



Giving Club

Give Smarter

Powered by Goodworld



Giving Club is a collective giving experience designed to maximize your social impact. We make it simple for your customers, colleagues and community to take action by donating together to causes that illustrate your mission.

Quickly: test and scale a new revenue stream, acquire payment credentials, increase reach + engagement and boost positive brand positioning.

How does it work?



Promote

Your organization promotes the opportunity to your user base to engage in a socially good initiative alongside other users.



Sign-up

Users opt-in to Giving Club to collectively donate to one charity each month, with each individual contributing the amount that's right for them.



Curate

Goodworld curates charitable projects that bring your mission to life and resonate with your customers.



Donate

Goodworld's technology automates the donation and receipt.



Report Impact

Impact reported and shared via email and social media.

How Giving Club drives value.

Acquire Payment Credentials

Quickly and effectively secure member payment credentials for frictionless payments on future revenue calls to action. Utilize access to this information as a game changer for conversions.

Deeper Engagement

Move beyond the inbox and the web to engage users in a new way. Encourage users to take concrete action in response to the high-quality services your organization provides. Create a community of movers and shakers who come together in an effort to create social good.

CSR Earned Media

Generate a steady stream of good news stories to increase search visibility and media pickups. Expand and promote your organization's brand by celebrating social good.

Drive Revenue

Unlock a new revenue stream. Giving Club pays a licensing fee for each donor so you will drive revenue while having a positive social impact. Do well by doing good.

Scale your organization both wider and deeper

How Giving Club drives member value:

Research shows that giving can increase happiness. Giving Club is designed according to scientific principles to maximize happiness when giving.

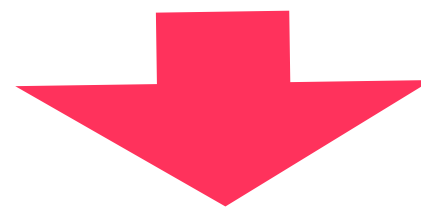
The Science of Giving Smarter:

Give together
or in public
ways

Give when
you know who
your donation
will help

Give more
frequently in
smaller
amounts

Give to very
specific
projects



Elevate member happiness!

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Giving Club is built on Goodworld's award-winning social donation technology and uses our team's expertise. We make the giving process simple.

Core Offering:

- Sign-up technology for members
- Charity curation and matching service
- Donation processing & receipts using Stripe
- Impact report backs
- Member support chat service

Other Services:

- On-boarding, education and management of charities
- Digital expansion packages - PR outreach and digital distribution

Over 3000 Charities in the Goodworld Network



Partners & Awards



The Economist Group





 **Goodworld**

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