



GOOD SCOUT

CHANGE AT THE CHECKOUT

THE EVOLUTION OF CHARITABLE
DONATIONS AT THE REGISTER

HOW DO CONSUMERS REALLY FEEL ABOUT GIVING TO CHARITY AT THE REGISTER?

CONSUMERS STILL LOVE CHARITY CHECKOUT CAMPAIGNS, AND THEY ARE BECOMING SPECIFIC IN THEIR PREFERENCES.

For decades, traditional and e-commerce retailers have raised billions of dollars for a variety of charities through a donation ask at point-of-sale. According to America's Charity Checkout Champions report, \$350 million was raised through 63 million-dollar-plus charitable checkout campaigns in 2012.

Clearly this fundraising tactic is a mainstream part of our shopping experience, but we wanted to understand specific consumer preferences, sentiment and motivations around donating at the register.

The register has become such a lucrative fundraising tactic that industry speculation

points to oversaturation and consumer fatigue on giving at register. Our findings show that in actuality, consumers say the exact opposite. They like to give at the register, feel good about the parties involved when they do, and want to be more personally engaged moving forward.

While most consumers have a similar affinity to charitable checkout campaigns, specific preferences certainly differ across demographics. Using this type of data to customize your next retail donation program will differentiate your customer's experience with your brand or cause.

ABOUT THE RESEARCH

Good Scout conducted an online survey to 3,030 respondents across the United States in May and October 2014. Respondents were of varying age, gender, ethnicity and social status. The survey was conducted among a random sample of the online population ages 13 and older. The margin of error associated with the total sample is 2.5% at a 95% level of confidence.

CONSUMER PARTICIPATION



71%
**OF
RESPONDENTS
HAVE
DONATED TO
CHARITY AT
THE REGISTER.**



DONATION AMOUNT

66%

OF CONSUMERS
DONATE LESS THAN \$2
TO CHARITY AT THE
REGISTER AT ONE TIME.



26%



LESS THAN \$1

40%



\$1—\$1.99

19%



\$2—\$5

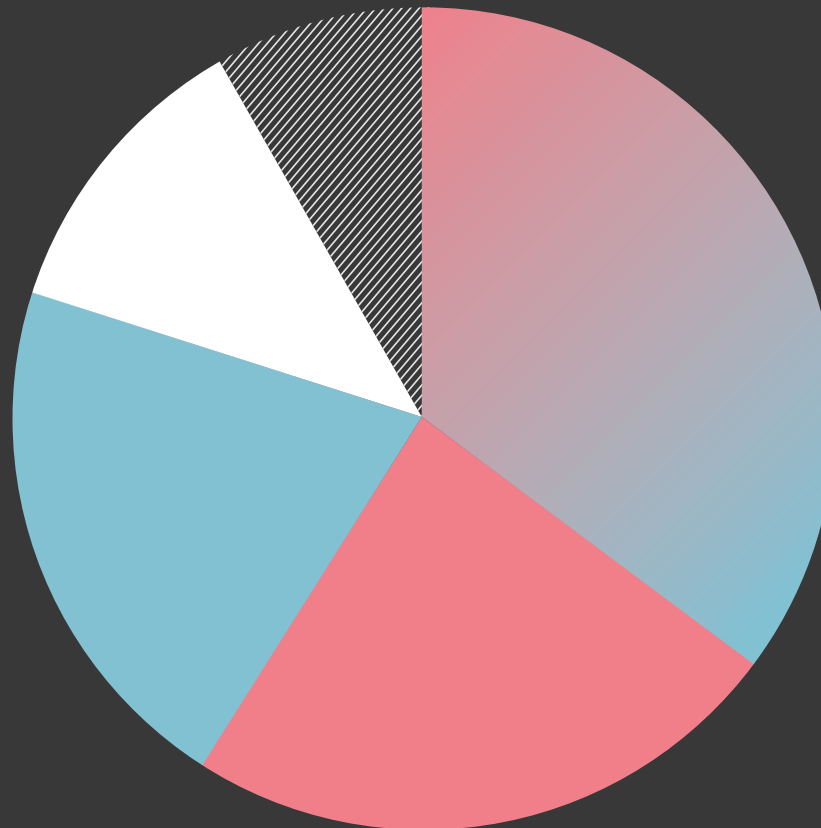
15%



\$5 & UP

CONSUMER SENTIMENT

55%
OF RESPONDENTS LIKE
BEING ASKED TO GIVE TO
CHARITY AT REGISTER.



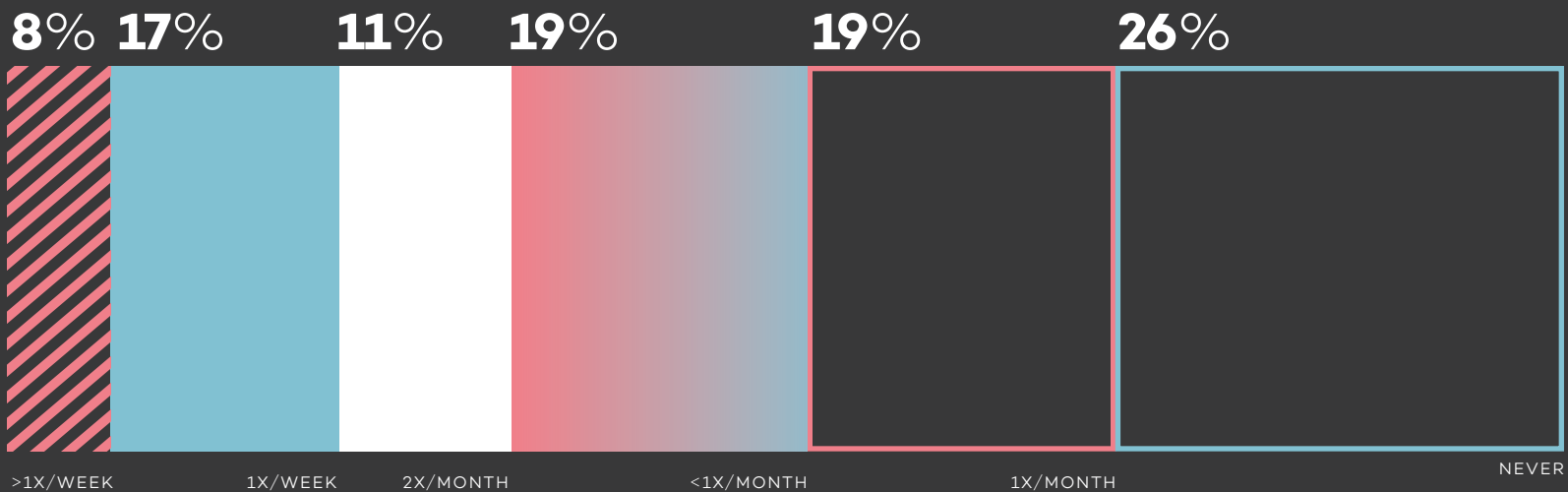
**OF THOSE THAT
DISLIKE BEING
ASKED TO GIVE
AT REGISTER,
THEY STILL GIVE
MOSTLY BECAUSE
THEY FEEL
GUILTY IF THEY
DON'T DONATE.**
OTHER REASONS INCLUDE...

- 35% - Feel Guilty
- 24% - Other
- 21% - Cashier Asked Me
- 12% - Peer Pressure
- 8% - Easy to Do

SOLICITATION FREQUENCY

55%

OF CONSUMERS PREFER
TO BE ASKED ONCE PER
MONTH OR MORE.



DONATION TRIGGER

CONSUMERS LIST **CHARITY
BRAND RECOGNITION** AS
THE #1 REASON THEY ARE
COMPELLED TO GIVE TO
CHARITY AT THE REGISTER.

NEARLY JUST AS MANY SAY
IT'S BECAUSE **THE CAUSE IS
PERSONAL TO THEM.**



28% CHARITY BRAND RECOGNITION

27% CAUSE IS PERSONAL TO ME

14% CASHIER ASKED ME TO

12% CAUSE IS EMOTIONAL

10% FEEL PEER PRESSURED

9% OTHER

SOLICITATION PREFERENCE

62%

**OF CONSUMERS
PREFER TO BE
SOLICITED BY
THE CASHIER AT
REGISTER.**



10% BY THE CASHIER VIA PAPER ICON



20% BY THE CASHIER VIA ROUNDING UP YOUR BILL

32%

BY THE CASHIER WITH
A DOLLAR ADD-ON TO
YOUR BILL



11% ON THE CREDIT CARD KEYPAD
VIA ROUNDING UP YOUR BILL



15% ON THE CREDIT CARD KEYPAD WITH
A DOLLAR ADD-ON TO YOUR BILL



11% OTHER

BRAND RECALL: CHARITY

47% OF CONSUMERS
REMEMBER THE LAST
CHARITY THEY GAVE
TO AT THE REGISTER.



SPRING RECALL

1. Children's Miracle Network Hospitals
2. March of Dimes
3. St. Jude Children's Research Hospital
4. American Red Cross
5. The Humane Society
6. PetSmart Charities
7. ASPCA
8. American Cancer Society
9. Make-A-Wish Foundation
10. The United Way

FALL RECALL

1. St. Jude Children's Research Hospital
2. March of Dimes
3. American Red Cross
4. Salvation Army
5. Marine Toys for Tots Foundation
6. Children's Miracle Network Hospitals
7. American Cancer Society
8. PetSmart Charities
9. Muscular Dystrophy Association
10. Make-A-Wish Foundation

BRAND SENTIMENT: CHARITY

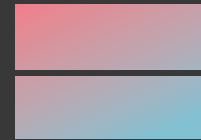
Of those that recall the last charity they gave to at register...

79%
**OF CONSUMERS FELT
POSITIVELY ABOUT
THE CHARITY AFTER
SUPPORTING THEM AT
THE REGISTER**



79%

FELT POSITIVE



17%

FELT INDIFFERENT



4%

FELT NEGATIVE

BRAND RECALL: RETAILER

65%

OF CONSUMERS REMEMBER
THE LAST RETAILER THAT
ASKED THEM TO GIVE TO
CHARITY AT THE REGISTER.



SPRING RECALL

1. Walmart
2. Walgreens
3. Kroger
4. PetSmart
5. Publix
6. Whole Foods
7. McDonald's
8. Rite Aid
9. Stop-N-Shop
10. Albertson's/Safeway*

FALL RECALL

1. Walmart
2. Albertson's/Safeway*
3. Kroger*
4. Walgreens
5. Dollar General
6. K-Mart & Publix (tie)
7. PetSmart
8. Dollar Tree
9. McDonald's
10. Rite Aid

*All sub-brands under this parent grocer were considered and tallied as part of their recall ranking.

BRAND SENTIMENT: RETAILER

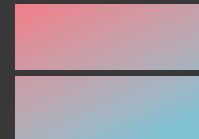
Of those that recall the last retailer that asked them to give to charity at the register...

60%
**OF CONSUMERS FELT
POSITIVELY ABOUT THE
RETAILER AFTER BEING
ASKED TO DONATE AT
THE REGISTER.**



60%

FELT POSITIVE



30%

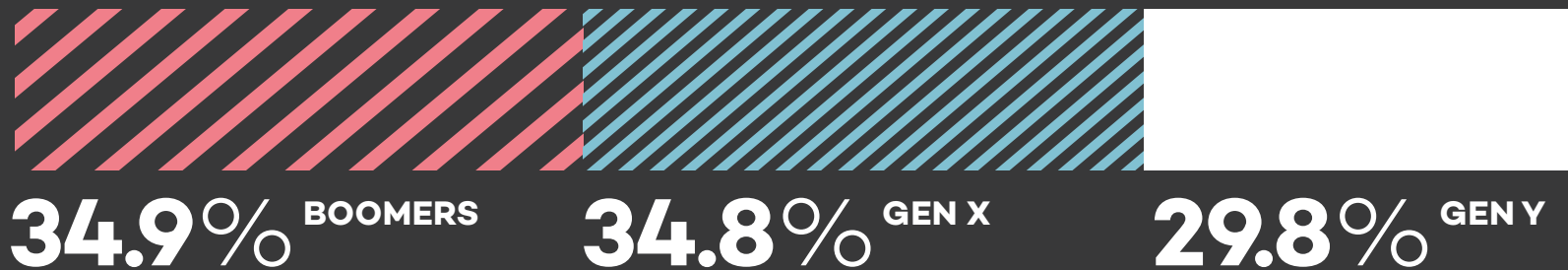
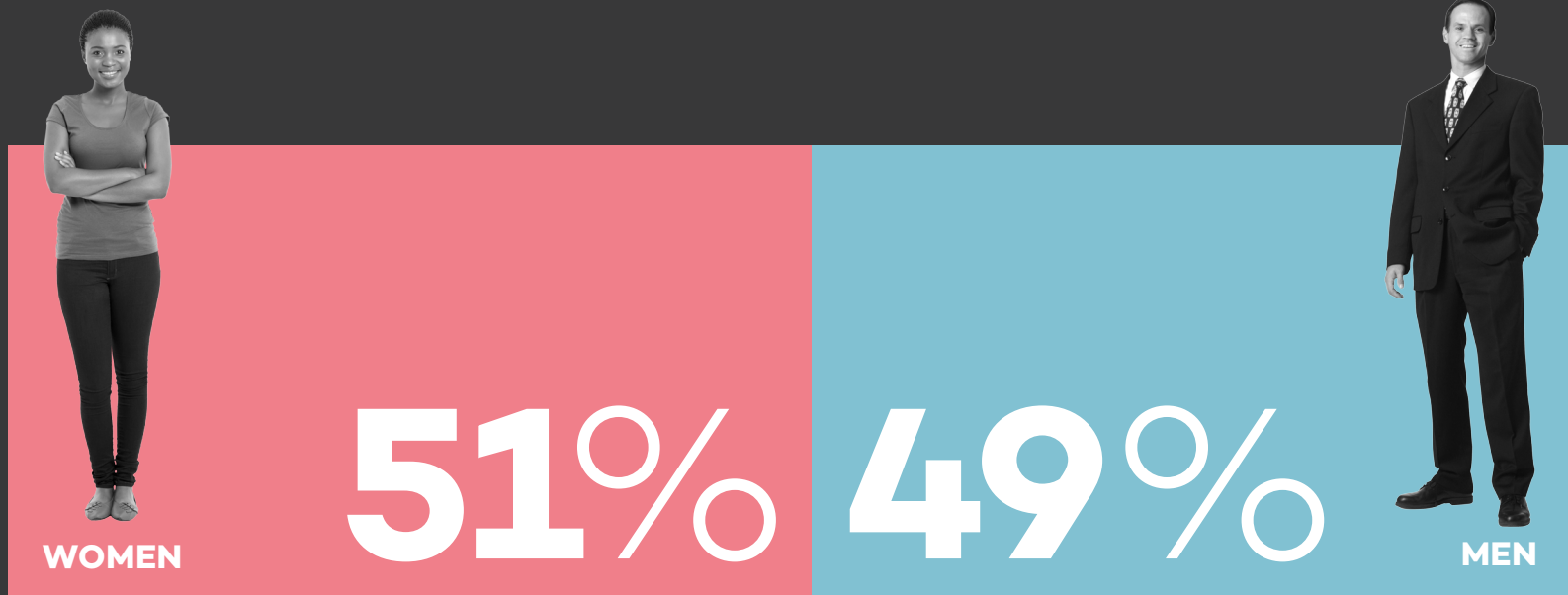
FELT INDIFFERENT



10%

FELT NEGATIVE

CONSUMER SEGMENTATION



SEGMENTATION OVERVIEW



GENERATION Y

Generation Y has donated to charity most at the register



BOOMERS

Boomers mostly donate less than \$2.00 at the register



GENERATION Y

Generation Y likes being asked to give to charity at the register the most



GENERATION X & Y

Generation X & Y prefer to be asked to give to charity at the register the most frequently



ALL SEGMENTS

All segments attribute charity recognition and a personal cause as their motivation for giving at the register



ALL SEGMENTS

All segments prefer a donation request come from the cashier in the form of \$1 added onto their total bill



GENERATION X

Generation X has the highest brand recall for charities and retailers



GENERATION Y

Generation Y felt the most positively about charities and retailers once they gave, or were asked to give at the register


SEGMENTATION DETAILS WOMEN

69%



Have donated to charity at the register

69%

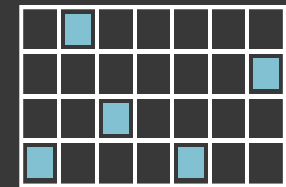


DONATE **LESS THAN \$2.00** AT ONE TIME

55%

Like being asked to give at the register

54% Prefer to be asked once per month or more



RANK “**CAUSE IS PERSONAL TO ME**” AS THE **#1** REASON THEY ARE COMPELLED TO GIVE TO CHARITY AT THE REGISTER

Prefer a donation request come from the cashier in the form of **\$1 added onto their total bill.**



BRAND RECALL

	SPRING	FALL
53% REMEMBER THE LAST CHARITY THEY GAVE TO AT THE REGISTER.	1. Children's Miracle Network Hospitals 2. St. Jude Children's Research Hospital 3. The Humane Society	1. St. Jude Children's Research Hospital 2. Salvation Army 3. Toys For Tots
68% REMEMBER THE LAST RETAILER THAT ASKED THEM TO GIVE AT THE REGISTER.	1. Walmart 2. Petsmart 3. Kroger	1. Walmart 2. Albertsons/Safeway 3. Walgreens



79% FELT POSITIVELY ABOUT THE CHARITY AFTER GIVING

61% FELT POSITIVELY ABOUT THE RETAILER AFTER GIVING

SEGMENTATION DETAILS MEN

72%



Have donated to charity at the register

63%

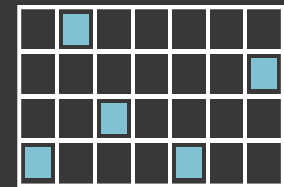


DONATE **LESS THAN \$2.00** AT ONE TIME

56%

Like being asked to give at the register

37% Prefer to be asked once per month or more



RANK
“**CHARITY RECOGNITION**”
AS THE
#1
REASON
THEY ARE
COMPELLED
TO GIVE TO
CHARITY
AT THE
REGISTER

Prefer a donation request come from the cashier in the form of **\$1 added onto their total bill.**



BRAND RECALL

50% REMEMBER THE LAST CHARITY THEY GAVE TO AT THE REGISTER.



SPRING

1. March of Dimes
2. American Red Cross
3. The United Way

FALL

1. American Red Cross
2. St. Jude Children's Research Hospital
3. Salvation Army

66% REMEMBER THE LAST RETAILER THAT ASKED THEM TO GIVE AT THE REGISTER.

1. Walmart
2. Walgreens
3. Petsmart

1. Walmart
2. Albertsons/Safeway
3. Kroger

78% FELT POSITIVELY ABOUT THE CHARITY AFTER GIVING



59% FELT POSITIVELY ABOUT THE RETAILER AFTER GIVING

SEGMENTATION DETAILS BOOMERS

67%



Have donated to charity at the register

73%



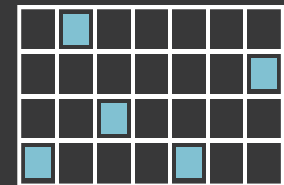
DONATE **LESS THAN \$2.00** AT ONE TIME

60%

Dislike being asked to give at the register

44%

Prefer to be asked once per month or less



RANK
“**CHARITY RECOGNITION**”
AS THE
#1
REASON
THEY ARE
COMPELLED
TO GIVE TO
CHARITY
AT THE
REGISTER

Prefer a donation request come from the cashier in the form of **\$1 added onto their total bill.**



BRAND RECALL

56% REMEMBER THE LAST CHARITY THEY GAVE TO AT THE REGISTER.



SPRING

1. ASPCA
2. Children's Miracle Network Hospitals
3. Goodwill

FALL

1. St. Jude Children's Research Hospital
2. Salvation Army
3. American Cancer Society

67% REMEMBER THE LAST RETAILER THAT ASKED THEM TO GIVE AT THE REGISTER.

1. Petsmart
2. Walmart
3. Dollar Tree

1. Walmart
2. Albertsons/Safeway
3. Kroger

74%

FELT POSITIVELY ABOUT THE CHARITY AFTER GIVING



47%

FELT POSITIVELY ABOUT THE RETAILER AFTER GIVING

SEGMENTATION DETAILS GENERATION X

72 %



Have donated to charity at the register

64 %



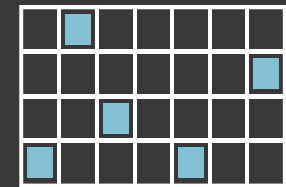
DONATE **LESS THAN \$2.00** AT ONE TIME

57 %

Like being asked to give at the register

51 %

Prefer to be asked more than once per month



RANK “**CHARITY RECOGNITION**” AND “**CAUSE IS PERSONAL**” EQUALLY AS THE

#1

REASON THEY ARE COMPELLED TO GIVE TO CHARITY AT THE REGISTER

Prefer a donation request come from the cashier in the form of **\$1 added onto their total bill.**



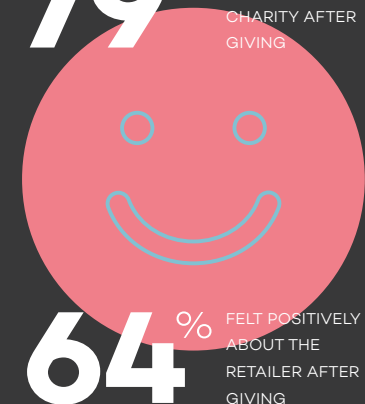
BRAND RECALL

	SPRING	FALL
66% REMEMBER THE LAST CHARITY THEY GAVE TO AT THE REGISTER.	1. March of Dimes 2. Children's Miracle Network Hospitals 3. Petsmart Charities	1. St. Jude Children's Research Hospital 2. American Red Cross 3. March of Dimes
71% REMEMBER THE LAST RETAILER THAT ASKED THEM TO GIVE AT THE REGISTER.	1. Walmart 2. Kroger 3. Whole Foods	1. Walmart 2. Albertsons/Safeway 3. Dollar General



79 %

FELT POSITIVELY ABOUT THE CHARITY AFTER GIVING



64 %

FELT POSITIVELY ABOUT THE RETAILER AFTER GIVING

SEGMENTATION DETAILS GENERATION Y

74 %



Have donated to charity at the register

60 %

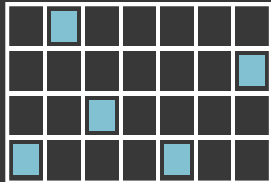


DONATE **LESS THAN \$2.00** AT ONE TIME

70 %

Like being asked to give at the register

51 % Prefer to be asked more than once per month



RANK “**CAUSE IS PERSONAL TO ME**” AS THE **#1** REASON THEY ARE COMPELLED TO GIVE TO CHARITY AT THE REGISTER


Prefer a donation request come from the cashier in the form of **\$1 added onto their total bill.**



BRAND RECALL

	SPRING	FALL
55% REMEMBER THE LAST CHARITY THEY GAVE TO AT THE REGISTER.	<ol style="list-style-type: none"> 1. St. Jude Children's Research Hospital 2. Children's Miracle Network Hospitals 3. Make-A-Wish Foundation 	<ol style="list-style-type: none"> 1. St. Jude Children's Research Hospital 2. Salvation Army 3. March of Dimes
68% REMEMBER THE LAST RETAILER THAT ASKED THEM TO GIVE AT THE REGISTER.	<ol style="list-style-type: none"> 1. Walmart 2. Walgreens 3. Petsmart 	<ol style="list-style-type: none"> 1. Walmart 2. Albertsons/Safeway 3. Walgreens

83 % FELT POSITIVELY ABOUT THE CHARITY AFTER GIVING



68 % FELT POSITIVELY ABOUT THE RETAILER AFTER GIVING

KEY TAKEAWAYS

WILLING & READY FOR MORE

With a strengthening economy, retailers are once again experiencing increased foot traffic. Consumers have more confidence to not only purchase, but also give at the register.

Consumers are not only donating to charity at the register, but they actually like doing so and being asked to do so frequently.

Skeptics may claim this fundraising tactic is oversaturated, but we see it as an accepted and expected method of cause engagement by the average individual donor.

BRANDING IS IMPORTANT

Brand Recognition is the #1 reason consumers give to charity at the register. While a personal connection is nearly just as important, a charity's brand reigns supreme.

An age-old question for most nonprofits, this data suggests there is a direct correlation between brand awareness and fundraising income. Furthermore, it supports the case for charities to look to retail donation campaigns not merely as transactional fundraising opportunities. But, instead as true platforms driving organizational branding and consumer engagement opportunities.

POWER OF HUMAN CONNECTION

While many consumers may prefer self-service options throughout their retail experience, they like human interaction with the cashier when solicited to give to charity. *The cashier request also accounts for 14% of register donations each year.*

There is a certain power of influence when humans interact—whether deliberate or subconscious. We crave interaction and act on its behalf more frequently.

However, retailers are upgrading checkout technology to make our shopping experience quicker and cut down on their labor costs. With the influx of technology integration at register, consider ways to incorporate various forms of human connection in your retail campaigns to maintain their emotional appeal. Even if it is not in the form of a direct donation solicitation.

KEY TAKEAWAYS

TRUTH ABOUT TIMING

Whether it's in a grocer, pharmacy, clothing retailer, bank or fast food chain, the majority of consumers like to be asked to give to charity often at retail. Anecdotally, consumers ultimately enjoy being given the opportunity to be philanthropic while conducting an everyday, weekly or monthly activity.

Industry-wide, the frequency at which you ask a consumer to donate at retail does not statistically seem to negatively impact their donation decision. As the support of social causes becomes further integrated into consumerism – whether through a singular product purchase or register transaction – consumers are now expecting its presence to be driven by the corporate brands they know and love. So much so, the lack thereof could potentially deter their loyalty and brand support – especially from certain demographics.

A LASTING EFFECT

Many retailers wonder if their own commitments to causes are making an impact on their consumers. Our findings show retail donation programs are a great way for retailers to demonstrate their commitment to a cause, essentially offering their consumers the opportunity to do a good deed that day [by donating at register].

With nearly 2/3 of consumers recalling a retailer's brand as the last place that asked them to give, and feeling good about that brand, this feel-good transactional relationship with consumers is leaving a lasting effect that retailers can be proud of.

CUSTOMIZE THE EXPERIENCE

While the majority of consumers like charitable checkout campaigns, their motivations and preferred giving methods differ slightly depending on the demographic. *What has been a one-size-fits-all template for retailers and charities to date, should now evolve into consumer-driven campaigns based on type of retailer, key audience, time of year and charitable mission.*

Customized, however, does not have to mean disorganized. Consider streamlined measures that ensure consistency, but still allow for flexibility. Customers are looking for an actual experience to engage them with the mission at hand. Whether a pre-campaign event or in-store blitz, they want a hands-on experience.

GOOD SCOUT

ABOUT GOOD SCOUT

Good Scout is a social good consultancy that helps brands take smart, impactful, and sustainable leaps in how they do a greater good.

With offices in New York, Los Angeles, Dallas and Austin, Good Scout harnesses the power of award-winning marketers who have developed informed, innovative strategies for top-tier causes and corporate brands including St. Jude Children's Research Hospital, The American Heart Association, Make-A-Wish Foundation of America, Big Brothers Big Sisters of America, 3M, Chili's Grill & Bar, Nationwide Insurance and more.

Using our proprietary Cause Innovation tools, sessions and processes, Good Scout ideates and fashions cause platform campaigns, innovative corporate alliance promotions and social responsibility brand-building strategies that propel, ignite and maximize. Ready to take on cause like never before? Good. Let's Get Going.

www.goodscoutgroup.com
[@GoodScoutGroup](https://twitter.com/GoodScoutGroup)



GOOD SCOUT INSIGHTS

Every nonprofit organization has a story to tell. We fight cancer, we feed the hungry, we shelter the homeless, we offer mentoring, we provide basic human services for children and families around the globe. And while those stories are deeply meaningful, the impact of big data is changing the way we tell those stories forever. Words and stories have evolved into words and stories...and numbers.

No longer can a nonprofit talk about its mission in intangible, lofty terms. From securing corporate partners to engaging new donors, today's nonprofits have to delve deep into organizational data and marketplace trends to provide the outcomes that define impact, show relevance and differentiate your nonprofit brand and cause from all the others.

That's why Good Scout created our Insights Division.
Because you don't just need a story...you need a smarter story.

**For questions or interest in Good Scout Insights
and consulting, contact:**

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