since we provide multiple sources of income through donations from each country where we have a platform, we estimate that we can bring in 30% or more of their projects to our platform by using our partner program.

These causes are already familiar with the concept of "shopping and donating for free," so that's an advantage for us. It's important to note that we don't aim to capture 100% of the market share, as the market is enormous: our target market is nonprofits and individuals that need money, that will not go away any time soon. Currently, we are the first and only international provider in this space.

Untapped market: sports clubs

If you come across a competitor in your country, we are curious to hear if they are targeting sports clubs as a market. Sports clubs and teams are ideal for our concept, as they consist of small, engaged groups with high social interaction. This market remains untapped in many countries, and by focusing on this group as well, you can further expand and scale up your platform.

7. Summary

With the right people in our team we can make a huge positive impact in the world. We not only focus on making a difference but also ensure that every franchisee team has the potential to earn a well-deserved profit. Our offer includes profitability to reward your efforts in achieving our common goal of success. Moreover, you have the exceptional chance to progress towards a passive income, an opportunity seldom found in the franchise industry.

At ShopDonation, our role is to simplify, clarify, and optimise your experience, offering guidance when needed and supporting you toward success. **When you thrive ShopDonation thrives, when ShopDonation succeeds you succeed.** If your profile fits the franchisee position, we have all the ingredients to ensure the success of the platform in your country as well.

If you're thrilled about joining ShopDonation, making a global impact by supporting causes, and earning a location-independent income that has the potential to become passive, don't hesitate to reach out to us at erwin@doelshop.nl. We are on the lookout for candidates that take initiative - as it's a key attribute that will turn this potential into a reality.



Picture from Les Amis de Gambie - project on ShopDonation