# WHAT IS GIVING ASSISTANT?

Giving Assistant is a free shopping rewards platform that makes it fun and easy for anyone to support their favorite cause, every day, just by shopping online.

## How does it work?

**STEP 1**
Shoppers sign up for free and choose any 501(c)(3) nonprofit to support.

**STEP 2**
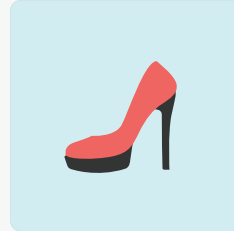They earn an average of 10% cash back at over 4,000 major brands.

**STEP 3**
Their cash back gets donated to the nonprofit of their choice at checkout.

Earn up to **5% cash back** donation at **Priceline**

Earn up to **3% cash back** donation at **Apple**

Earn up to **7% cash back** donation at **Macy's**

Earn up to **7% cash back** donation at **Ticketmaster**

## Who has it helped?

**camp kesem**
**$43,928**
raised to date

**Tostan** Dignity for All
**$18,517**
raised to date

**PENCILS OF PROMISE**
**$57,497**
raised to date

**TEAM RUBICON**
**$18,814**
raised to date

**GIVING ASSISTANT**

givingassistant.org

# CROSS MORE CAMPAIGN FINISH LINES.

Giving Assistant integrates with Classy to help nonprofits supplement any fundraising campaign with their supporters' cash back shopping rewards at over 4,000 major brands.
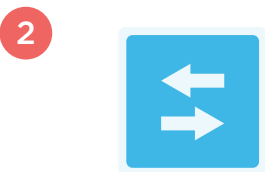
## For your mission

- **Meet campaign goals 20% faster**—the average rate, reported by our nonprofits!

- **Increase visibility and connection:** Your supporters think of you with every purchase.

- **Fun, memorable, passive:** They shop. You raise recurring donations in your sleep.

- **Anyone can help.** Share your campaign's unique Giving Assistant sign-up link with your team, your friends, your family—anyone who shops online.

## For your operations

- **Push new donors to Classy in seconds** when shoppers discover you through Giving Assistant.

- **Sync Giving Assistant and Classy data in real-time:** No importing or exporting .CSV files.

- **Collect key donor data.** Amplify your marketing with a smarter, more robust house list.

- **Save time with free marketing tools** like pre-written social media posts to help share your Giving Assistant fundraising page link.

## Get Started Today in 3 Steps

**1**

**ACTIVATE**

Activate your nonprofit's Giving Assistant account at givingassistant.org/nonprofits

**2**

Sync it with your Classy account via your Giving Assistant dashboard

**3**

Invite your community to sign up through your personal Giving Assistant fundraising page

**GIVING** ASSISTANT

givingassistant.org