



Merchant to customer 'thank you'

A guide for thank you comms

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.

Social media thank you templates:

The social media graphics can be amended by the Pennies team as required to include your logo and amount of donations / amount raised. Alternatively, you can download the InDesign artwork from the Resources webpage and update monthly / 6 monthly / yearly (or how frequently you wish) yourselves – this data will be available in your quarterly MI reports or your internal finance systems.

Version one – grey



Version two – green



Suggested copy

We have provided some suggested copy for your social posts below. It is important to mention that the money was raised through your partnership with Pennies. Hopefully, the copy below will get you started - you can tailor them **by filling in the parts in red**. Please let us know if you need further support.

Twitter

[OPTION 1]

A huge thank you to our customers for **rounding up/adding a micro-donation at the till/when shopping with us online** in support of **@charity partner!** Together, through our partnership with **@pennies_orguk** & your generous micro-donations we've helped **impact outline from charity** 💚 #microdonationsmatter

[OPTION 2]

We've reached **xxx micro-donations/ £ raised** & we couldn't have done it without you! 🙌 Thanks to everyone donating their digital spare change. Through our **@pennies_orguk** partnership, you've helped **@charity partner** to **impact outline from charity**. #microdonationsmatter

[OPTION 3]

Our customers are amazing - thank you! 🙌 Though our @pennies_orguk partnership, we have raised xxx /reached xxx micro-donations for charity. These funds help @charity partner to impact outline from charity. #microdonationsmatter

LinkedIn

xxx micro-donations/ £ raised!

We would like to say a massive thank you to our customers for rounding up/adding a micro-donation at the till/when shopping with us online! Together, through our partnership with @Pennies & your generous micro-donations we've provided much needed funds to help @charity partner impact outline from charity.

Our customers and colleagues are truly making a big difference 25p (top-up value)/a few pennies at a time. #microdonationsmatter

Instagram

xxx micro-donations/ £ raised! What an amazing achievement!

We would like to say a massive thank you to our customers for rounding up/adding a micro-donation at the till/when shopping with us online! Together, through our partnership with @pennies_orguk & your generous micro-donations we've provided much needed funds to help @charity partner impact outline from charity.

Our customers and colleagues are truly making a difference 25p (top-up value)/a few pennies at a time. #microdonationsmatter

Facebook

Our customers are amazing - thank you! 🙌

Together, though our @Pennies partnership, we have raised xxx /reached xxx micro-donations for charity. Your generous donations help @charity partner to impact outline from charity.

Thank you for rounding up/adding a micro-donation at the till/when shopping with us online – you are making a huge difference. #microdonationsmatter

Suggested hashtags

#microdonationsmatter, #penniescount, #ethicalconsumer, #ethicalbusiness, #customerdonations, #charitablegiving