CHANGE AT THE CHECKOUT
THE EVOLUTION OF CHARITABLE DONATIONS AT THE REGISTER
HOW DO CONSUMERS REALLY FEEL ABOUT GIVING TO CHARITY AT THE REGISTER?
EXECUTIVE SUMMARY

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% have donated of respondents have donated to charity at the register.

29% have not donated at-register donations.
66% of consumers donate less than $2 to charity at the register at one time.

- Less than $1: 26%
- $1–$1.99: 40%
- $2–$5: 19%
- $5 & up: 15%
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.

- 8% >1X/WEEK
- 17% 1X/WEEK
- 11% 2X/MONTH
- 19% <1X/MONTH
- 19% 1X/MONTH
- 26% NEVER
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.
- **32%** by the cashier with a dollar add-on to your bill.
- **10%** by the cashier via paper icon.
- **20%** by the cashier via rounding up 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
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.
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.
CONSUMER SEGMENTATION

51% WOMEN

49% MEN

34.9% BOOMERS

34.8% GEN X

29.8% GEN Y
SEGMENTATION OVERVIEW

GENERATION Y
Generation Y has donated to charity most at the register

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

BOOMERS
Boomers mostly donate less than $2.00 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 Y
Generation Y likes being asked to give to charity at the register the most

GENERATION X
Generation X has the highest brand recall for charities and retailers

GENERATION Y
Generation Y has donated to charity most at the register

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

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

1. Children’s Miracle Network Hospitals
2. St. Jude Children’s Research Hospital
3. The Humane Society

FALL

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

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

61% 

FELT POSITIVELY ABOUT THE RETAILER AFTER GIVING

79% 

FELT POSITIVELY ABOUT THE CHARITY AFTER GIVING

CHANGE AT THE CHECKOUT
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**

<table>
<thead>
<tr>
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<td>50% REMEMBER THE LAST CHARITY THEY GAVE TO AT THE REGISTER</td>
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<td>1. March of Dimes</td>
<td>1. Walmart</td>
</tr>
<tr>
<td>2. American Red Cross</td>
<td>2. Walgreens</td>
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<td>3. Salvation Army</td>
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</tbody>
</table>

50% Remember the last charity they gave to at the register.

56% Remember the last retailer that asked them to give at the register.

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% prefer to be asked once per month or less to 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

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<td>2. Salvation Army</td>
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<td></td>
<td>3. Goodwill</td>
<td>3. American Cancer Society</td>
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<td>1. Petsmart</td>
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<td>2. Walmart</td>
<td>2. Albertsons/Safeway</td>
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<td>3. Dollar Tree</td>
<td>3. Kroger</td>
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74% felt positively about the charity after giving.

47% felt positively about the retailer after giving.
SEGMENTATION DETAILS

GENERATION X

<table>
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<tr>
<th>72%</th>
<th>64%</th>
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<td>Have donated to charity at the register</td>
<td>Donate LESS THAN $2.00 AT ONE TIME</td>
<td>Like being asked to give at the register</td>
<td>Prefer to be asked more than once per month</td>
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RANK “CHARITY RECOGNITION” AND “CAUSE IS PERSONAL” EQUALLY AS THE #1 REASON THEY ARE COMPELLED TO GIVE TO CHARITY AT THE REGISTER.

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| 66% REMEMBER THE LAST CHARITY THEY GAVE TO AT THE REGISTER | 1. March of Dimes  
2. Children’s Miracle Network Hospitals  
3. Petsmart Charities |
| 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.

CHANGE AT THE CHECKOUT 19
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

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83% FELT POSITIVELY ABOUT THE CHARITY AFTER GIVING

68% FELT POSITIVELY ABOUT THE RETAILER AFTER GIVING

CHANGE AT THE CHECKOUT
KEY TAKEAWAYS

WILLING & READY FOR MORE

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

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:
Brittany Hill - Vice President, Research & Insights
brittany@goodscoutgroup.com
@BrittanyHHill