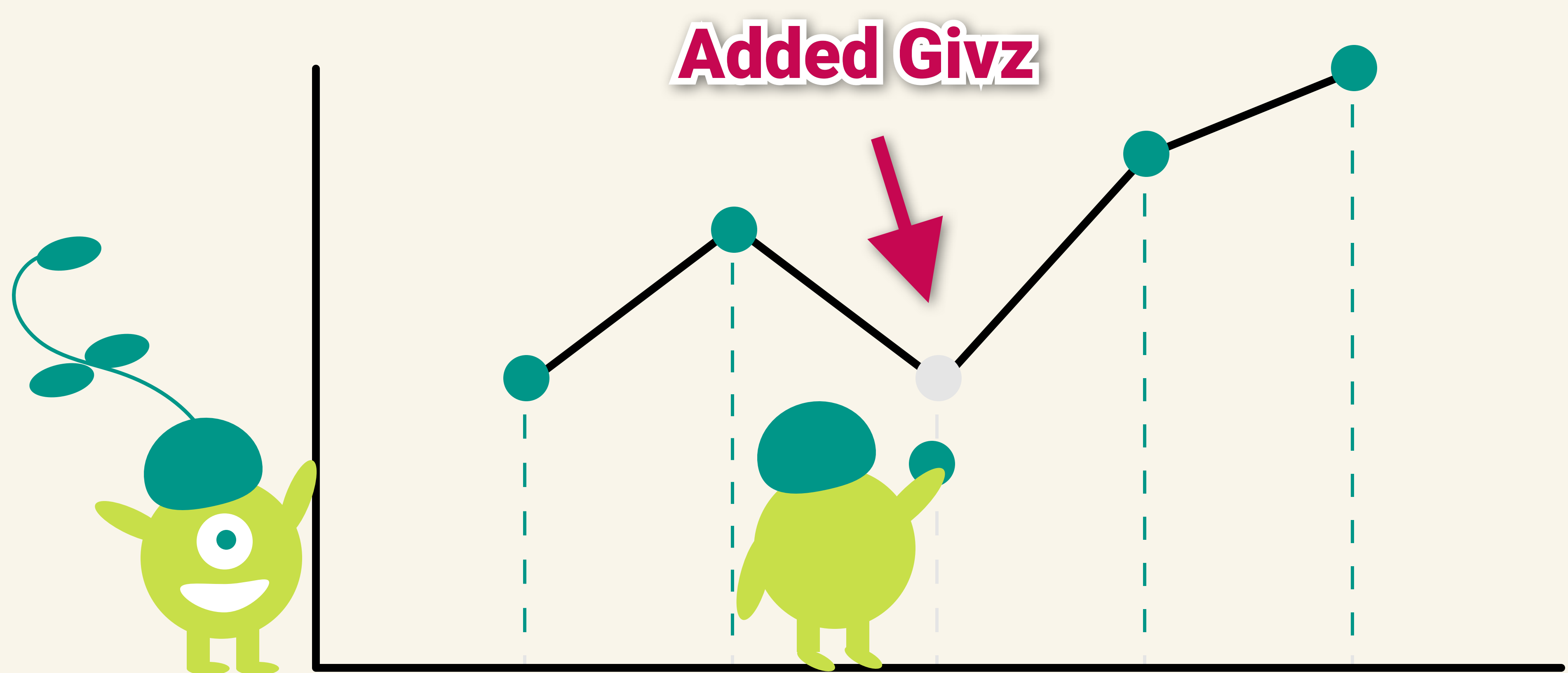




The Value-Driven Brand's Guide to Increasing AOV

Learn how to increase average order value by 30%, stay true to your brand, and boost customer loyalty for your Shopify store



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value-driven brand goals

As a marketer for a value-driven brand, your goals are different than someone growing a company whose brand values are just words on a PDF. Your brand values are thriving. They guide every decision made at your company.

You're looking for higher click through rates, conversion rates, and AOVs, but you're also looking for:

POSITIVE IMPACT	BRAND REINFORCEMENTS	CUSTOMER LOYALTY
<p>You want to make a positive impact on the world, whether that helping underserved communities, reducing plastic use, or protecting endangered species.</p>	<p>You want to create unique experiences that reinforce your brand at every step, from marketing to purchasing and beyond.</p>	<p>You want your customers to have tons of reasons to come back to your Shopify site, and ignore all the competition because they love you that much.</p>

Many strategies designed to boost sales for your DTC channel don't take these other goals into account.

problems with traditional AOV strategies

Free shipping incentives are proven to be highly effective. Online shoppers are 4-5X more likely to purchase an item if free shipping is on the table (Wall Street Journal). Discounts are also an effective way to boost conversions. 93% of customers use a coupon code sometime throughout the year and 77% scour their inboxes for deals (Statista). But shoppers can become immune to discounts unless they are really steep. Steep discounts might go against the type of brand you're building.


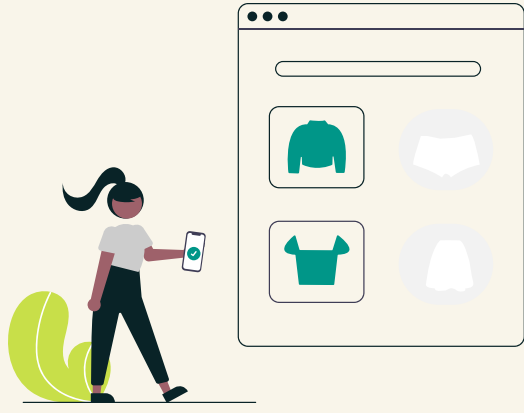


Conscious consumerism is on the rise. 90% of Gen Z believe companies must act to help social and environmental issues, and 75% will research to see if companies are being honest about their approach to helping out (Porter Novelli).

When you avoid discounting, you create a higher-quality brand perception while also acquiring the revenue you need to make an impact on environmental and social causes.

Today's value-driven brands need multiple ways to appeal to conscious consumers in order to grow their impact and show authenticity.

how to increase AOV with donation incentives

Donation incentives are a unique way to boost your sales, impact, and customer loyalty all at once.

WHAT IS A DONATION INCENTIVE?			
<p>A donation incentive offers customers the ability to donate a portion of their order value, at no cost to them, to a 501c3 charity. To use donation incentives to increase average order value, you should make the minimum slightly higher than your AOV. For example, if your AOV is \$50, your donation incentive might be "Donate \$10 for orders over \$60." Because not all customers will choose a charity on the donation page, your revenue will increase alongside your AOV.</p>			
SPEND THRESHOLD		ALL ORDERS	
<p>Most Shopify stores have the best results when they set a minimum order amount to qualify for giving a donation.</p>		<p>If minimum orders aren't your style, you can allow customers to donate after any order, for example 5% of the sale price.</p>	
DIVE DEEPER INTO DONATION INCENTIVES			
			
MARKETING	CHECKOUT	DONATION	IMPACT
<p>When you market your donation incentive, you show your customers that you care about the same causes as they do. Don't just promote your incentive—share the spotlight with your favorite charities and talk about their work.</p>	<p>The Shopify app you use for donation incentives shouldn't affect the moment of purchase. You don't want to confuse shoppers with add-on donations or negatively impact your optimized conversion process in any way.</p>	<p>After a qualifying order, the customer will be able to choose a charity from your donation page. Feature charities that align with the impact your brand wants to create. With Givz, customers can also search and choose the org of their choice.</p>	<p>You can showcase your impact to customers by revealing total donations, or keep the data to yourself and use it to understand the causes your customers care the most about. You'll be able to analyze donations by category.</p>

When you use Givz, you can set up a donation incentive in a matter of minutes. Givz then collects those donations and distributes them to the charities that your customers chose on your behalf, generating all of the tax docs you need.

STEPS & TIPS	
1. SET YOUR DONATION THRESHOLD	We recommend 1.15X your AOV
2. CHOOSE YOUR CHARITIES	Pick 4-6 charities to feature on your donation page
3. PROMOTE YOUR DONATION INCENTIVES	Use banners, pop-ups, emails & social posts
4. MEASURE AOV CHANGE	Compare AOV before and after
5. REINVEST	Feature different charities throughout the year

○○○ We are donating **5%** of orders over **\$50** to the charity of your choosing

USD ▾


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- MADE IN THE USA -

SPONGELLÉ

CART 🔍 👤

NEW ▾ BEST SELLERS BODY & BATH ▾ HAND CARE ▾ FOOT CARE ▾ GIFTS ▾ FABFITFUN FRAGRANCE QUIZ REWARDS CLUB SALE



SHOP NOW

Spongellé has supported 100's of unique charities chosen by their customers after completing a purchase.

donation incentive examples

SPEND THRESHOLD EXAMPLES



ANTLION AUDIO
spend \$90+, give \$10



HELLO JUPITER
spend \$75+, give \$10



JARS BY DANI
spend \$60+, give \$10



PARASOL CO
spend \$60+, give \$10



REN CLEAN SKINCARE
spend \$100, give \$25



TEREZ
spend \$200+, give \$25



H&M
spend \$60+, give \$10



LOVEPOP CARDS
spend \$60+, give \$10



TB12 SPORTS
spend \$100+, give \$12



VITACLEAN
spend \$100+, give \$10

ALL ORDERS EXAMPLES



SPONGELLÉ
5% give-back



LOLI BEAUTY
10% give-back



FURHAVEN
2% give-back



PROSPECT FARMS
\$25 give-back



PAPA & BARKLEY
5% give-back



NATURA
\$3 give-back



SHEETS & GIGGLES
20% give-back



HOLYCLOTHING
15% give-back

featured merchant: Terez

“We are using Givz to entice customers to spend at least \$200 to donate \$25 to a charity of their choice. We highlight three charities a month and update the charities based on holidays throughout the year. We banner Givz across some of our marketing emails, as well as on our organic social media platforms. We’ve heard very positive feedback from our customers and have also noticed that it’s improved our average order value.”

- Zara Terez Tisch, Founder and CEO of Terez



EXAMPLES OF CHARITY MATCH-UPS

<p>Women's clothing brand. During PRIDE month.</p>	<p>THE TREVOR PROJECT</p> <p><i>"The Trevor Project is the world's largest suicide prevention and crisis intervention organization for lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ) young people. The Trevor Project estimates that more than 1.8 million LGBTQ young people seriously consider suicide each year in the U.S. and could benefit from our services. Our trained counselors connect with LGBTQ young people 24/7, 365 days a year."</i></p>	<p>COVENANT HOUSE</p> <p><i>"Covenant House, the largest provider of services to young people facing homelessness and survivors of human trafficking in the Americas, is committed to ensuring that all of our houses across our movement are welcoming, affirming, and safe for young people who identify as lesbian, gay, bisexual, transgender, queer, or questioning."</i></p>	<p>LGBT CENTER</p> <p><i>"Since 1969 the Los Angeles LGBT Center has cared for, championed, and celebrated LGBT individuals and families in Los Angeles and beyond. Today the Center's nearly 800 employees provide services for more LGBT people than any other organization in the world, offering programs, services, and global advocacy that span four broad categories: Health, Social Services and Housing, Culture and Education, Leadership and Advocacy."</i></p>
<p>Pet care brand. Year round.</p>	<p>Animal Care Centers of NYC</p> <p><i>"We strive to find loving homes for homeless and abandoned cats, dogs, and rabbits, both by adopting animals directly to the public and by partnering with more than 200 dedicated animal placement organizations (our New Hope partners). Our field services division responds to calls from the public to help keep NYC communities safe and rescue animals in need, and we have facilities in all five boroughs."</i></p>	<p>AMERICAN SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS (ASPCA)</p> <p><i>The American Society for the Prevention of Cruelty to Animals® (ASPCA®) was the first humane society to be established in North America and is, today, one of the largest in the world. Our organization was founded on the belief that animals are entitled to kind and respectful treatment at the hands of humans and must be protected under the law.</i></p>	<p>AMERICAN HUMANE SOCIETY</p> <p><i>"Founded in 1877 as the country's first national humane organization, American Humane is committed to ensuring the safety, welfare and well-being of animals. For nearly a century and a half, our innovative, science-based leadership programs have been First to Serve in promoting and nurturing the bonds between animals and humans."</i></p>

EXAMPLES OF CHARITY MATCH-UPS

<p>Electronics brand. Year round.</p>	<p>GIRLS WHO CODE</p> <p><i>"Girls Who Code is on a mission to close the gender gap in technology and to change the image of what a programmer looks like and does. In 1995, 37% of computer scientists were women. Today, it's only 24%. The percent will continue to decline if we do nothing. We know that the biggest drop off of girls in computer science is between the ages of 13 and 17. We're reaching girls around the world and are on track to close the gender gap in new entry-level tech jobs by 2030."</i></p>	<p>BLACK GIRLS CODE</p> <p><i>"We build pathways for young women of color to embrace the current tech marketplace as builders and creators by introducing them to skills in computer programming and technology. We lead a global movement to establish equal representation in the tech sector. Black Girls CODE is devoted to showing the world that Black girls can code and do so much more."</i></p>	<p>THE OCEAN CLEANUP NORTH PACIFIC FOUNDATION</p> <p><i>"The Ocean Cleanup is a non-profit organization developing and scaling technologies to rid the oceans of plastic. To achieve this objective, we have to work on a combination of closing the source and cleaning up what has already accumulated in the ocean and doesn't go away by itself. This goal means we plan to put ourselves out of business – once we have completed this project, our work is done."</i></p>
<p>Hobby and office supply brand. Back-to-school season.</p>	<p>FEEDING AMERICA</p> <p><i>"Feeding America is the nation's largest domestic hunger-relief organization. We support food banks, food pantries, and meal programs with food, funds, and advocacy. Together, we reach 40 million people in need of food every year. Feeding America's National School Lunch Program (NSLP) operates in public and private schools, providing nutritionally balanced meals each school day."</i></p>	<p>SESAME WORKSHOP</p> <p><i>The nonprofit behind Sesame Street and so much more—a community built on diversity, equity, and inclusion, where creators, educators, partners, and unforgettable characters come together on a mission to help kids grow smarter, stronger, and kinder. We care about one thing: children. And we're working to meet their needs in all sorts of ways: educating through great shows, enriching lives through global social impact work, and creating experiences that bring families of all shapes, sizes, and colors together.</i></p>	<p>TEACH FOR AMERICA</p> <p><i>"Teach For America works toward the day when every child will receive an excellent and equitable education. We find and nurture leaders who commit to expanding opportunity for low-income students, beginning with at least two years teaching in a public school. Too many children in America are denied access to an excellent education. Teach For America catalyzes leadership to make educational equity a reality."</i></p>

EXAMPLES OF CHARITY MATCH-UPS

<p>CBD brand. Year round.</p>	<p>NATIONAL ALLIANCE ON MENTAL ILLNESS (NAMI)</p> <p><i>"NAMI, the National Alliance on Mental Illness, is the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness. NAMI envisions a world where all people affected by mental illness live healthy, fulfilling lives supported by a community that cares."</i></p>	<p>MENTAL HEALTH AMERICA</p> <p><i>"Mental Health America (MHA)'s work is driven by its commitment to promote mental health as a critical part of overall wellness, including prevention services for all; early identification and intervention for those at risk; integrated care, services, and supports for those who need them; with recovery as the goal."</i></p>	<p>BRING CHANGE 2 MIND</p> <p><i>"BC2M activates and empowers you to join our fight to end stigma and discrimination surrounding mental illness. United, we will create and advance innovative approaches and partnerships to start conversations around mental illness, share resources, and tell stories so everyone can thrive in a stigma free world."</i></p>
<p>Eco personal care brand. Year round.</p>	<p>350.ORG</p> <p><i>"350.org was founded in 2008 by a group of university friends in the United States along with author Bill McKibben, who wrote one of the first books on global warming for the general public. The goal was to build a global climate movement. 350 was named after 350 parts per million – the safe concentration of carbon dioxide in the atmosphere. 350 is building a future that's just, prosperous, equitable and safe from the effects of the climate crisis."</i></p>	<p>SIERRA CLUB FOUNDATION</p> <p><i>"The Sierra Club Foundation promotes efforts to educate and empower people to protect and improve the natural and human environment. The Sierra Club Foundation is committed to transparency, openness, and accountability. We strive to deliver high quality results in all we do while adhering to the highest standards of integrity, ethics and excellence."</i></p>	<p>FRIENDS OF THE EARTH</p> <p><i>"Friends of the Earth strives for a more healthy and just world. We understand that the challenges facing our planet call for more than half measures, so we push for the reforms that are needed, not merely the ones that are politically easy. Sometimes, this involves speaking uncomfortable truths to power and demanding more than people think is possible. It's hard work. But the pressures facing our planet and its people are too important for us to compromise."</i></p>

measuring AOV results

To have an impact on causes you care about, you need revenue. Measure the results of your donation incentives by comparing your results for a 30-day or higher time period before and after implementing the incentive.

Keep in mind that increased AOV is a lagging indicator. So make sure to track leading indicators as well, such as social media engagement, website pop-up engagement, email open rates, and email click-through rates. Most Givz customers report that

marketing donation incentives and featured charities increases all of these metrics. The average increase in AOV for Givz customers is 20%. With that, you can do a world of good for your causes, customers, and employees.

Ready to offer donation incentives for your Shopify store?

[BOOK A DEMO](#)[SEE OUR SHOPIFY APP](#)