



# Cause Marketing with Sustainable Surf

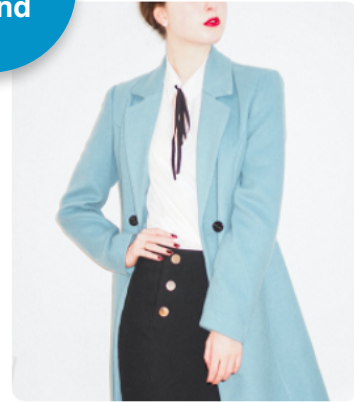
Powered by ShoppingGives

## Accelerate Growth Through Integrated Social Impact

Sustainable Surf is proud to work with leading brands to raise awareness and funds to use the power of surfing to inspire actions that protect ocean health and reverse climate change. We leverage commerce fundraising tech to power high-impact giveback campaigns, allowing your customers to make a meaningful impact by donating a percentage of their purchase directly from your site's checkout cart. **Every little bit gets us closer to achieving our goals!**

Sustainable Surf partners with [ShoppingGives](#), a leading social impact eCommerce platform that powers thousands of socially conscious brands' giving experiences. ShoppingGives handles all Cause Marketing compliance and donation processing to make partnering with Sustainable Surf seamless and straightforward, and so you can focus on doing good rather than *how* to do good.

Your Brand



**Light Blue Wool Coat**  
\$169.00

Eligible for a **\$8.45** donation to support **Sustainable Surf**

Powered by ShoppingGives

[Get Started Fundraising for Sustainable Surf](#)

## The Value of Giving Through Commerce Fundraising

However your brand chooses to give, we want to ensure that you're doing good while doing well. Sustainable Surf's corporate partners can create authentic, high-converting customer experiences by promoting corporate social responsibility while giving back.

**Fully Managed Donations**

From granting funds to tax receipt, we fully manage the donation process and always ensure that 100% of sanctions goes to the nonprofit.

**Elevate CSR Partnerships**

Your brand can integrate current CSR partnerships to increase impact and exposure for your business and your favorite cause.

**Impactful Customer Journeys**







From awareness to advocacy, your brand can create engaging customer interactions by including impact at every touch point.

**Cause Marketing Compliance**

Give back with the comfort of knowing that you're fully covered under cause marketing regulations through our technology.


## Ways to Give Back to Sustainable Surf


We enable brands of all sizes to build authentic customer relationships through a seamless and customizable giving experience that best meets their needs and support Sustainable Surf's mission.

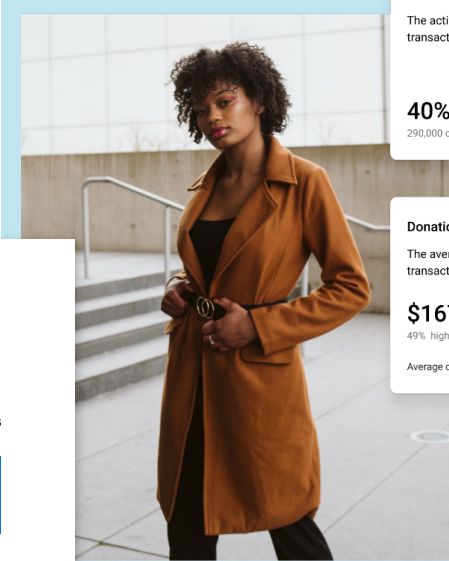
 <p><b>Percent Per Purchase %</b></p> <p>Automatically donate 1% or more of a product's price to support Sustainable Surf</p>	 <p><b>Set Dollar Amount \$</b></p> <p>Automatically donate any set dollar amount per purchase to support Sustainable Surf</p>	 <p><b>Capsule Collection Impact</b></p> <p>Create a collection to support Sustainable Surf on specific products and customizable variables</p>
 <p><b>Customer Round-Up Giving</b></p> <p>Enable customers to round-up their purchase to support a selected cause</p>	 <p><b>Customer Add-On Donations</b></p> <p>Empower customers to create a bigger impact by adding on a flat donation</p>	 <p><b>Loyalty and Rewards</b></p> <p>Create a unique loyalty program by combining rewards and donations</p>

## Authentic Impact Leads to Real Results

We understand that measuring impact is just as important as measuring your bottom-line, and ShoppingGives provides the data you need to track performance and engage with customers.

**Women's Long Knitted Coat**  
\$120  
Eligible for a **\$2.40** donation to support **Sustainable Surf**  
[Choose Cause](#) | [Learn More](#)    Power by  ShoppingGives

 **Add to Cart**



**Donations activation rate** ↑ 3%  
The activation rate is the percentage of transactions with eligible donations.  
**40%**  
290,000 out of 725,000 purchase

**Donations AOV** ↑ 3%  
The average order value (AOV) of transactions with eligible donations.  
**\$167.00**  
49% higher than AOV  
Average order value \$112.23 ↑ 1%

To learn more about cause marketing fundraising to support Sustainable Surf and integrating a CSR strategy for your brand, [fill out this form](#), or contact ShoppingGives' Social Impact at [molly@shoppinggives.com](mailto:molly@shoppinggives.com).