

Best Practice Guides

Pennies in e-commerce

Implementing the Pennies' donation option online and in-app is a simple way to boost charitable fundraising. Our digital charity box can be integrated with e-commerce and m-commerce sites through the Pennies API and plug-ins and can be up and running within a few weeks.

The Pennies API is tried and tested, and can handle high donation volumes on busy, high-traffic websites. To date, over 40 million donations have been made through Pennies in e-commerce environments.

Whether a pure-play business, a retailer introducing a multichannel donation option to complement fundraising in-store or a merchant with a new but growing e-commerce channel, Pennies supports partners to deliver our innovative donation option to customers.



email info@pennies.org.uk | call 020 7600 9286
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).

Case study: Papa John's

Papa John's added Pennies to their website and apps in 2015. Implementation from initial conversations to go-live took just one month and was completed in time for Papa John's to support ITV's Text Santa Appeal over the busy Christmas period.

Fundraising for campaigns and long-term charity partners

Since first implementing Pennies, Papa John's has supported 12 charities and counting, including causes and campaigns close to the hearts of staff and customers. They've received over 1 million micro-donations, raising hundreds of thousands of pounds for charity.

They regularly engage customers with updates on social media, highlighting fundraising targets and the impact created by donations, helping customers feel a part of a digital fundraising community.

"Customer take up has been swift and generous, and Pennies is such a simple proposition. It also means that we can further engage our customers in terms of how their donations have made an impact."

David Scott, Marketing Director, Papa John's



40M
donations

made through
merchants using
Pennies online
and in-app

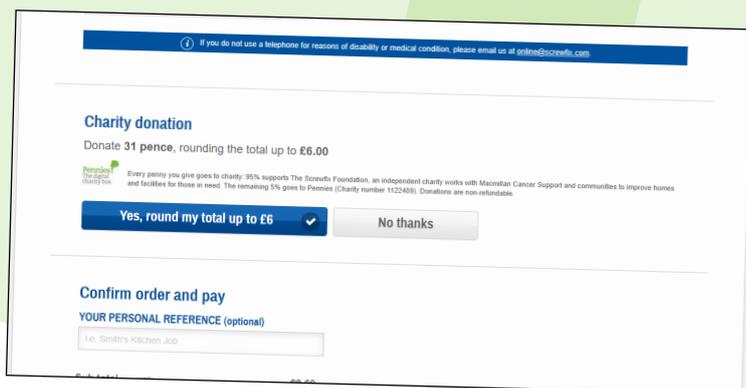
Case study: Screwfix

Screwfix began their Pennies journey in 2012, implementing easily online and in-app. Since day one customers have responded generously, but over time Screwfix has grown a remarkable community of customers, from tradespeople to DIY enthusiasts, who donate regularly.

Giving regular shoppers an extra chance to feel part of the Screwfix community

Improvements to their customer journey over the years has helped Screwfix dramatically improve donation rates. Recently, the increasing popularity of Click & Collect orders has led to greater online traffic with some customers placing orders several times a day – with a notable increase in micro-donations as a result.

When they visit stores to collect orders they can see updates on how their donations help



local causes too. Since 2013, donations have supported The Screwfix Foundation, funding local and national charity projects to repair and improve properties and community facilities.

During the first 5 weeks of the 2020 Coronavirus pandemic, Screwfix customers made more than 600,000 micro-donations when ordering online, five times the number of donations usually seen in a regular 5-week period – proof that the impulse to do good, and feel part of something bigger, is truly significant.

Case study: Holland & Barrett

Health retailer Holland & Barrett added Pennies to its website and stores in just two weeks in April 2020, offering customers the option to add a 50p donation to their purchases in support of the NHS Charities Together COVID-19 appeal.

Offering a quick fundraising response to a global health crisis

As part of a series of activities to offer swift and vital support to NHS hospitals and staff, Holland & Barrett opted to add the Pennies donation option to their web and mobile journey to help raise funds for those most affected by the virus.

With many stores still open and selling essentials during the pandemic, Holland & Barrett also implemented Pennies on their tills in-store at the same time, maximising their fundraising potential.

Strong staff and customer comms highlighting the new donation option led to thousands being raised in the first few weeks. Holland & Barrett will work with Pennies to support other causes important to the business and customers in future.

“Enabling Pennies... was a natural decision for us. We knew we wanted to adopt digital micro-donation quickly and across channels, and the Pennies team made this a smooth and seamless process.”

Nick Collard, Chief Customer and Digital Officer, Holland & Barrett



Can be implemented in e-commerce in just **two weeks**