

Best Practice Guides Implementation

Pennies works with merchants every step of the way when it comes to enabling the customer micro-donation option.

Our team are solution-oriented and keep it simple. We work hand in hand as partners to understand technology, payment infrastructure, and a merchant's unique customer journey, because no two businesses are the same.

With a decade of experience in implementing our 'digital charity box' across channels and in multiple sectors, we've identified the key factors of a successful implementation, ensuring each merchant is set up to get the best from Pennies.



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visit pennies.org.uk | follow [pennies_orguk](https://www.facebook.com/pennies_orguk)

Pennies is a registered charity in England and Wales (charity no. 1122489) and the Republic of Ireland (charity no. 20106331).

Understanding your business

Right from the start, we engage with all key stakeholders, knowing that communication is key to a smooth implementation and partnership.

We lead discussions with your Operations, IT and Finance teams to get clarity on your payments technology, payments flow and customer transaction levels, helping us estimate how much your customers can raise with Pennies.

We will also communicate closely with your Marketing teams, to help plan the delivery of customer and colleague communications.

More than this, we aim to get under the skin of your brand. This helps us ensure that your Pennies enablement works for your colleagues, customers and the communities and charities you want to support – and that all parties understand the broader importance of micro-donations too.



Pennies' work isn't over once you're up and running. We continue to work closely with you to maximise the partnership and funds raised:



Using donation data and expertise to suggest potential improvements to the customer journey and donation rates.



Providing guidance for charity changes, multi-propositions and campaigns.



Highlighting the impact of donations to customers and stakeholders through media and digital opportunities.



Engaging staff by providing materials for internal comms, league tables and company updates.

Project management

We follow a systematic, project management approach to the implementation of our donation solution, and you can expect us to deliver:

- **Regular calls** based around our specific project plan with clear timelines and a designated lead at your business and at Pennies.
- **Support** to ensure you have senior sponsorship and board sign off with a clear appetite to launch Pennies.
- **Compelling assets** to help your teams fully embed Pennies within your organisation and culture, including point of sale and staff induction materials, which are tailored to you.
- **Charity support** from a designated member of our team, working directly with your nominated charity to guide them through our due diligence process, onboard them, and involve them with immediate and long-term comms plans.
- **Full testing** and a pilot before a roll-out.
- **A clear owner** at both organisations after launch, with a regular review cycle to gather feedback, evaluate progress, and add value through data sharing, and charity and marketing support.

Success stories

Case study: Greene King

Leading pub retailer Greene King adopted Pennies in 2018, offering customers the option to give 25p when they spend over £15 paying by Chip & PIN.

Key to the success of this implementation was sponsorship from Greene King's Corporate Affairs Director and CEO who recognised that a customer donation option complemented their brand values and partnership with Macmillan Cancer Support.

The business also ensured operational owners across all departments, including a project lead to keep up momentum. Greene King's payments provider was closely involved, ensuring the pilot and roll-out were set up for success. With Pennies' support, Greene King produced excellent

Case study: Sofology

The specialist sofa retailer was driven by its core values and customer needs when implementing Pennies' donation option in store and online.

Understanding Sofology's specific technology and desire to carefully balance their customer journey, the Pennies team remained solution-focused throughout, implementing an adapted donation model (pounds not pennies) to suit the retailer. Sofology chose a location-based approach



2 hours

of micro-donations at Greene King can fund

12 hours

of a Macmillan nurse to support people with cancer¹

¹ Based on pre-COVID-19 trading levels

colleague training videos and digital literature, and stewardship of site managers was integral to a smooth staff adoption. Following a successful pilot, the case for Pennies was proven.

to its charity support, nominating causes which resonate with each region in the UK. Comms from the charities highlighting the potential impact of donations meant the Sofology community felt a real sense of pride and excitement around the Pennies launch.

After a solid pilot, Sofology rolled out Pennies in 2019, making a feature of the partnership and its social responsibility on its [website](#).