

SAY NO TO GUILT GIVING



STOP CHECKOUT COUNTER COERCION DONATE TO THE NON-PROFIT OF YOUR CHOICE

CHECKOUT COUNTER COERCION? WHAT'S THAT???

You know when you're at checkout, and you're asked to round up your purchase amount to the next dollar and donate that change to a nonprofit organization of the store's choice? We call that *checkout counter coercion*. The buyer is guilted-or otherwise coerced-into donating to an organization he or she knows little about. It's time to put a stop to this coercion! Donate to the causes you care about through CaringCent!

WHAT IS CARINGCENT?

CaringCent offers you an easy, hassle-free way to donate your spare change to your favorite charity! You register your favorite credit or debit card with CaringCent, and when you make a purchase on that card, the amount is rounded up and the change goes to the organization you support.



SECURE:

- All financial data is directly entered into our partner's system with "bank grade" security.
- We do not store bank login information or transactions on our servers.



FUN:

- With integrated social media messaging alongside rewards and team competition options, CaringCent makes it easy to share your fundraising efforts with your friends and family!



DID YOU KNOW:

- \$388 million was raised in 2014 through just 77 checkout campaigns generating \$1 million or more! * *Cause Marketing Forum 2015 report*
- CaringCent assures that your checkout counter donations are going to the cause you care about!



DONOR QUOTE

"I like knowing that every time I buy something for myself, I'm also making a donation to a cause that is meaningful to me."

- Anthony B., CaringCent donor



HOW ROUNDING WORKS

PURCHASE AMOUNT	ROUND IT UP TO	
\$32.37	→	\$33.00 = \$0.63 IN CHANGE, WHICH THEN GOES TO THE ORGANIZATION YOU SUPPORT.

HOW IT WORKS:

1. **Sign up** in minutes: go to www.caringcent.com/donor to create a CaringCent account and select the cause you want to support.
2. Go shopping! Whenever you make a purchase, use the card you registered with CaringCent. Your purchase will be automatically rounded up and the change will go to your selected organization.
3. Spread the word. This small change adds up when combined with other donors! Don't forget to spread the word to your community and get their support for the causes you care about!
4. Access information about your donations and rounding transactions, available at any time!



GET STARTED TODAY!

Go to: www.caringcent.com/donor | Email: info@caringcent.com