



Children's  
Miracle Network  
Hospitals®

HAND in

HAND

Why E-Commerce and Charitable Giving  
are on a Parallel Path Forward





## **E-commerce is no longer a differentiator—it's an expectation.**

The U.S. Department of Commerce estimates that **e-commerce accounted for 9.8% of total sales** in the third quarter of 2018.<sup>1</sup> That means the conversation has turned from how to build an e-commerce arm to how to optimize the e-commerce experience to reassert leadership in consumers' minds—and wallets.

A less-common topic of discussion? **Leveraging e-commerce to positively impact social causes can be a way to consumers' hearts as well.** And the winds of change are strong—online giving in 2018 reached record heights at \$2.7 billion, accounting for 8.5% of total dollars raised.<sup>2</sup> That means companies who get there first have a chance to get ahead.

Here's how online giving can help you tap into the trends that are leading change in e-commerce to outperform competitors.





63%

of  consumers



today buy online  
because it's simple.<sup>4</sup>

SIMPLICITY  
STICKS



# 1. SIMPLICITY STICKS

In 1994, the first secure e-commerce purchase was celebrated with a champagne toast as the first step in a shopping revolution toward competitive pricing, consumer choice and convenience.<sup>3</sup> Clearly, they were onto something. Whether it's the ability to compare items side-by-side, locate hard-to-find products or just save a trip to the store, 63% of consumers today cite reasons related to simplicity as their top motivations for buying online.<sup>4</sup> As e-commerce grows more sophisticated and additional capabilities become mainstream, **simplicity has to stay front and center—and when it doesn't, it's going to cost you.** Complicated checkout processes are one of the leading causes of cart abandonment.<sup>5</sup> And overall, brands that don't provide simple experiences are losing an estimated share of \$98 billion.<sup>6</sup>

Meanwhile, the online customer is shifting. Millennials are rapidly becoming the majority in the workforce, and the latest annual data showed that 84% of them had donated to charity within the year.<sup>7</sup>

**Allowing consumers to fulfill their charitable giving priorities while making a purchase online takes the “everything, all in one place” simplicity of e-commerce to a whole new level.**

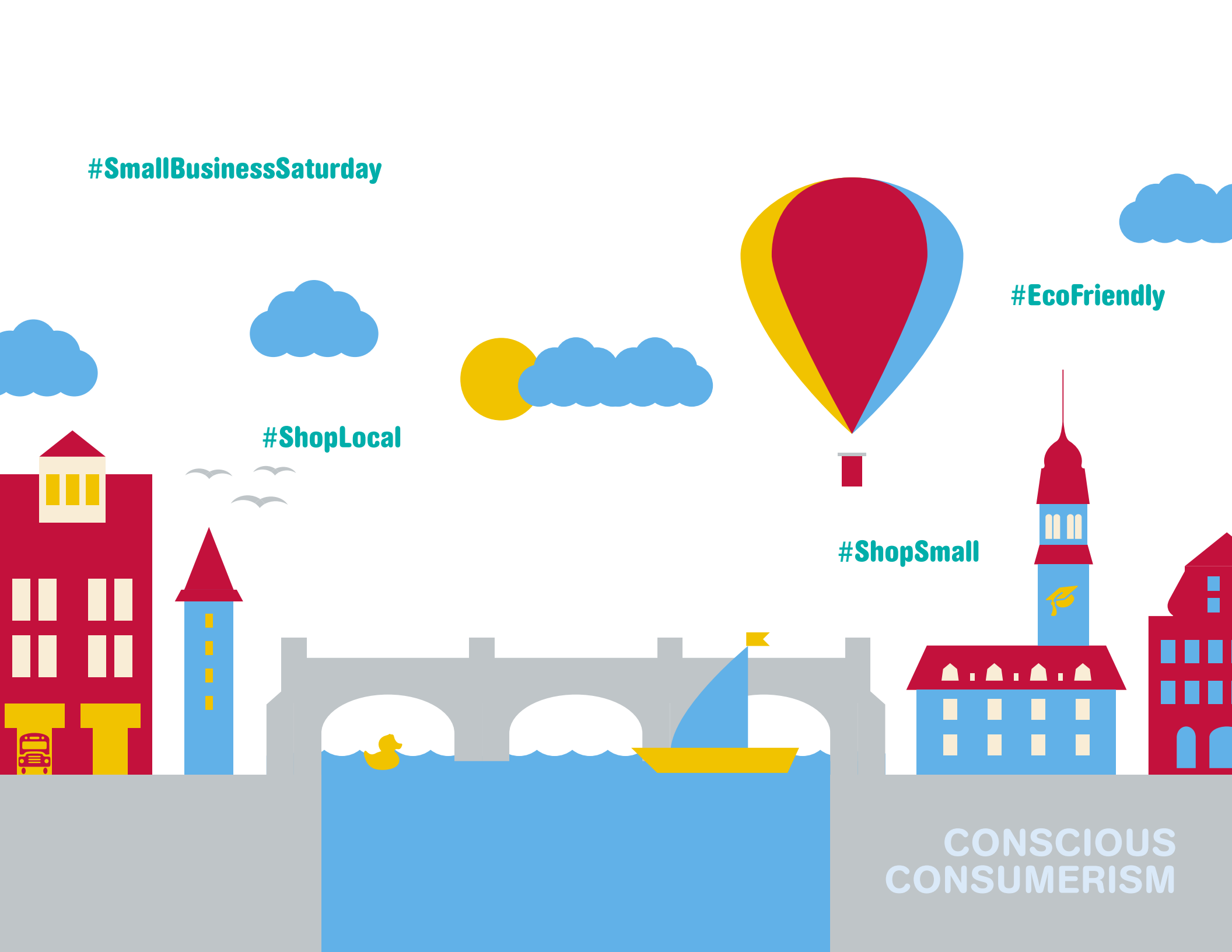
**#SmallBusinessSaturday**

**#EcoFriendly**

**#ShopLocal**

**#ShopSmall**

**CONSCIOUS  
CONSUMERISM**



## 2. CONSCIOUS CONSUMERISM

Consumers have embraced the ease and gratification of e-commerce buying, but murmurs in the market indicate they're becoming more conscious of how it impacts their local communities. Shopify notes that **customers are growing increasingly sensitive to the environmental impact of shipping and packaging online purchases**, and the recent rise in articles published on related topics points to a larger trend on the horizon.<sup>8</sup> In addition, social media movements like #SmallBusinessSaturday and #ShopLocal show that **price and convenience may no longer be the loudest ideas on consumers' minds when they shop online**. When these stirrings of consumer concern become a stampede, e-commerce companies who started working toward solutions earlier will land ahead of their competitors who chose to wait and see.

Online giving is an ideal place to start. Offering e-commerce consumers the opportunity to give back to their communities at the point of sale can help to **offset the mental externalities of buying online while helping that after-purchase glow feel a little brighter**.



Less than   
**50%**

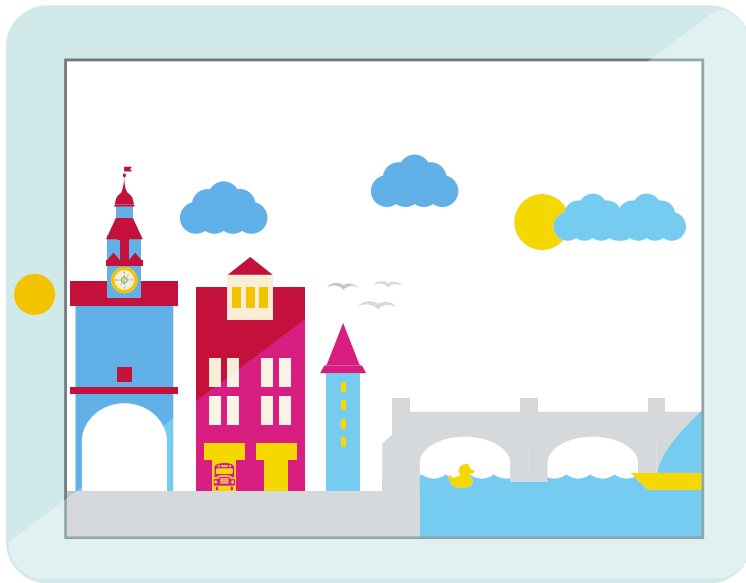


of consumers trust   
messaging they hear  
from brands.<sup>9</sup>

ONLINE FALLING  
IN LINE

### 3. ONLINE FALLING IN LINE

Whether your customers visit you in-store, browse your wares online, read about you in a newsletter or scroll past you in their social media feed, your brand should show up the same. And while many multi-channel businesses have embraced the use of customer data to track customers offline and in-store, it's more complicated than that.



Not only should customers receive credit for online purchases when they walk into a store, but **your brand personality should shine consistently, on any stage.** And when giving back is part of that personality, it should do the same. It's well-known that consumer trust in businesses is flagging— in fact, it now sits below 50%.<sup>9</sup> **Facing up to the authenticity challenge means walking the walk everywhere, at all times.**



98% 

 of marketers

have advanced their customer  
relationships through  
personalization.<sup>11</sup>



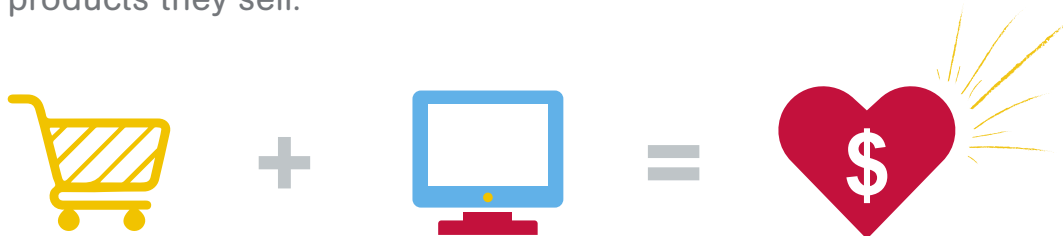
PERSONALIZATION,  
PLEASE




## 4. PERSONALIZATION, PLEASE

No one wants to be reduced to a credit card receipt. Consumers know that companies collect and process data that reveals insights about them as people, and they expect to reap the benefits in relevant, valuable customer experiences. It's a win-win—43% of consumers say they're more inclined to spend money with companies who invest in personalization while 98% of marketers say similar efforts have directly benefitted their customer relationships.<sup>10,11</sup>

Lots of e-commerce businesses are now able to personalize transactional experiences like product recommendations, promotions or shipping discounts based on information about a *shopper*. **Online giving is a golden opportunity to double down, demonstrating care for that shopper's true personal motivations and priorities.** Point-of-sale donation options that allow consumers to support near and dear causes when they buy online allow e-commerce businesses to build human-to-human connections beyond the products they sell.



84% 



of Facebook  
users

share their support  
for causes and  
highlight what's  
important to them.<sup>13</sup>



GIVING LOOKS  
GOOD ONLINE

## 5. GIVING LOOKS GOOD ONLINE

Social media has elevated philanthropic efforts in the consumer psyche—remember the famous ALS ice bucket challenge, for instance? But it doesn't stop there. In 2017, the **#GivingTuesday hashtag earned 1,158,899 mentions and generated more than \$300M in the U.S. within just 24 hours.**<sup>12</sup> 84% of Facebook users share their support for causes and highlight what's important to them.<sup>13</sup> It's even become commonplace for social media users to ask their followers for donations to a chosen cause in lieu of birthday wishes.



Beyond building a powerful platform to advance worthy causes, social media trends like these have helped cement the role of charitable giving in the digital space. **Online charitable giving efforts are not only accepted—they're anticipated.** That means, by creating opportunities for consumers to give online, e-commerce businesses are also making it easier to shine a light on their own support.



E-commerce is becoming commoditized—but yours doesn't have to. Empowering online shoppers to give back to causes they care about each time they buy is a simple way to build an experience that stands out from the sea of sameness. And the best part? It doesn't have to cost you a thing.



**Visit us to learn how to build loyalty with local customers on a national scale.**

<https://childrensmiraclenetworkhospitals.org/thegivingplugin>





## About Us

Children’s Miracle Network Hospitals® has been raising awareness and funds for local children’s hospitals through retail point-of-sale engagement since 1983, benefitting more than 170 member hospitals across the United States and Canada. Thanks to our corporate partners, online and offline donations have generated more than \$5.7 billion for children’s hospitals—most given a dollar at a time.

<sup>1</sup> U.S. Department of Commerce, November 2018

<sup>2</sup> Blackbaud, Inc. Charitable Giving Report, February 2019

<sup>3</sup> Lewis, P. H. (1994, August 12). Attention Shoppers: Internet Is Open. The New York Times.

<sup>4</sup> eMarketer Retail, March 2018

<sup>5</sup> Shopify, “The Top 4 Reasons Users Abandon Their Carts and What to Do About it”

<sup>6</sup> Siegel+Gale, “Simplicity Index,” 2018

<sup>7</sup> Case Foundation, “Millennial Impact Report,” 2015

<sup>8</sup> Shopify, “16 Ecommerce Trends That Will Drive Sales in 2019,” 2019

<sup>9</sup> Edelman, “Trust Barometer,” 2018

<sup>10</sup> Accenture. “Lack of personalization, consumer trust cost businesses \$756B last year”

<sup>11</sup> Evergage & Researchscape International, “2018 Trends in Personalization”

<sup>12</sup> MarketWatch, “It’s now easier than ever to give to charity on Giving Tuesday,” Marketwatch,” 2017

<sup>13</sup> Nonprofit Source, “Social Media Giving Statistics For Nonprofits,” 2018