



ShopDonation

TIPS AND TRICS - How to collect as many donations as possible for your cause

Promotion online

- Tell as many people as possible about the existence of your page on ShopDonation via social media such as Facebook, Twitter, Instagram, LinkedIn etc.
- You can also add this weblink to your standard e-mail signature:
Shop via shopdonation.co.uk/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 ShopDonation 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 do not forget to shop for your project.
- You can download a flyer and/or poster from ShopDonation for free and put your own project name + web link on it. You can find them here: shopdonation.co.uk/promotions.
- 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.co.uk/business.

This can generate structural and sizable donations. So ask at work or at a company/entrepreneur in your network to do their company purchases via your ShopDonation 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 & TRICS - 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 purchases. These are of course interesting people to win over for you, because they can yield hefty donations!

Structural purchases

Some purchases people already make on a structural 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.

Fixed group for your cause

If you can move a fixed group of people to shop habitually for your project, you also receive structural donations and that can really support you in the long run.

Which people will actually return to shop for your project permanently? They are the most valuable!



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TIPS & TRICS - 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

Which period is the most popular?

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

- The Christmas period is the period where by far the most is being bought online.
- At Black Friday many people purchase online due to big discounts.
- The booking of summer holidays often starts around February/March.
- Around September/October people often start to book winter holidays.