YW EmpowerShop FAQ

The YW EmpowerShop is an e-commerce site offering a curated selection of goods and services from businesses (large and small) from which a portion of each and every sale benefits YWCA National Capital Area (“YWCA NCA”). YW EmpowerShop will highlight businesses as partners in a conscious consumer revolution.

YW EmpowerShop allows businesses to reach new customers, presents consumers an opportunity to “Purchase with Purpose” and generates revenue for YWCA NCA. The partnership creates a “win-win” between YWCA NCA, your business and consumers. To give you a better understanding of the platform, below are some frequently asked questions.

1. **Is there a cost to join?** No. There is no fee to join the YW EmpowerShop. However, partners donate a minimum of 10% of each sale back to YWCA NCA. The exact percentage is up to you as you know your business best. In other words, if you make a monthly sale, you will donate a percentage of the sale to YWCA NCA. If you do not make a sale in a particular month, you will not be required to donate.

2. **Does YWCA NCA fulfill the orders?** No. The YW EmpowerShop platform acts as a gateway to your sales page. In other words, the “buy now” button links to your web shop/contact form. You fulfill orders as normal.

3. **How are YW EmpowerShop sales tracked?** There are two main options. First, you create a coupon code (something that includes YWEMPOWERSHOP) as a means to track sales. It doesn’t need to be a discount, just a way to flag our customers. The second option is having an affiliate link/custom landing page.

4. **How long does it take to go-live?** There is currently a four-week turnaround time from the date the completed agreement is received. We proceed with setup in the order agreements arrive and will provide you with an exact launch date as we process agreements.

5. **How long is a partnership?** Agreements are usually for a one-year period; however, the partner and/or YWCA NCA can choose to end the agreement early with 15 days written notice. After the current period ends, we will send you a new agreement to continue the partnership. Upon request, we will send statistics on your YW EmpowerShop web
traffic as well as social media posts about your business and/or products

6. **Is there an option for a shorter partnership period?** Yes. Some partners run a 30-to-90-day promotion. The agreement can be modified to accommodate accordingly.

7. **Do I have to offer all of my products/services?** Some partners offer a single product and/or service and others offer a variety of products. The partner determines which of their products and/or services they make available on the YW EmpowerShop.

8. **How is the partnership promoted?** Upon receipt of the completed Partner Agreement, we will supply the official launch week details within a month of receipt. After that time, we will push out social media posts announcing the launch. As the calendar allows, we will also offer offline pop-up opportunities for you to sell your merchandise/services in person. When other offline and online promo options become available, we will bring them to your attention.