

Do you have corporate or retail partners that want to run cause marketing campaigns for your organization, but who are struggling with the complexities of cash collection, point of sale integration, or employee activation? Put DipJars on their counters or in their offices, and you have a brand-new collection strategy without any burden.

“ In a world where checks and paper money are becoming an archaic method of payment, it’s important to have any and all available options in order to gain funds. DipJar has helped gain funds with lower costs than other available options as well as giving a new and intriguing way to donate.

Edward Fielder, Executive Director
Faces of Diabetes



THE NEED

Retailers want to run cause marketing campaigns for causes but don't have the wherewithal to program a solicitation into their point of sale. They can host a collection box on their counter, but carrying and counting cash is expensive and subject to theft. Other corporate partners will run campaigns in-office, but employees are wary of writing checks or putting their credit card numbers on paper pledge cards.

THE SOLUTION

DipJars are the easiest tool for retail campaigns – just plug them in on the counter, place effective messaging around them, and customers can donate directly to the cause in a visible, social way that puts no burden on the store. Funds go directly to the cause without an accounting or training burden. Similarly, place DipJars in the office for direct donations without the frictions or fears around paper pledges or checks.

THE RESULTS

The Faces of Diabetes routinely collects \$30-\$40 per day in retail settings like local convenience stores that don't have the sophistication for an integrated solicitation

A national children's health charity collected \$600 per location where 20% discounts were offered in exchange for \$20 donations for a short-run campaign

The Children's Miracle Network received \$500+ in \$5 donations at Delta Check-In desks during a short campaign

The Salvation Army was able to include local donut shops on the West Coast in a donation drive, generating \$1000+ in \$1 dips

The American Cancer Society is now launching in-store collections at Starbucks and the Arby's Foundation is collecting in their restaurants via DipJars on the counter