

Best Practice Guides

Customer comms

Pennies is more than just the technology behind the digital charity box. We work with our partners to ensure the impact of donations is maximised, and engaging with customers is a crucial way to do this.

Thanking customers for their donations helps to highlight your involvement with charitable causes as a business while also showing appreciation for your customers, making them feel good about being part of something bigger. Sharing the impact of donations can boost donations too as customers understand the combined impact of their contributions.

There are many ways you can communicate thanks and impact with customers, and Pennies offers support every step of the way.



email info@pennies.org.uk | call 020 7600 9286
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Pennies is a registered charity in England and Wales (charity no. 1122489) and the Republic of Ireland (charity no. 20106331).

Email Campaigns

Email updates are an easy way to share donation milestones, thank yous and impact stories. According to our research, 63% of people are more likely to donate if they know their contributions add up to make a difference.

Case study: Domino's

Over the years, Domino's has used email to thank their customers and share impact from their charity partners, including Teenage Cancer Trust. Some emails have included a link to a video thank you from a beneficiary for a more personal message.

While emails won't be targeted to specific customers who have donated before (as Pennies donations are always anonymous with no direct follow-up) sending emails to your wider customer mailing list means you can make all customers feel involved with your fundraising, and perhaps encourage them to donate next time they shop.



Why it works

Domino's reported a donation conversation increase of 18% after their thank you email in 2018, and have even reported increased sales overall in the week after sending comms direct to customers' inboxes.

Social media

Social media channels are the perfect place to communicate successes and thank yous. You can keep people in the loop as to where their money is making a difference, encouraging trust between you and your customers, and give audiences a chance to engage in the conversation too.

Case study: Medivet

When Medivet reached 1 million Pennies donations in 2019, they shared the news with clients through a series of graphics created for Facebook and Twitter. They showed how donations had funded everything from tracker dogs to education initiatives for their charity partner, the Wilderness Foundation, helping to stop the spread of rhino poaching in South Africa.

The customer response was hugely positive, with users on Facebook thanking Medivet for their involvement with the cause. This is just one example of Medivet's wider commitment to engage customers about the impact of their micro-donations through news stories, videos and photo updates.



Why it works

Medivet saw a 6.7% increase in their donation value in the weeks following their milestone posts. The positive affirmation regarding their work from clients helps increase team morale, and the team were recognised with an award for their best-in-class customer comms at Pennies' Annual Celebration event in 2019.

"This award is a testament to the passion that our colleagues right across the business have for this campaign and the special place it has in the hearts of our clients who continue to be so generous with their donations." Kevin Morris, COO, Medivet

In-store communications

Merchants with shops, restaurants, pubs and practices can share impact with customers when they visit. From in-store TV and radio to totalisers highlighting fundraising progress, there are countless ways to engage shoppers in person.

Case study: The Entertainer

Since day one, The Entertainer has provided stores with a poster template to display in shop windows, informing customers how much they have helped raise in the previous month at local and national level. These posters not only keep customers up-to-date, but they ensure store staff are regularly reminded of the scope and impact of their Pennies fundraising too.

Other efforts have included creating leaflets and video content for Giving Tuesday to share news and thank customers for all their fundraising

efforts when shopping with The Entertainer, including a detailed look at the impact of Pennies donations on children's hospital charities.

Why it works

In-store comms can support the customer journey in-store, meaning customers are more aware of the donation option when they come to pay and more likely to donate. Customers also feel part of a community of givers alongside their fellow shoppers.

