



Cleaning oceans

BIOSSANCE™



Meeting purpose with product



Helping to solve food insecurity



Improving lives, health and well-being

Trish McEvoy®

NEW YORK



Engaging purpose from within



Providing nutrition through
Save the Children

8GREENS®

MADE FROM REAL GREENS



Making moves to support
women's empowerment

LANCÔME



Driving E-Commerce Success with Social Impact

A CMO's Guide to Purpose-Driven Marketing.

Inspirational and actionable tips from leading brands that give back and win big.



Capturing the hearts of modern consumers through purpose

Foreword from Tina Moore, Co-Founder & Chief Client Officer of talkshoplive

Flashback, and you're in the mid-1990s.

The American economy is booming, the Home Shopping Network is building to its peak, and infomercials are everywhere (yes, the ones we all get a good laugh out of now).

Now, back in the present decade, people are more conscious. Thanks to the efforts of social campaigns and activists, we're finally now enlightened to the true state of the world—all its glory and its unfortunate growing pains.

As you know, climate change and rising inflation are only a fraction of what people are concerned about today. And since the world operates differently now, so do the consumers inhabiting it.

It's not that traditional marketing methods don't exist; they're just altered. Rather than flipping through celebrity endorsements in weekly magazines, we're looking for beauty advice from our favorite TikTok influencers. Instead of learning about new products on cable TV, we're tuning into live shopping channels.

This is exactly why I launched talkshoplive®, the first live-streaming, social buying, and selling platform. To make this process easier, we partnered with DailyKarma after many brands expressed interest in adding fundraising campaigns to their live streams.

And one thing I say for certain is that the brands that can pair these tactics with purpose-driven ideals are the ones capturing the eyes—and hearts—of the modern consumer.

What do I mean? Consider these facts:

- ✓ Two-thirds of consumers now buy on belief.¹
- ✓ 86% of people expect CEOs to lead on societal challenges.²
- ✓ 91% of consumers are likelier to buy from companies that support the social or environmental issues they care about.³

You see, in the 1990s, a quality product and good advertising campaigns were the two main assets most businesses needed to thrive. People purchased for the sake of, well, purchasing. There wasn't a lot of intent behind it other than simply wanting the item.

Today, people are stressed—financially, environmentally, and socially. They're more careful than ever about the businesses they give their money to, meaning you must learn how to deliver value beyond profit.

Shoppers expect more than just quality products or services from brands. They want brands to take responsibility for societal issues and play a more active role in improving the world.

Moving forward, societal leadership will be a core business function, making purpose and trust a social currency so valuable that it makes purpose-driven brands the brands of the future.

As you read through this guide, remember how your shoppers are feeling and ask yourself:

How will I meet modern consumers' expectations to be more purpose driven?



What you'll learn

Part 1: Consumers expect brands to give back

Part 2: Proof that purpose-driven campaigns work

Part 3: Insights and strategies from purpose-driven brands

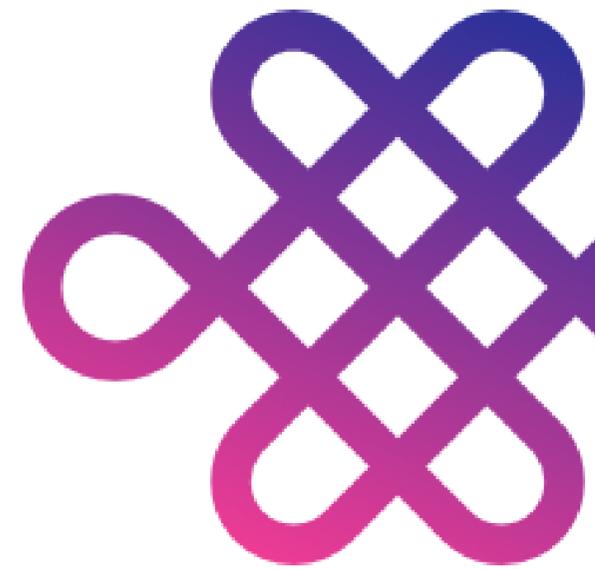
Part 4: Spark Your Creativity. Showcasing Inspiring Examples

Part 5: Steps to kickstart your impact



In the following pages:

We will unlock the secrets to activating your brand's purpose and igniting a fire of change. It's time to break free from the status quo and unleash the full potential of your brand's purpose.



Modern consumers expect brands to help build a better world.

As revealed by Edelman's Trust Whitepaper, businesses are the sole trusted institution for consumers, knocking government and media out of the trust barometer. This data places an immense responsibility on brands' shoulders to be catalysts for change, without compromising their resources.⁴

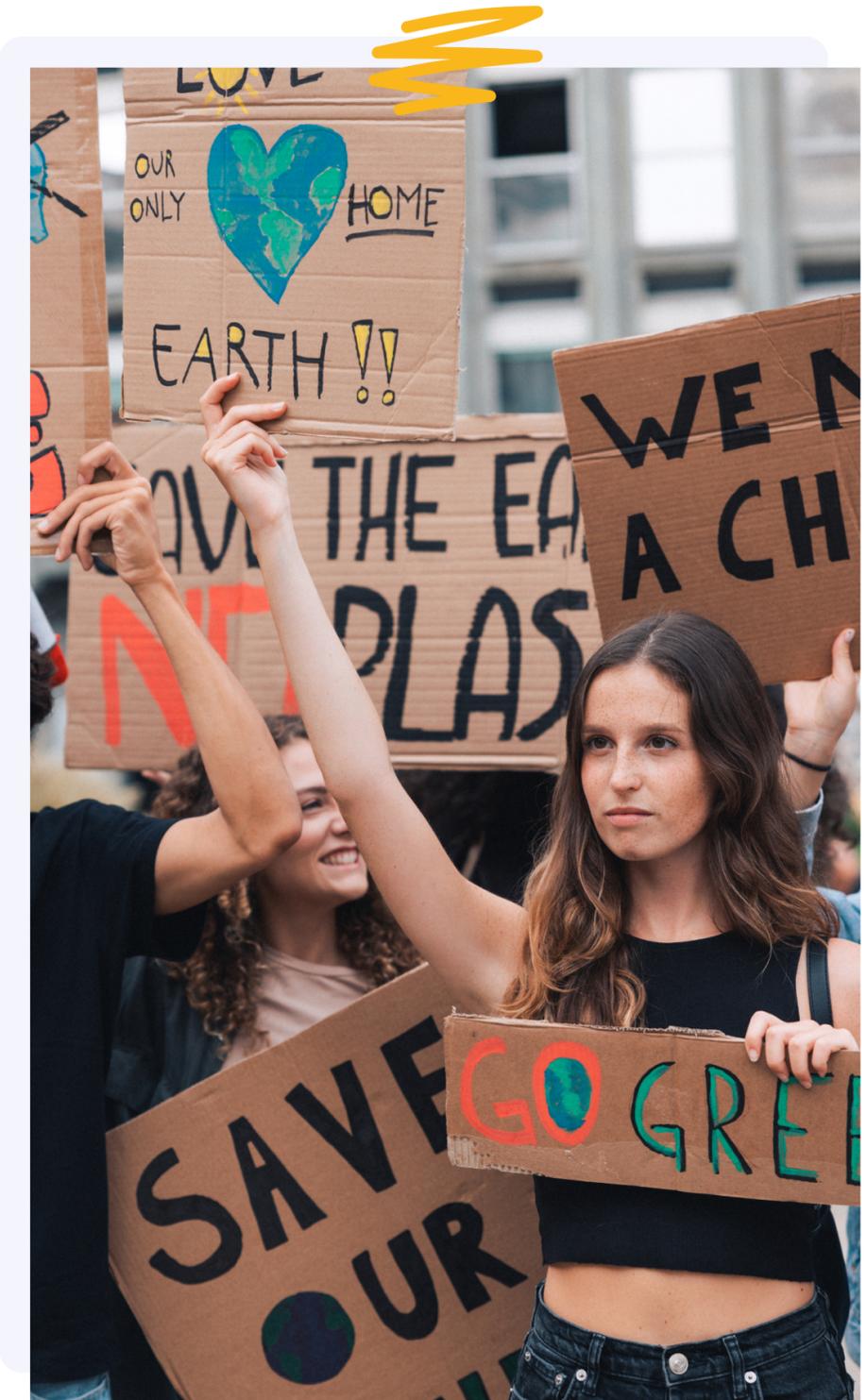
But it's not just about responding to societal challenges; it's about embedding purpose into the very core of your brand strategy.

In a world saturated with empty gestures and hollow marketing ploys, it's time for brands to rise above the noise and truly make a difference.

Seasonal awareness days like Pride, Earth Day, and Cancer Awareness Month built momentum to raise money for deserving nonprofits quickly throughout the years.

With that said, our consumers are more sophisticated than ever, and cause marketing has evolved to new levels to authentically connect with them.

It's time to embrace a new approach: **a purpose-driven revolution that infiltrates every fiber of your brand's existence.**



What it truly means to be a purpose-driven brand

Simply put, a purpose-driven brand is motivated by causes that help societal issues and uses them as the driving force behind its existence. This goes beyond just simply caring about these causes—it's about inspiring profitable actions that address societal issues, both internally and externally.



Internally: How businesses operate and cultivate a purpose-driven culture with team members and/or through their supply chain.



Externally: How businesses involve customers in the causes they support, communicate their mission, and highlight their efforts effectively.

Through these actions, purpose-driven brands are building strong connections with customers that last beyond the first purchase. Think about it as...

Purpose **Impact** **Profit**



I had a vision to create not only better noodles but also a better company. This idea is reflected in our logos: 'Make, Be, and Do Gooder,' a concept ingrained in our company from the beginning. It's not just something we discuss internally; it's a philosophy that guides everything we do.

We've worked diligently to make a truly high-quality proposition, crafting the best mac and cheese that brings joy to people's lives. But it doesn't stop there. We're always striving to figure out how to embody 'Be and Do Gooder' in all aspects of our work. As a team, we engage in volunteer efforts and consistently seek out opportunities to give back.

Deb Luster

Co-Founder and Chief Impact Officer
Goodles



The status quo won't cut it.

In the bygone era, businesses concentrated mainly on showcasing product features and competitive pricing. However, those that overlooked the emotional aspect and focused solely on operational costs often suffered from declining customer loyalty.

Today, balancing all these factors is essential to ensure customer satisfaction and loyalty.

It's time to step into a world where the ordinary is no longer enough, and brands are rewriting the rules of marketing to create extraordinary connections with their customers.

As we enter the future, a strategy around emotional connections takes center stage. Brands must create purposeful experiences at every touchpoint to develop strong and valuable customer relationships. By doing so, every interaction becomes an opportunity to captivate hearts, inspire minds, and make a lasting impact on the world.

The new era of ecommerce lies in “purpose”

64% of consumers think that just giving money is not sufficient for corporations. Merely throwing money at a problem does not demonstrate a genuine concern for the cause.⁵

Many businesses are making significant contributions towards causes and making a great impact. Although this is commendable, truly incorporating a purpose into your brand requires more than an annual charity donation.



“Donating a percentage of sales has historically been a tried and true way to support causes. While it's a great traditional way for brands to give back, we have seen that it is a passive customer experience, and at times many shoppers don't even know the brand is donating proceeds to charity. It's important to bring cause marketing campaigns to the forefront of the customer's experience and engage them with your missions so they can take part in giving back and building that authentic altruistic relationship with your brand and the cause you support.

We've seen great success with brands that keep their cause marketing campaigns fresh by changing how they give back and/or by layering multiple campaigns on top of each other. Many continue to give a portion of sales to charity but also allow shoppers to round up at checkout or even receive discounts when donating. It's a great way for repeat customers to stay engaged with your mission all year long.”

Patricia Dao
CEO, Co-Founder
DailyKarma



Purpose-driven brands unleash powerful potential, driving results like...



Higher conversion rates

Lancôme placed Donation Tiers on all product detail pages and Round-Up on the cart page. These additions helped Lancôme **decrease its abandon cart rate by 29.2%** when a donation is added to the cart.

[Read the story.](#)



Increased average order value

Rare Beauty ran a fully custom Donate for Discount campaign between Thanksgiving and Giving Tuesday. This campaign **increased the brand's engagement rate by 35%** and raised AOV during this period by **34%**.

[Read the story.](#)



More repeat purchases

For Giving Tuesday, Harney & Sons ran a limited-time Donation Tiers campaign with a follow-up coupon to incentivize repeat purchases. **69.3%** of customers **redeemed their incentive** for donating on another purchase.

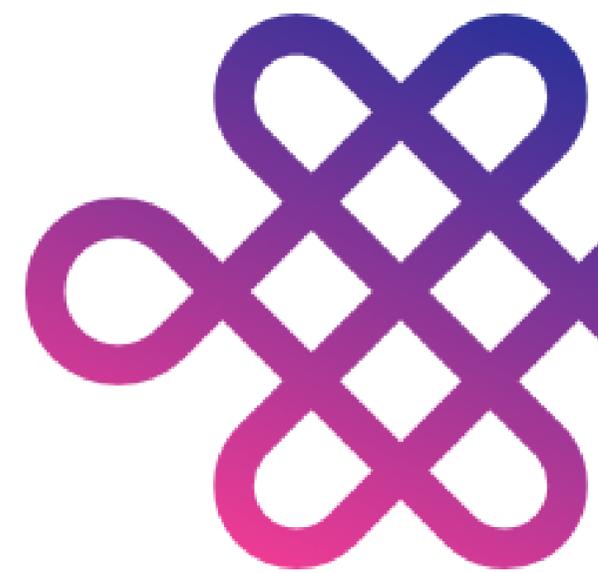
[Read the story.](#)



There's truth in the numbers.

It's been proven time and time again that purpose-driven marketing isn't a cost center—it's a lever for growth.

The following pages will prove this.



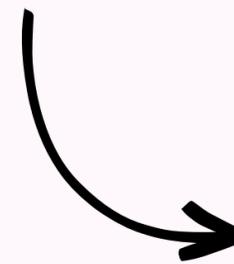
Trust and purpose go hand-in-hand, and establishing that level of trust starts from within the company.

“Our stories connect us. Yes, Lenox is a company. But Lenox is also a community of people just like our customers, with ups and downs and struggles and triumphs. What we go through, many of our customers have gone through too. Creating awareness of different charities across the country supports everyone—our customers and our Lenox family.”

Jennifer DiBenedetti
VP of Marketing
Lenox



Trust is a crucial consideration for consumers, and 59% would **discontinue buying** from a brand if they have doubts about the company behind the product.⁶





“In a business sense, it's important to recognize that superficial brand integration appeals to a wide audience but lacks depth. On the other hand, choosing a specific cause may narrow your audience as not everyone will agree or resonate with it, and that's perfectly fine.

By doing so, you move away from shallow connections and create a strong bond with a particular group. We have followed this path. We could have pursued financial gain by selling controversial flags like Trump flags. However, our true purpose goes beyond monetary considerations. In fact, I personally hope that Flags for Good goes out of business one day because societal issues like racial equality or ending gun violence should no longer require explicit flags.

Key Takeaway: Empowering your customer's ability to advocate for their beliefs increases awareness for the cause and your brand.

58% of purpose-driven consumers have recently introduced friends and family to a new brand or retailer.⁷

Customers are purpose-driven individuals, and by aligning with their values, you can establish a connection without constantly creating new products or spending excessive marketing budgets. By standing for something and believing in certain principles, brands can attract like-minded individuals who naturally gravitate toward them. **This approach has not only helped us find customers, but they have also become passionate advocates for our brand.**

We receive constant tags and mentions on platforms like TikTok, with people recommending Flags for Good to others. While our high-quality products contribute to this advocacy, it is mainly because customers feel we empower them to express their identities.”

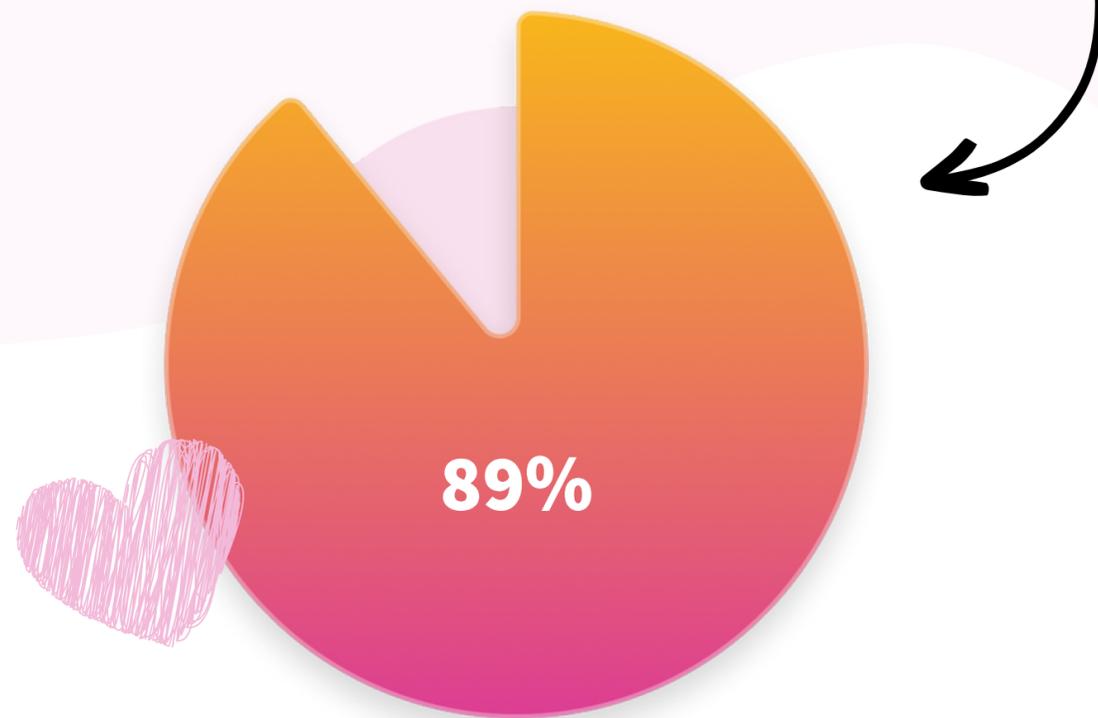


Michael Green
Founder
Flags for Good



Having a purpose helps you stand apart and deeply connect with socially conscious consumers.

Consumers have several choices, and when price and quality are similar, **89% of them will pick a brand that takes a stand and helps the greater good.**⁸



“We aren’t the same people, society, country, and world we were 5 years ago. We’ve experienced one of the most unprecedented moments in history together and, as a result, witnessed a shift in heightened awareness and desire to positively impact our society. It’s reflected in several studies that show younger generations only want to purchase and engage with brands that stand for something more than making a profit. To connect with the rising tide of socially conscious customers, brands can’t use the same playbook they did 5 years ago, where products and competitive pricing won consumers over. Aligning with a mission that is authentic to your founders, brand, and employees is essential to thriving in our current macro environment to stand out and resonate with the public.

Patricia Dao
CEO, Co-Founder
DailyKarma



If everyone at your company—at every level—believes in your purpose, your customers will feel more excited to believe in it too.

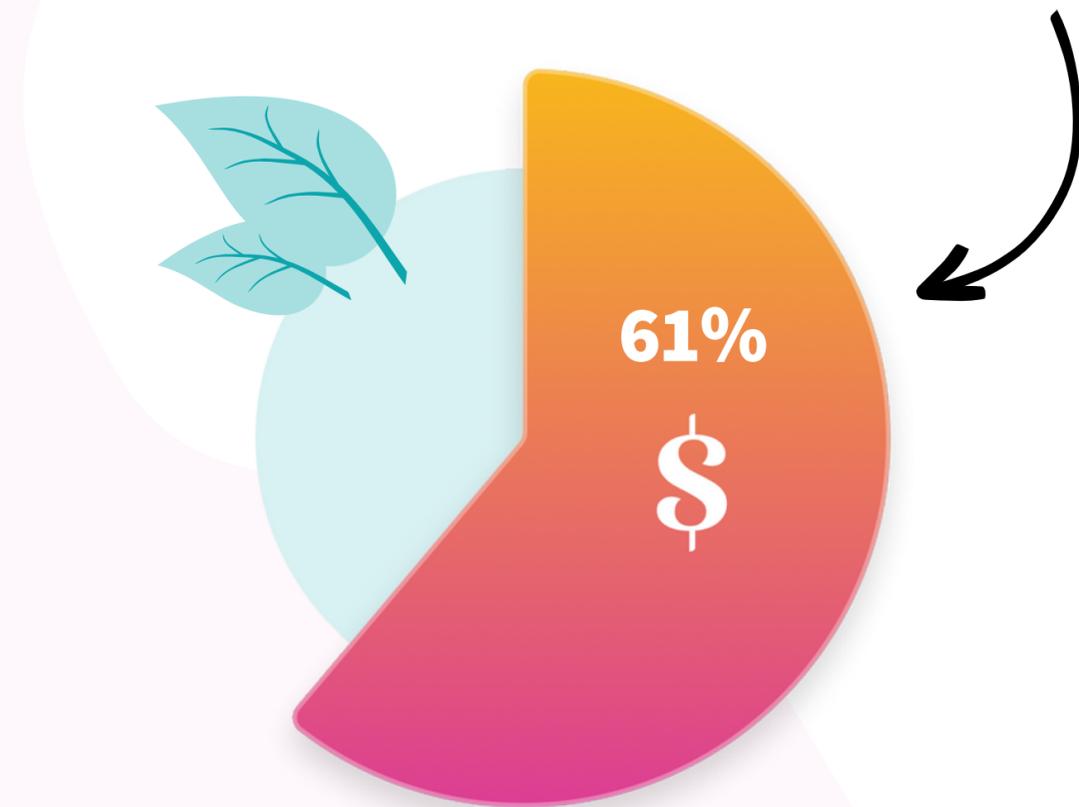


"I remember a story about somebody being shown around Elon Musk's SpaceX, and a guy was sweeping up. The person asked him what he was doing, and the guy sweeping said, 'I'm going to put a man on Mars. I'm here to sweep up, but we're all here to put men on Mars.' And I thought if you can motivate everybody in every part of the business to believe in something that you think is so fantastic, then that's great. A purpose should be able to sit above and beyond a product, service, or something you deliver. If you're a company that wants to be purpose-driven, make sure your purpose is not the product or the solution, so everyone has the same mission regardless of what happens to your products."

Andrew Dean
VP of E-Commerce
8Greens

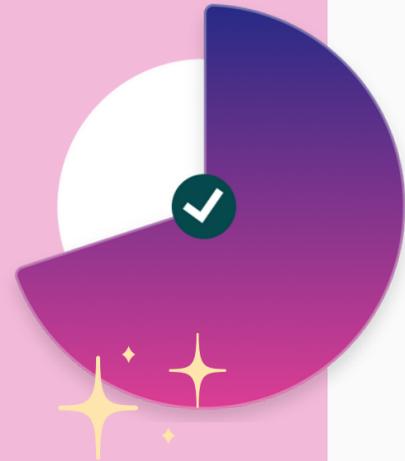


61% of customers are willing to pay more for a product if they believe that the brand is having a positive impact on the world.⁹





90% of Gen Z believes that companies must actively contribute to social and environmental causes.¹⁰



70% of Gen-Z say they're involved in a social or political cause.¹¹



57% of Gen-Z say brands can do more to solve social ills than government institutions, and 63% will buy or advocate for brands based on their values.¹²



“Millennials and Gen-Z have gone through so much societal trauma. It’s been unprecedented event after unprecedented event. We know the world is not okay. But we’re also hyper-aware that you can only do so much as an individual to make it better. Recognizing that traditional power structures exist, the least we can do is support companies that are doing good for the world as we go about our daily lives and buy the things we need to buy. Then in some small way, we’re doing what we can.”



Michael Green
Founder
Flags for Good



The barrier to being purpose-driven.

Why do some brands hesitate to adopt a purpose?



Complex fundraising regulations and overhead of registering as a co-venturer in individual states and managing various regulations internationally.



Increased accounting burden to distribute donations to nonprofits in a timely manner.



Limited Martech solutions to actively engage GenZ and Millennials with a brand's mission, while shopping.



Limited data and insights to make marketing decisions on the best causes and campaigns that drive conversions.

But it doesn't have to be this way

Instead of approaching cause marketing as a one-off campaign, consider long-term engagement with social causes that align with your core values and resonate with your customers.

Easier said than done, of course, but by engaging with experienced partners and platforms, brands can be assisted in selecting the right charitable organizations, ensuring compliance, and leveraging technology to streamline the process.

“8/10 brands I speak to don't know that if you're a for-profit company and are fundraising for a nonprofit, you need to have the proper co-venturing registrations completed across U.S States. There is a daunting amount of work that goes into registering in each state, keeping up with filings, and paying associated fees. We have had large public companies with vast amounts of resources wanting to launch cause marketing initiatives, but not wanting to take on the compliance headaches that come with it. The great advantage of utilizing DailyKarma is that we take care of all the heavy lifting, which makes it easy for any brand to focus on the marketing they are experts in and launch campaigns within 5 minutes vs. 5 months.”

Patricia Dao
CEO, Co-Founder
DailyKarma



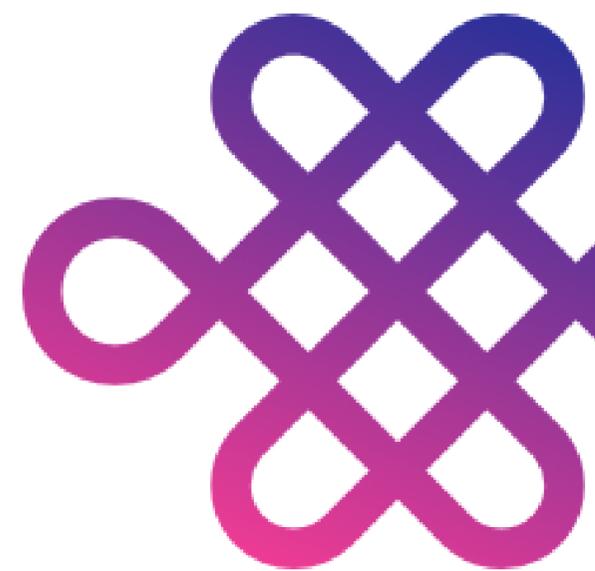
Insights from purpose-driven brands

How to incorporate an authentic cause component in all aspects of your customer journey

It's time to embrace the new way to do business—creating purpose-driven experiences at every customer touchpoint. And it's easier than you think.

We asked the brands featured in this book to share their number one tip for others who want to be more purpose-driven.

Here are their takeaways... 





1. Something is better than nothing.

Jennifer DiBenedetti at Lenox shares how even a small effort can make a difference. In her opinion, you don't have to launch grand initiatives immediately.

Start by identifying a cause that aligns with your brand values and find ways to contribute, whether it's through donations, volunteering, or raising awareness.

Taking any action, no matter how small, demonstrates your commitment to making a positive impact.



“Don’t feel like you aren’t enough, or that you can’t do enough. We’re not the largest company, but we’ve learned that every bit of good we can do in our world, no matter how small, is helping someone or something somewhere, and it means the world to them.”



Jennifer DiBenedetti
VP of Marketing
Lenox



2. Buy-in has to come from everyone.

For true impact, stakeholders must fully buy into the idea and align with the purpose. By baking impact into the business from the beginning, involving founders, shareholders, investors, and the entire team, a strong foundation is built.

In other words, everyone should understand and support the purpose-driven initiatives behind the brand.

Deb Luster says this was a part of how she approached founding Goodles, along with the other founding team members. The purpose was there from the beginning, and with her behind the causes as Chief Impact Officer, the brand will continue to weave impact into business practices.



"I collaborate extensively with other professionals focused on creating impact. We strive to embed impact into all aspects of business, treating it like an essential ingredient."



Deb Luster
Co-Founder, Chief Impact Officer
Goodles





3. Create engaging ways to involve customers in your campaigns.

Engaging your customers in your cause-related campaigns not only raises awareness but also creates a sense of ownership and empowerment.

A great example of this can be seen with Pink Chicken, a brand selling apparel and accessories for children and parents.

In this initiative, families can purchase a “Pinkie Bank.” After purchasing, the goal is to work together to increase the funds in the bank through activities like bake sales or incentivizing children to do their chores.

At the end of the month, families can choose a charity to “empty their Pinkie Bank to.” This is a great way to actively involve your customers in the causes your brand cares about in a fun and interactive way.

Plus, this approach empowers customers to choose their level of involvement, select the recipients of their donations, and determine the amount they wish to donate.

The image shows a screenshot of the Pinkie Bank product page and a summary of the initiative. The product page features a pink chicken-shaped piggy bank, a price of \$10.00, and an 'ADD TO CART' button. The summary section, titled 'INTRODUCING Pinkie Banks', explains the initiative and lists three steps: 1. Purchase a Pinkie Bank, 2. Earn and collect money to fill up the bank, and 3. Donate to a charity at the end of the month. A 'DONATE NOW' button is also present.

Home > Pinkie Bank

GIVE BACK WITH US!
Pinkie Bank
\$ 10.00

At Pink Chicken, we think it is so important to instill the idea of giving back at a young age - which is why we have developed our new Pinkie Bank initiative! So, what is this Pinkie Bank? Well...it's a landing spot for our Flock's funds that will transform into donations to our favorite charities and organizations. To learn more, [click here!](#)

Read Less ^

- 1 +

ADD TO CART

INTRODUCING Pinkie Banks

At Pink Chicken, we think it is so important to instill the idea of giving back at a young age - which is why we have developed our new Pinkie Bank initiative!

So, what is this Pinkie Bank? Well...it's a landing spot for our Flock's funds that will transform into donations to our favorite charities and organizations.

Here's how it works →

STEP 1.
Purchase a Pinkie Bank [HERE](#).

STEP 2.
Throughout each month, work with your kids to earn and collect money to fill up their Pinkie Banks-think running a bake sale, teaching a soccer lesson, completing their chores for the week, etc.

STEP 3.
At the end of each month, visit our Giving Back page to pick the charity of your choice to donate to!

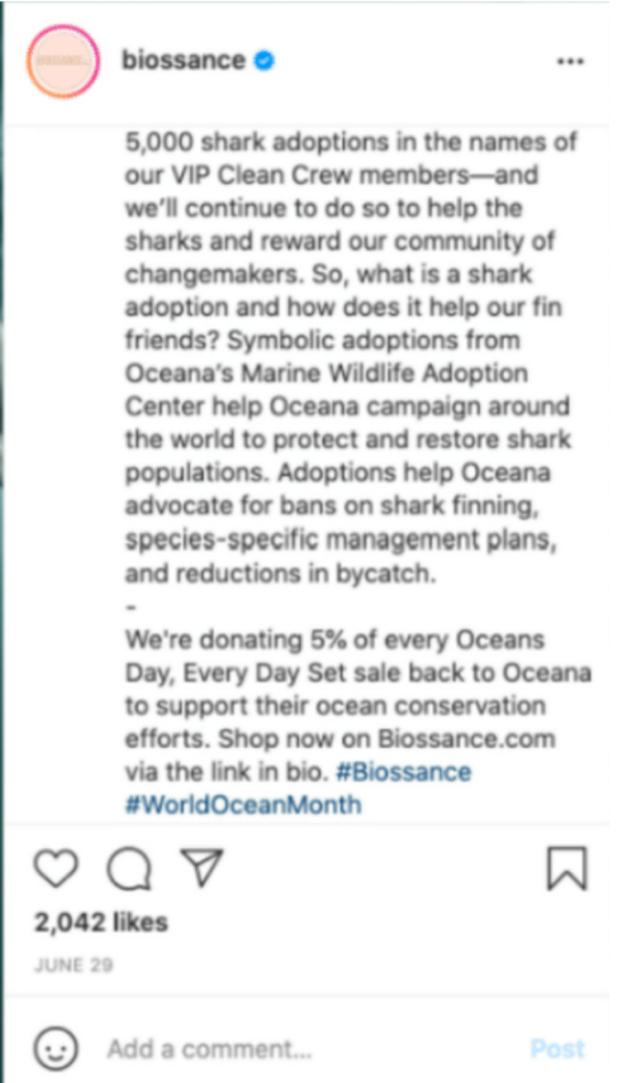
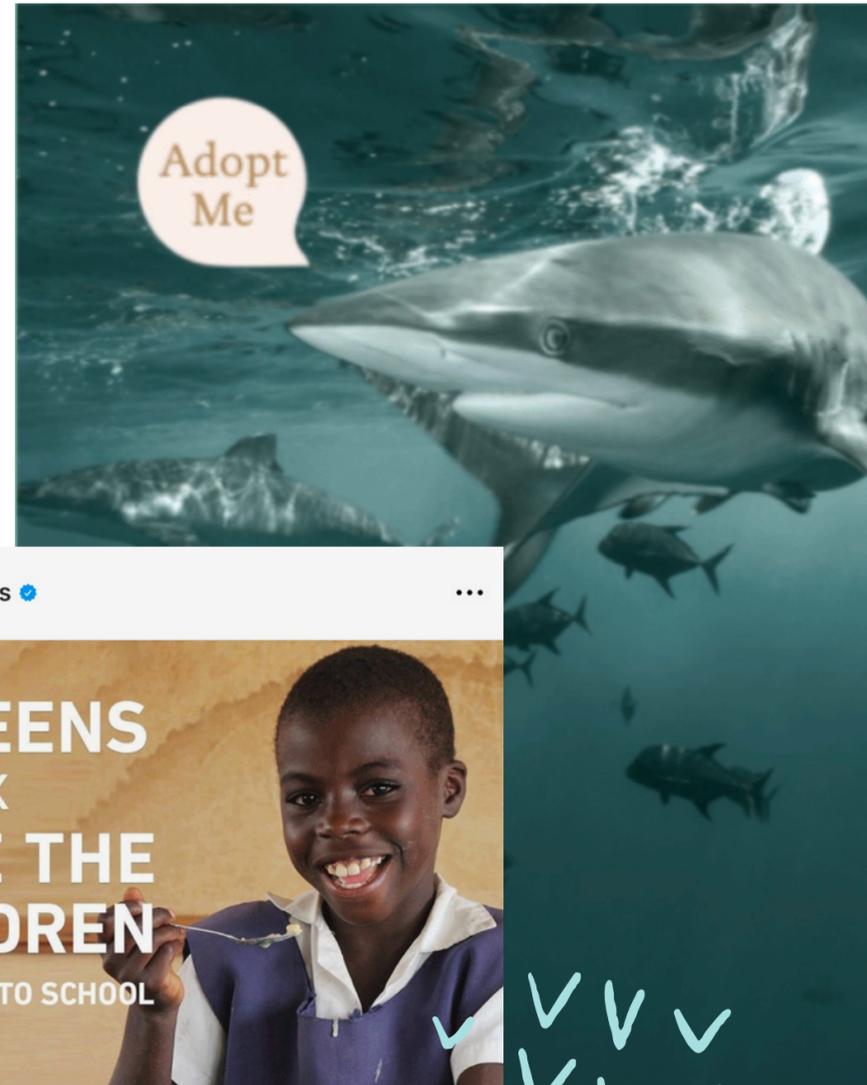
DONATE NOW





4. Share the impact of what you (and your customers) are doing.

Transparency and communication are key in building trust and keeping your customers engaged. Regularly update your customers on the progress and impact of your cause-related efforts. Share stories, milestones, and successes through various channels, such as social media, newsletters, and blog posts.





5. Reward customers who give back in meaningful ways

By involving your customers in the journey, you create a sense of shared purpose and strengthen their connection to your brand.

This is something Goodles does well. For example, the blog features “Do Gooders,” which are people committed to making things Gooder.

They’re also updating customers on the causes they support and sending personalized tokens when they donate.



“We provide customers with an opportunity to donate at checkout. We have a lot of really cool donors and a robust email and SMS system with our active customers who are donating so that we can thank them for donations. We also send these little pins called ‘Do gooder’ with thank you notes to those who have donated, creating a sense of connection.”

Deb Luster

Chief Impact Officer, Goodles





6. Switch up the charities you support.

While having a core cause or causes that align with your brand is important, consider diversifying the charities you support.

By periodically switching up the organizations you partner with, you can address different societal issues and appeal to a broader range of customers. This approach showcases your commitment to making a meaningful impact on multiple fronts and demonstrates a holistic approach to cause marketing.

Lenox does this with the help of DailyKarma, using...

- ✔ Done-for-You Coventuring Compliance
- ✔ In-app nonprofit search allowing brands to support up to 1M+ charities
- ✔ Personalized Nonprofit Vetting and Selection



“Every little bit helps charitable organizations. We have found that refreshing who you are helping with a regular cadence brings renewed enthusiasm to all those involved. It's a new story to tell, and good work to promote, regularly. It's exciting!”



Jennifer DiBenedetti
VP of Marketing

HELP US SUPPORT



Now through 4/30,
we're matching
donations made at checkout
to enrich the lives of those
with disabilities.





7. Humanizing your purpose.

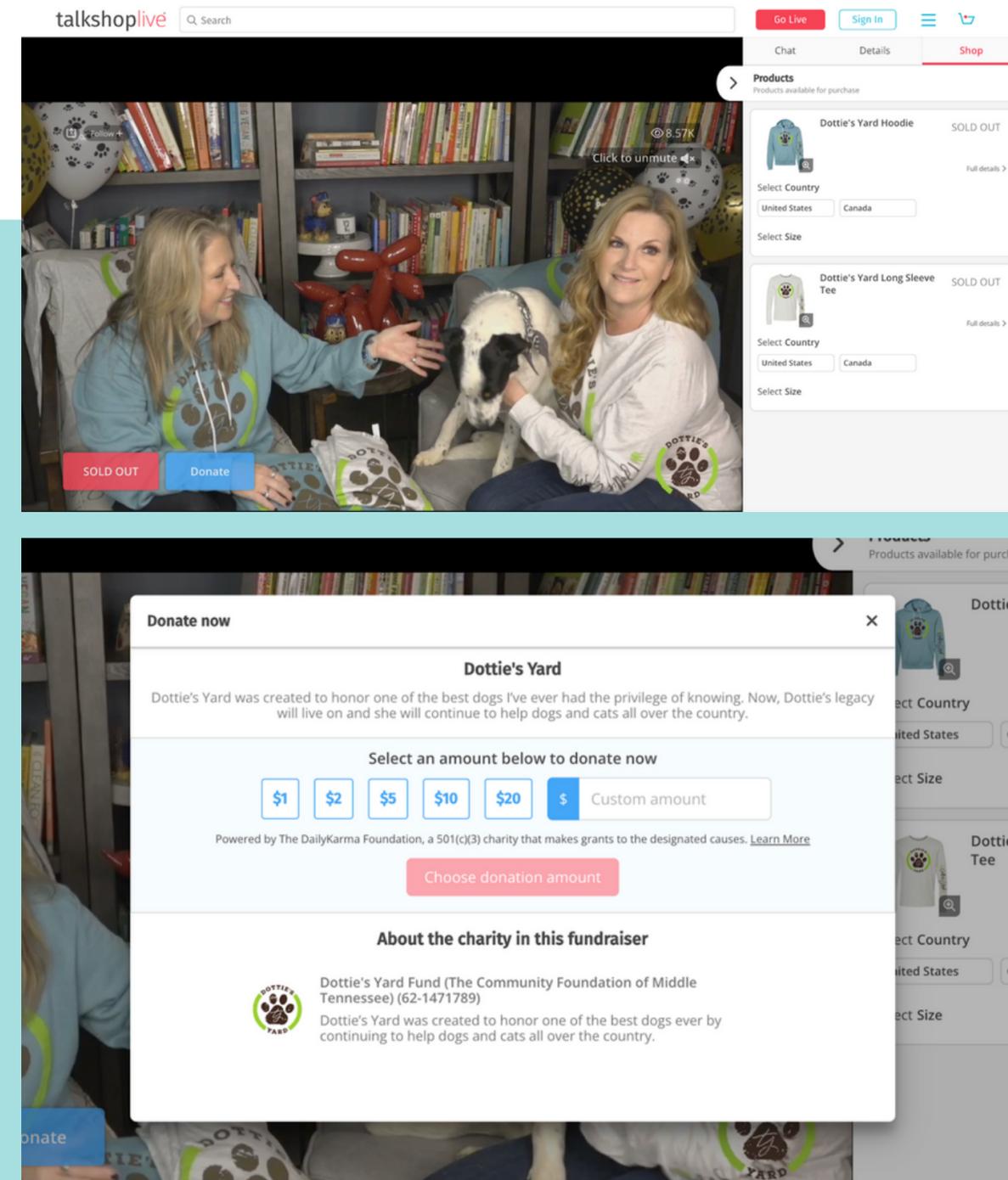
How? Showcase the people or communities you're impacting and share their stories, or highlight the individuals within your organization who drive the cause and the passion behind their efforts.

By putting a face to your purpose, you create a more personal and relatable connection with your customers, inspiring them to support and engage with your cause.

For example, Trisha Yearwood Pet Collection, owned and operated by—you guessed it—Trisha Yearwood, is a brand selling pet food and treats, grooming supplies, and accessories.

However, she also launched her own nonprofit fund called Dottie's Yard to alleviate the financial burden of organizations that give animals a second chance to find a home. This fund is named after a dog her own family rescued back in 2004, meaning it's very close to her heart.

Trisha has mentioned Dottie's Yard repeatedly. One of the most significant occasions was during her live stream on talkshoplive®, where she shared information about the fund's history and the ways in which customers can contribute.



During the stream, Trisha sold Dottie's Yard sweaters, and there was an easy-to-use "donate" button located on the bottom left of the screen for viewers to donate with just a few clicks.





8. Have someone dedicated to impact on the team.

To ensure seamless integration of cause marketing into your customer journey, consider having a dedicated team member responsible for driving and measuring the impact.

This individual can oversee the coordination of cause-related activities, manage partnerships with charities, and track the progress and outcomes of your initiatives. Plus, they can be the spokesperson for the company's overall mission, focused on maintaining consistency, accountability, and a strategic approach to your cause-related efforts.

“We get caught up in our business too, where we're just thinking about how to sell. We're moving fast there, so I'm the person who actually reminds the team that this is what we're about. Almost every call we have is a team call, and I always ask, ‘How does that affect our purpose or drive impact?’ You almost need somebody tapping the whole team on the shoulder to remind them.”

Deb Luster
Chief Impact Officer
Goodles





9. Accept that your purpose won't be for everyone, and stay true to your beliefs.

When defining your brand's purpose, it's crucial to acknowledge that not everyone will resonate with it. Embrace this reality and remain steadfast in your commitment to your core beliefs. By staying true to your purpose, you attract like-minded individuals who genuinely align with your mission and values.

Michael shared how it's important to not be afraid of those who disagree with your purpose and to be unapologetic about standing for something.

He acknowledges that his brand is disliked by many, but in the game of attention, standing for something has helped his brand stand out.

Key takeaway? Hold firm to your beliefs, take real action, and stay true to your promises of making a positive impact.

“I think in the future, every brand will be a cause-driven brand. They will be held accountable and have to make stances on societal issues. The worst thing you can do is waffle around on your approach because then you can piss off both sides. You must stand firm, figure out your beliefs, and hold to them. Then actually drive action and donate money, or whatever it is you need to do to actually do the right thing rather than just put it on your website,” Michael said.

Michael Green
Founder
Flags for Good

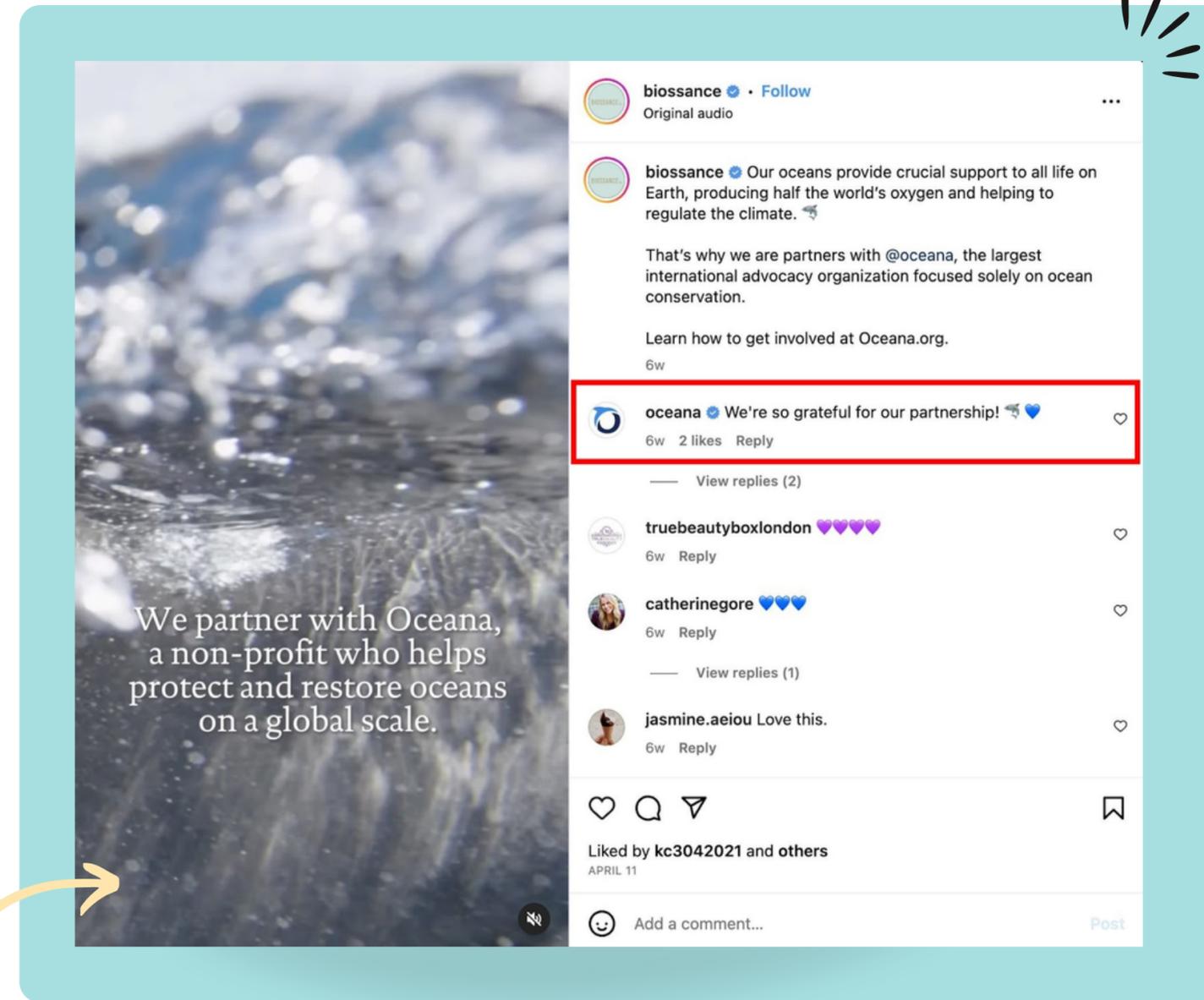




10. Maintain a strong relationship with the partners you're supporting.

It's crucial to have a strong and mutually beneficial relationship with the partners you support. Examples of successful partnerships include Biossance and Oceana, who have shown the importance of cultivating strong connections to increase impact and inspire others.

Biossance and Oceana are aware of the impact of social media on raising awareness and involving a larger audience. They demonstrate their mutual dedication to ocean conservation by regularly tagging each other in their social media posts. This effortless gesture not only reinforces the bond between the two organizations but also introduces their followers to both causes at the same time.



By uniting their online presence, Biossance and Oceana **create a powerful narrative** of collaboration and reinforce their dedication to their **shared mission**.





11. Build an impact page and direct customers to it.



"Sometimes, when you give to a charity, you don't truly understand the impact of what you're donating to. You can't trace that dollar. But if you, as a brand, can get those stories, it's easy to share them on an impact page and highlight the importance of what you're doing with customers. Those stories are what motivate customers to want to be a part of your purpose."

Andrew Dean
VP of eCommerce
8Greens



In other words, it's crucial to share **WHY** customers should donate to your purpose—not just **WHAT** and **HOW** to do it.

Some brands tend to emphasize the "what" and "how" aspects of their campaigns, without establishing a strong connection with their customers through their purpose-driven messages.

This is why 8 Greens built an impact page where they highlight stories from children the Save The Children charity is helping.

8GREENS & SAVE THE CHILDREN
The Power Of Good Nutrition For Healthy Futures

Photo Credit: Tito Justin / Save the Children

Founded on the mission of helping others through wellness and education, 8Greens is proud to partner with leading global humanitarian organization, Save the Children. By partnering with Save the Children, we can help to ensure that every child has access to good nutrition. Nutrition is critical for children to grow, develop physically and mentally, stay healthy and learn.

The charity's hunger and nutrition programs help millions every year, with teams based in countries where children are most vulnerable to hunger and malnutrition. Through our charitable partnership and your donated sales, we aim to support and empower those in greatest need.

HOW YOU CAN HELP

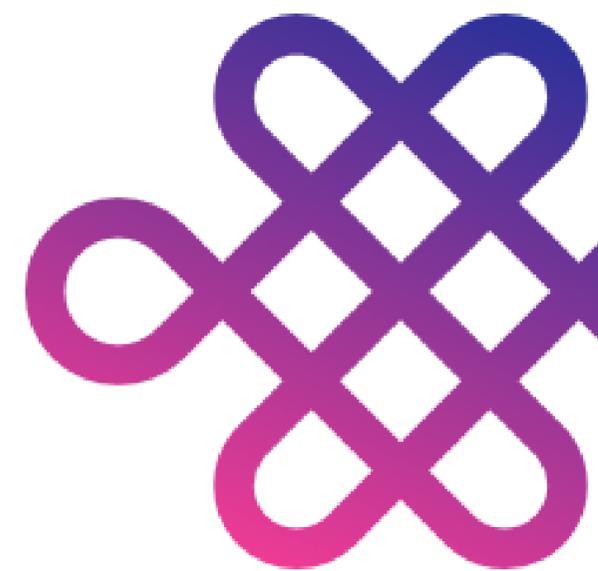
When you shop on 8Greens.com, you will have the opportunity to donate vital funds to Save the Children's work wherever it's needed most – including providing critical support to help children overcome malnutrition around the world. Hunger is not just about food. Hunger and poverty are inextricably linked to issues including: the rights of women and girls, income opportunities, health, education, social justice, the environment and climate change.

- > Just **\$2.76** could pay for **100 packs of essential vitamins** to help children recover from severe acute **malnutrition** and combat illness
- > **\$6.92** could pay for a **weeks** worth of treatment for a child with severe acute **malnutrition** using **high nutrient peanut paste**
- > **\$13.83** could pay for enough food to **feed a family** in Yemen for a **week** who've been displaced by conflict or climate change



7 brands injecting purpose in the customer journey

Launch purpose-driven campaigns with DailyKarma in just 5 minutes and seamlessly integrate them across multiple customer touchpoints. Here are 5 inspiring examples from brands who have done it successfully.





Multipronged approach to addressing food insecurity

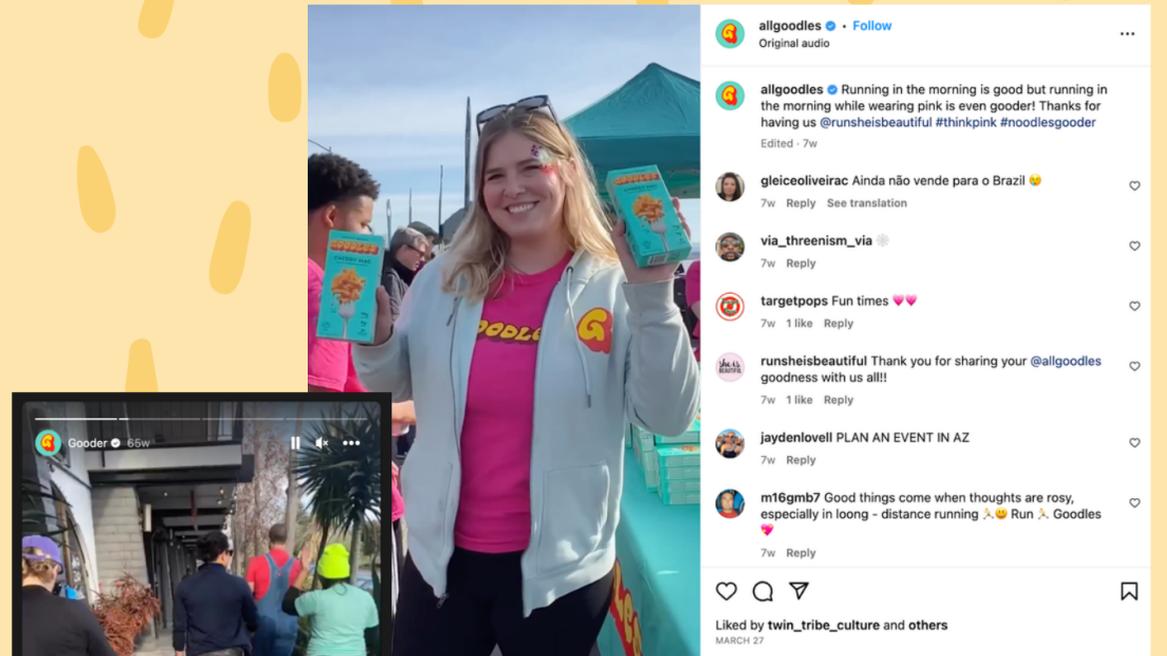
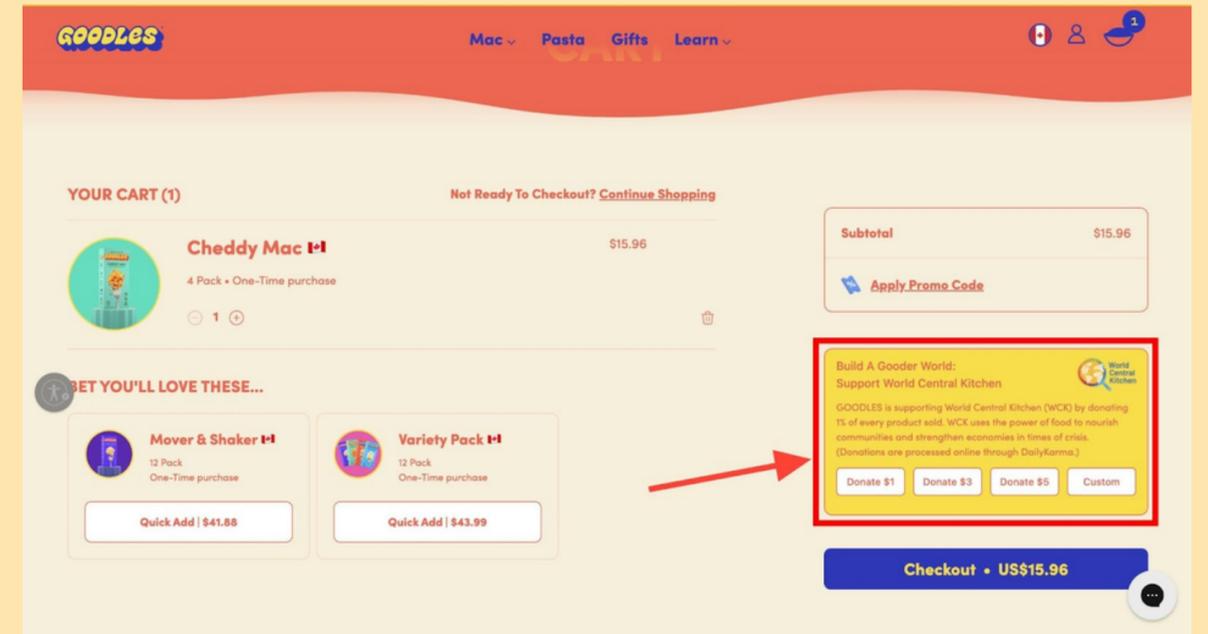
Goodles, a Mac and Cheese brand based out of Santa Cruz, is dedicated to its slogan of “doing gooder.” In addition to making a profit, the company is dedicated to donating a minimum of 1% of its sales to World Central Kitchen—one of DailyKarma’s nonprofit partners that addresses food insecurity.

Also, to ensure customers can join in the mission, Goodles adds a sense of impact and delight to their purchase experience using DailyKarma’s Donation Tiers on the cart page. With this feature, customers can donate \$1, \$3, \$5, or a custom amount when purchasing their Mac and Cheese.

However, Goodles extends its motto of doing good beyond donations from purchases. Chief Impact Officer Deb Luster works hard to incorporate purpose-driven actions not only within the company but also in its interactions with others.

The team often volunteers for fundraising initiatives, which they get to choose on a weekly basis. This is Goodles way of giving back to both World Central Kitchen and other initiatives the team is passionate about.

For example, they recently participated in the “She is Beautiful race series” and handed out free boxes of Goodles while there. This race supports Girls Inc, which “helps girls become strong, smart, and bold and become the next generation of leaders.”



BIOSSANCE™

Making large strides towards cleaning our oceans

Biossance, a brand driven by values, is making waves with its impactful cause campaigns. By partnering with Oceana, an organization dedicated to protecting our oceans, Biossance invites customers to contribute year-round through various methods.

Custom round-up: With each purchase, customers can round up their total, channeling the extra amount directly to Oceana. It's a simple yet powerful way to turn skincare shopping into a force for good.

The screenshot shows the Biossance checkout page. On the left, there are sections for 'Contact', 'Ship to' (10 Hudson Yards, New York NY 10001, United States), and 'Payment' (Credit card). On the right, the cart items are listed: 'Travel Size Zinc Sheer Mineral Sunscreen GWP' (Free) and 'Squalane + BHA Pore Minimizing Toner' (\$28.00). The subtotal is \$28.00, shipping is free, and taxes are \$2.49. A 'Round up your purchase for Oceana or donate any amount' widget is visible, showing a \$0.51 contribution. A red arrow points from the text above to this widget.

Portion of sales: Transparency is at the heart of Biossance's mission. The Portion of Sales widget on selected product pages proudly announces Biossance's own contributions to Oceana, ensuring shoppers know their purchase is making a difference. It's a visual reminder that when they choose a specific product, they're choosing to protect our oceans.

The screenshot shows the product page for 'SQUALANE + PROBIOTIC GEL MOISTURIZER'. The product is described as 'CALMS AND REDUCES REDNESS, LEAVING SKIN MORE BALANCED'. The price is \$52. A 'Your Purchase Gives Back' widget is present, stating 'Today, we're donating 100% of proceeds to Direct Relief to support health care workers.' A red arrow points from the text above to this widget.

Consistent promotion: Biossance is on a mission to educate, inspire, and unite. They passionately promote their give-back campaigns across their website, social media platforms, and beyond. Their commitment to social and environmental responsibility shines through, encouraging others to join the movement.

The power of collective action cannot be underestimated. Biossance's customers have proven this through their unwavering support. Together, they have donated an astonishing sum of over \$600,000 to Oceana.





Guiding purpose with passions from internal team members

Lenox, founded in 1889, is an American manufacturing company that sells tableware, giftware, and collectible products. Lenox is a firm believer in supporting causes that are an extension of their employees and company's values.

You can find an opportunity for customers to donate on every product page on the website, showcasing their commitment to supporting various charitable causes. This is made possible by DailyKarma's technology which allows Lenox to easily switch out their chosen charity every month without needing individual agreements with each nonprofit organization.



“There are so many purposeful charities in the world. We would love to help them all! We decided to support a different charity every month, so different team members can give back to a charity that has given to them. It's spreading love. DailyKarma makes the entire process easy so we can get to the important part of the story, supporting a good cause.

Our purpose is an extension of what we do every day. As a company, we care deeply about families and friends gathering around the table and making memories together.

Purpose-driven means supporting causes that help our colleagues and communities thrive and continue making happy memories with people they care about. Each month, we select a charity that has deeply impacted one of our Lenox team members. Lenox is happy to create outreach and support for these charities that mean so much to us in a personal, tangible way.”



Jennifer DiBenedetti

VP of Marketing, Lenox

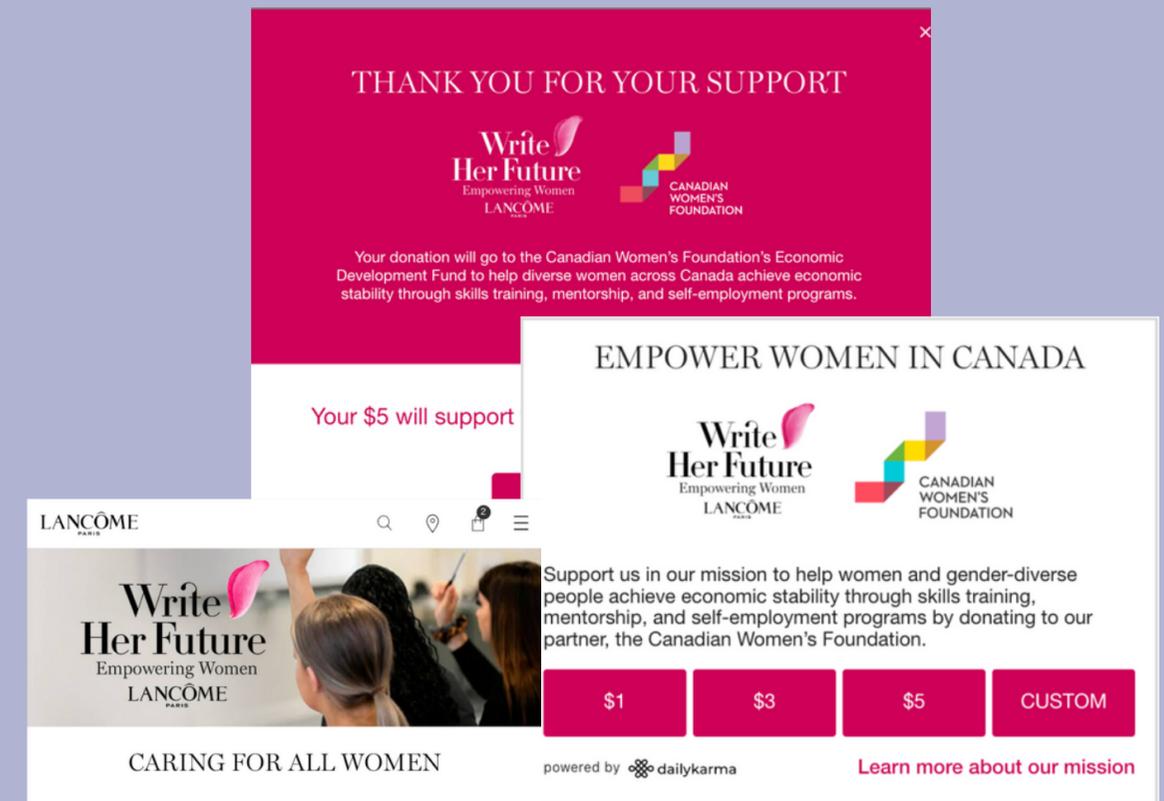


Highlighting impact in various ways

Lancôme used a multi-campaign strategy to increase customer engagement and exposure throughout their customer journey. They added Donation Tiers to all product detail pages and Round-Up at the cart, allowing customers to learn more about the program and donate when purchasing.

In collaboration with DailyKarma's product team, Lancôme designed and incorporated a personalized and branded flow that enables customers to better explore and engage with the Lancôme partnership. This custom flow directs customers to the landing page for Write Her Future.

Lancôme improved its customer experience by implementing various DailyKarma campaigns and customized flows. This resulted in increased customer engagement and awareness for their program, leading to a significant decrease of 29.2% in abandon cart rates when a donation was added to the cart.



"The DailyKarma product has been instrumental to expose our philanthropic program to our customers and to give them a clear and simple way to contribute. The DailyKarma team has drawn on their vast knowledge of cause marketing to ensure maximum exposure of our program & maximum connection with our customers."



Patrick D. Suter
E-Business and CRM Director, L'Oreal





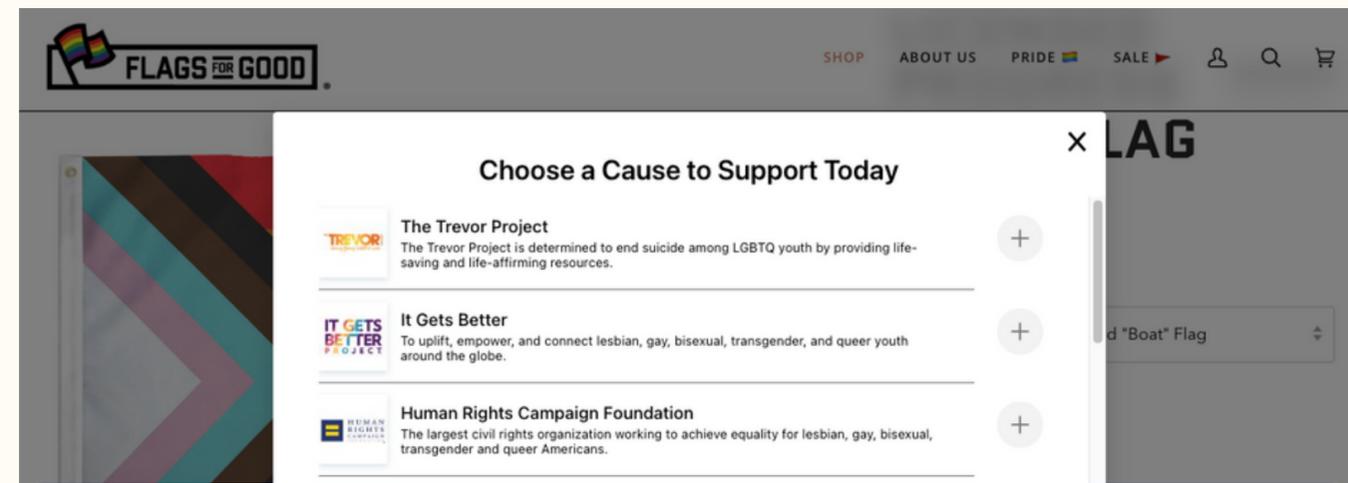
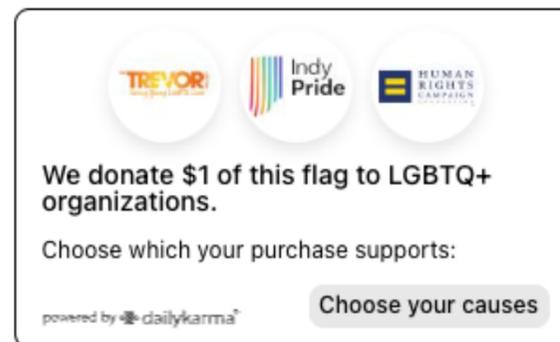
Choosing people over profit

Flags for Good was founded by Michael Green in early 2020. As the world was experiencing hardship around Covid-19 and other societal issues, Michael decided to channel his frustrations into building a brand that:

- ✔ Raises awareness of causes that move humanity in the right direction
- ✔ Donates a portion of each sale to said causes
- ✔ Puts more tools for change in people's hands

With every flag purchase, Flags For Good donates a portion of each flag to a relevant world-changing organization. The team also promises to do their best to make their flags and deliver them in the most Earth-conscious way possible.

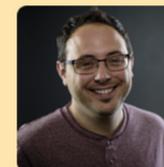
Additionally, Michael acts as the face of the Flags for Good brand, using platforms like TikTok to educate like-minded customers about the history of certain flags and the causes behind them, the purpose behind his brand, and general company updates.



“At our office, we often use the phrase ‘choosing people over profit.’ We didn’t coin that phrase, but it encapsulates the essence of being a purpose-driven brand or a company driven by something greater than just financial gain. Our belief is that a company should exist for a purpose beyond maximizing profits for its owners or stakeholders.

The commercial sector is realizing that companies significantly influence societal issues. As customers become more conscious, established companies must recognize that their actions are being observed and that consumers genuinely care.

This shift in mindset is transforming the entire industry. For new companies like ours, we seized the opportunity from the start to make a positive difference in the world, as we saw it as a chance to create a meaningful impact and align with our values.”



Michael Green
Founder, Flags for Good



Putting the power into consumers' hands

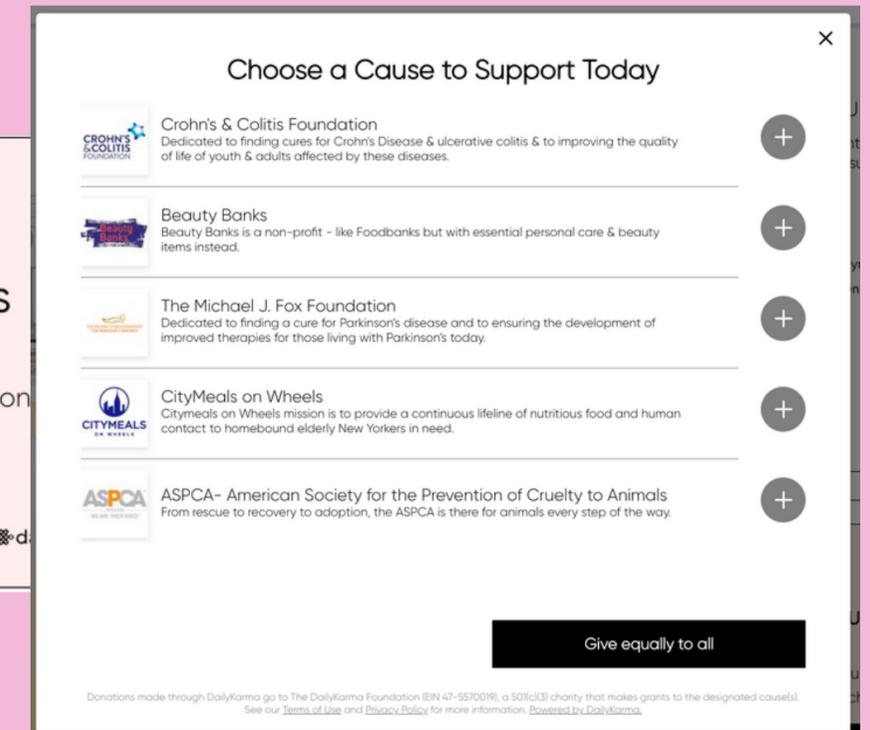
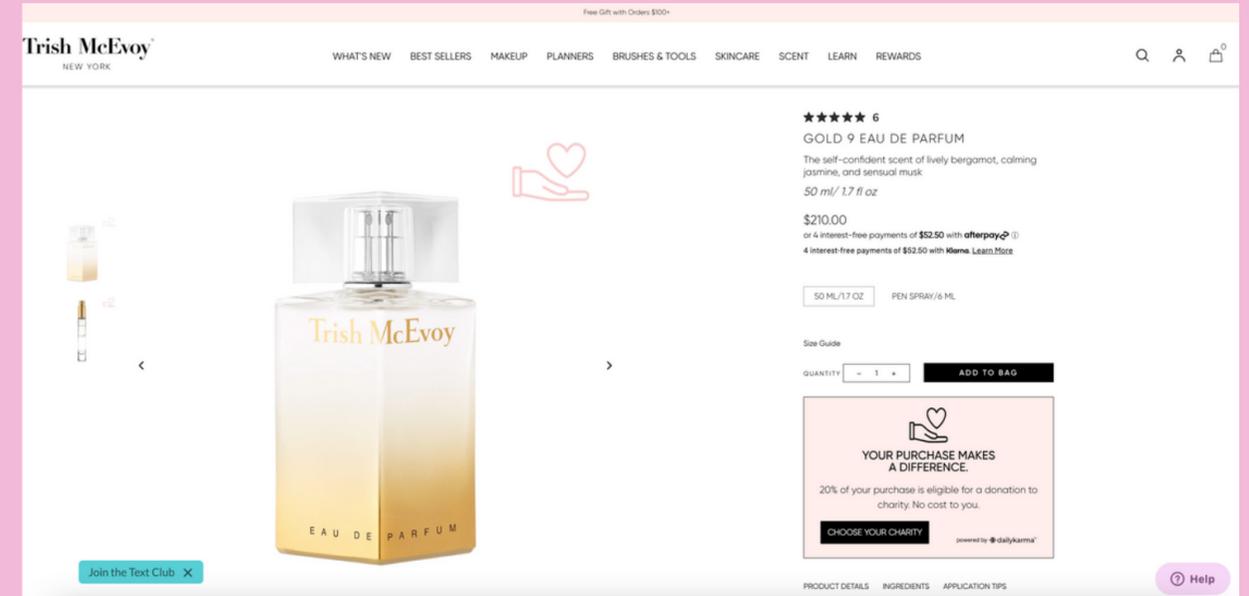
Trish McEvoy is a purpose-driven beauty brand enabling customers to support a cause close to their hearts while experiencing luxurious products.

During the shopping cycle of certain products and collections, customers can select one of several causes to support.

For example, scents in the fragrance collection show how 20% of a customer's purchase is eligible for a donation.

By using custom branded widgets that feel seamlessly integrated into their site to highlight when products are eligible for donation, giving back becomes effortlessly intertwined with Trish's shopping experience.

These campaigns are proof that elegance and philanthropy can go hand-in-hand.



"Trish is all about beauty empowerment and what better way to empower others than by giving back."



Carla Lessman

Sr. Director - Ecommerce & Retailer Dotcom, Trish McEvoy



8GREENS®
MADE FROM REAL GREENS

Doubling down on a cause related to a mission

8 Greens provides customers with opportunities to give back and support children's nutrition worldwide.

Through DailyKarma, 8Greens partnered with Save the Children to drive this mission forward.

It was their top priority to integrate their widget on both US and UK sites, so that shoppers around the world could learn about Save the Children and contribute to the cause.

8GREENS

SHOP WHY 8GREENS? OUR STORY WHY SUBSCRIBE REWARDS CLUB

USD

DAILY REAL GREENS EFFERVESCENT TABLET

HOME >



SUPER GREENS, REAL GREENS POWDER IN A TABLET

★★★★★ 4.5 (3929) Write a review

NEVER EVER FROM CONCENTRATE OR EXTRACT

8Greens Effervescent Tablet is made from 8 real greens; spinach, kale, aloe vera, wheatgrass, blue green algae, barley grass, chlorella and spirulina. [Read More](#)

\$16.00 **SELLING FAST!**

SELECT YOUR FLAVOR

Lemon Lime Blood Orange **Peach Tea** Melon

SELECT YOUR SIZE

10 30 60

- 1 +

ADD TO CART

8GREENS AND SAVE THE CHILDREN UNDERSTAND THE POWER OF GOOD NUTRITION

Our partnership aims to support children worldwide to have a healthier future. Make a donation today and 8Greens will match your donation.

\$1 \$5 \$10 Custom

www.8greens.com

[Learn about cause](#)



"Save the Children is the main cause we support. It's the one closest to us and our founder. DailyKarma makes the compliance and technology side of this cause as easy as possible, but we also top that up with donations throughout the year, different campaigns, and different bits of activity."



Andrew Dean

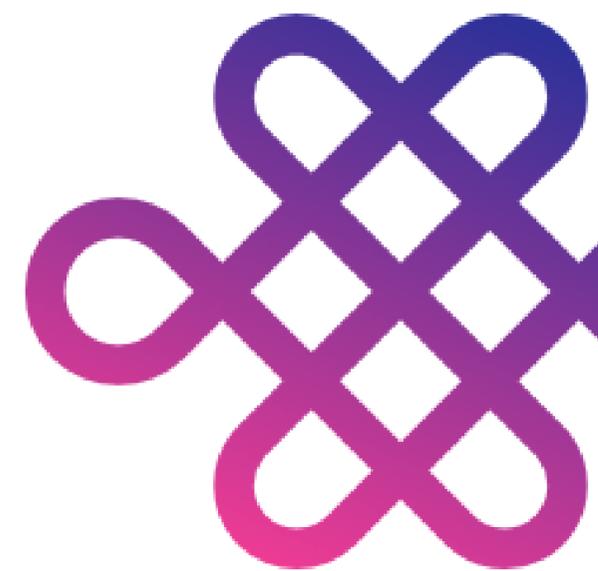
VP of E-Commerce, 8Greens



Activating purpose: 5 steps to kickstart your impact

You've heard directly from brands, read their examples, and learned about various cause marketing campaigns. How can you apply these lessons to your brand now?

It's as easy as ABC, 1, 2, 3...4, 5 😊





1. Identify the cause (or causes) and select partners

Identify causes that align seamlessly with your brand's values and mission. Whether combating climate change, championing social justice, or empowering education, your purpose must resonate deeply with your brand identity.



2. Determine contributions and campaigns

It doesn't have to be one or the other. At the core of purpose-driven initiatives lies the ability to choose multiple avenues for making a difference.



Donate a percentage of sales?



Ignite employee volunteering?



Engage customers in donating while shopping?



Orchestrate fundraising events?



3. Discover ways to involve your customers

You can forge an unbreakable bond by actively engaging customers in your mission and communicating the impact you've created together.





4. Outline amplification plans

From the first moment customers encounter your ad to the point of purchase, they should effortlessly understand how to participate in the causes you support.

Powerful strategies:



Personalized post-purchase thank-you emails: Craft heartfelt messages that highlight the specific impact each customer has made through their purchase, reinforcing their role as a catalyst for change.



Engaging social media updates: Share compelling updates that showcase the progress and success of your cause-related campaigns. Use stories, visuals, and testimonials to inspire and connect with your audience.



Informative newsletters and blog posts: Regularly communicate through newsletters or blog posts that share inspiring stories and testimonials from individuals or communities directly impacted by your purpose-driven initiatives. Keep your audience informed, engaged, and motivated to support your cause.



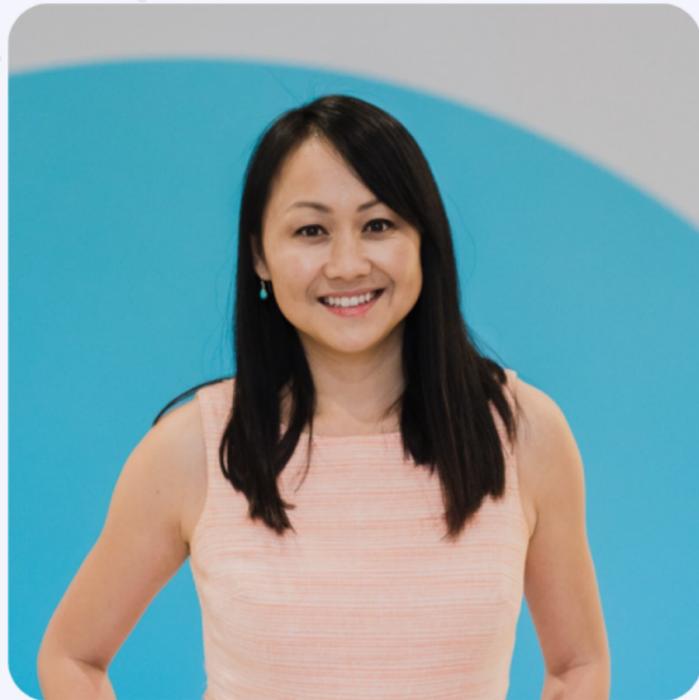
Strategic website call-outs: Place purpose-driven messaging strategically across your website, including homepage banners, product page blocks, CTAs on checkout pages, and informative sections on your about page. Make it easy for customers to understand your mission and find opportunities to get involved.



5. Choose the right partner to offload your purpose-driven operations

Managing compliance, selecting charities, and implementing the right technology don't have to be challenging. Work with an organization that specializes in managing and executing purpose-driven initiatives.





Patricia Dao
CEO, Co-Founder, DailyKarma



DailyKarma's purpose is to help you drive yours.

“It has been a rewarding experience to witness brands using DailyKarma to kickstart their journey in cause marketing. We have observed popular brands initiating their first campaigns with DailyKarma, supporting a single cause. Gradually, they adapted to changing social events and developed a unique voice for each cause. They created impact pages, integrated their mission into their newsletters, and enthusiastically promoted their cause on all social channels. As a result, they increased donations, their stories became more genuine and distinctive, and they even saw a rise in sales from customers who engage with their campaigns.”





80% of DailyKarma clients witness cart conversions soar when shoppers engage in charitable giving.

In other words, DailyKarma makes brand activism easy and rewarding... for the world and your bottom line.

With DailyKarma, brand activism becomes effortless and impactful. Say goodbye to compliance and technology hurdles—our cutting-edge platform enables you to implement advanced cause marketing campaigns with ease.

Whether you're a small, medium, or large brand, DailyKarma supports you on your journey to level up and become a leader in your industry. With their expertise and advanced cause marketing campaigns and strategies, you can make a meaningful impact without adding more to your busy plate.



If you're ready to unleash the full potential of brand activism, it's time to act.

Request a demo or start a trial today. Together, we'll make a lasting difference.

[BOOK DEMO](#)



[START TRIAL](#)





¹ <https://www.edelman.com/news-awards/two-thirds-consumers-worldwide-now-buy-beliefs>

² <https://www.edelman.com/trust/2022-trust-barometer>

³ <https://www.amrandelma.com/cause-marketing-statistics/>

⁴ <https://www.edelman.com/trust/2022-trust-barometer>

⁵ https://www.sheerid.com/business/blog/how_cause_marketing_can_help_you_grow_your_business/

⁶ <https://www.edelman.com/trust/2022-trust-barometer>

⁷ <https://www.ibm.com/downloads/cas/YZYLMEV>

⁸ <https://www.forbes.com/sites/forbesagencycouncil/2018/05/25/is-a-social-cause-a-necessity-for-a-brand/?sh=122c1cbc7e7d>

⁹ <https://www.edelman.com/trust/2022-trust-barometer>

¹⁰ <https://conecomm.com/cone-gen-z-purpose-study/>

¹¹ <https://www.edelman.com/trust/2022-trust-barometer>

¹² <https://www.edelman.com/trust/2022-trust-barometer>