

# AmazonSmile Charity Lists

Best Practices, Charity Success Stories and Marketing Resources

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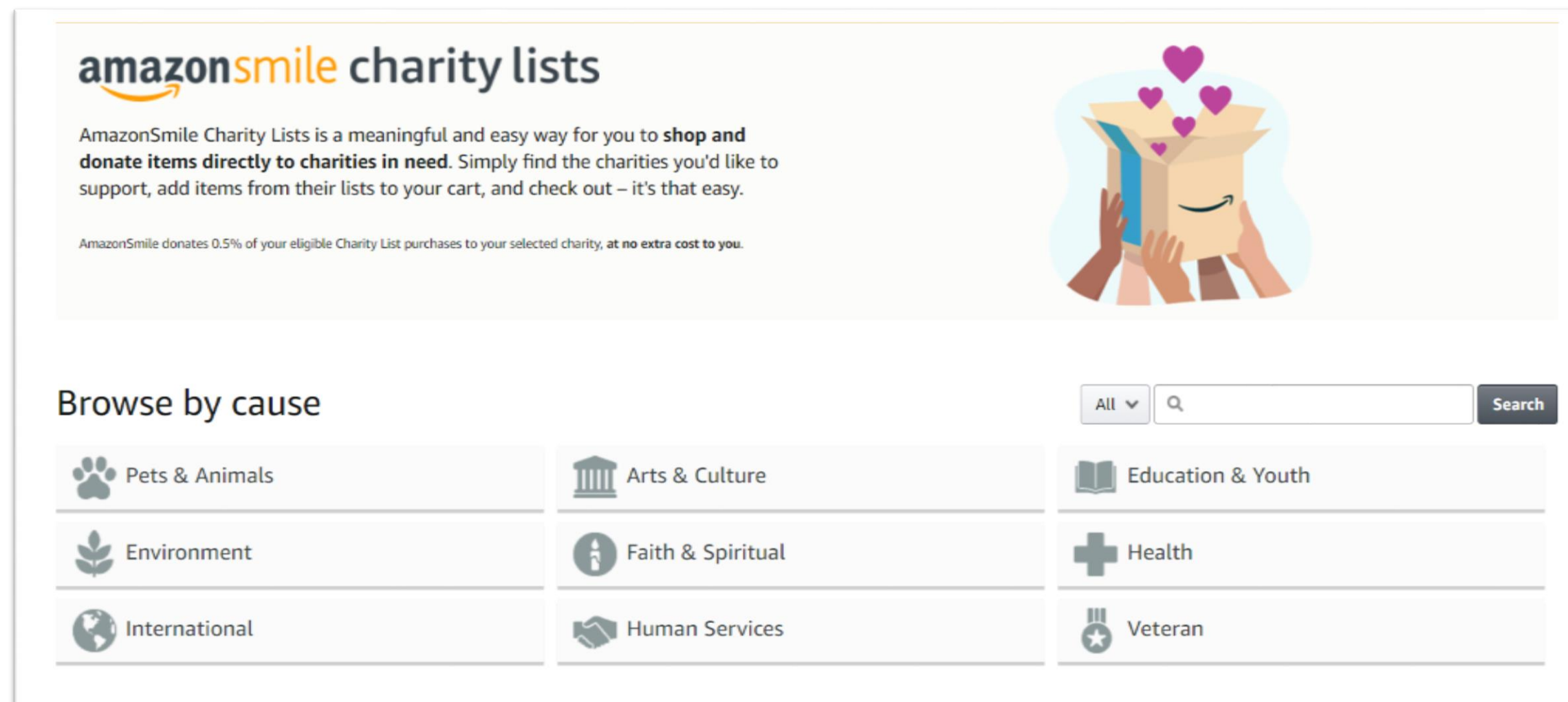
# About AmazonSmile

1. What are AmazonSmile Charity Lists?
2. Why should I use AmazonSmile Charity Lists?
3. How to Get Started with Charity Lists?

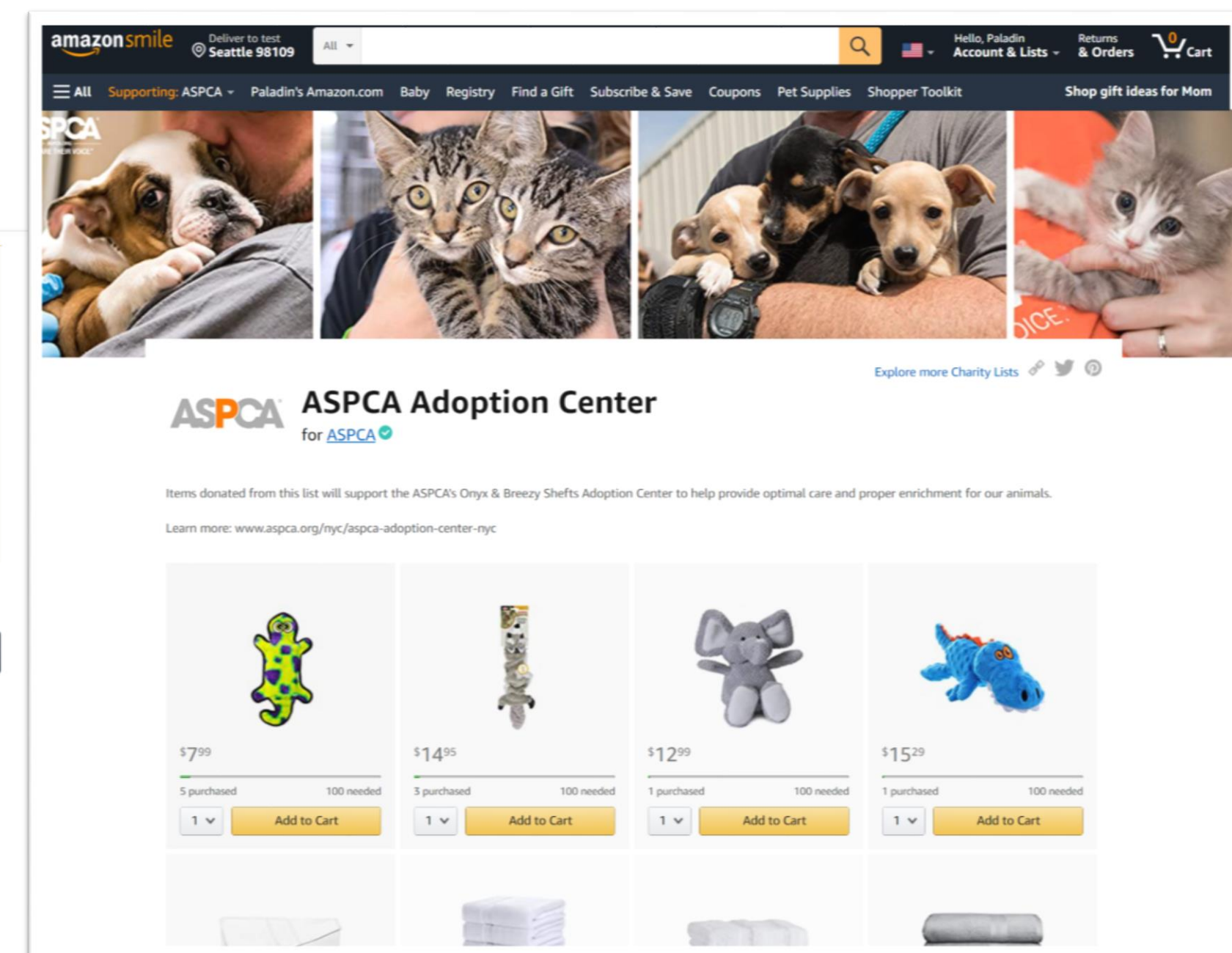
## WHAT ARE AMAZONSMILE CHARITY LISTS?

AmazonSmile Charity List is an easy way for your organization to request product donations to support **fulfill its mission**. From disaster relief support to office or cleaning supplies - anywhere you need product donations, Charity Lists can help.

- Product donation experience built for charities.
- Leverages Amazon's vast selection, low prices, logistics, and convenience.
- Enables customers to directly donate items to charities.
- More than 1.5 million items donated from Charity Lists.



The screenshot shows the AmazonSmile Charity Lists homepage. At the top, it says "amazon smile charity lists". Below that, a paragraph explains: "AmazonSmile Charity Lists is a meaningful and easy way for you to **shop and donate items directly to charities in need**. Simply find the charities you'd like to support, add items from their lists to your cart, and check out – it's that easy." A note below states: "AmazonSmile donates 0.5% of your eligible Charity List purchases to your selected charity, **at no extra cost to you**." To the right is an illustration of hands holding a cardboard box with hearts. Below the text is a "Browse by cause" section with a search bar and a grid of categories: Pets & Animals, Environment, International, Arts & Culture, Faith & Spiritual, Human Services, Education & Youth, Health, and Veteran.



The screenshot shows an AmazonSmile Charity List for the ASPCA Adoption Center. The header includes the AmazonSmile logo, delivery location (Seattle 98109), and navigation links. The main banner features images of animals and the text "ASPCA ASPCA Adoption Center for ASPCA". Below the banner, a description states: "Items donated from this list will support the ASPCA's Onyx & Breezy Shefts Adoption Center to help provide optimal care and proper enrichment for our animals. Learn more: www.aspcanyc.org/aspca-adoption-center-nyc". The list displays four items with their prices and quantities needed: a green lizard toy (\$7.99, 5 purchased, 100 needed), a small dog toy (\$14.95, 3 purchased, 100 needed), a grey elephant toy (\$12.99, 1 purchased, 100 needed), and a blue dog toy (\$15.29, 1 purchased, 100 needed). Each item has an "Add to Cart" button.

## WHY SHOULD I USE AMAZONSMILE CHARITY LISTS?

### Benefits for charities:

- **Branding Options.** Customize your Charity Lists page by displaying branded assets.
- **Verified badges.** Customers can trust that the items they purchase are going to the intended charity.
- **Customer discovery.** Charity Lists are actively promoted to AmazonSmile customers throughout the various marketing channels. In addition, AmazonSmile customers can also browse available Charity Lists to donate items at [smile.amazon.com/charitylists](https://smile.amazon.com/charitylists).
- **Product specificity.** Ability to request specific products and update quantity, at any time.
- **Direct shipping.** Items donated off your Charity Lists will be automatically shipped to the address associated with the list.
- **Downloadable reports.** Self-serve product donation reports including the items and number of units purchased from your Charity Lists, order dates, retail price of donated products, and more.
- **Two-for-one donations.** New customers visiting your Charity Lists will be prompted to join AmazonSmile in support of your organization, also generating a 0.5% cash donation for your organization on top of the product donations, at no extra cost to them.

# HOW TO GET STARTED WITH CHARITY LISTS?

Creating your Charity Lists in 5 easy steps:

1

Go to [org.amazon.com](https://org.amazon.com) and sign in using your registered e-mail address.

2

Click the "View your Charity Lists" button, and then "Create new Charity List".

3

Edit your Charity List title, description, logo and cover photo.

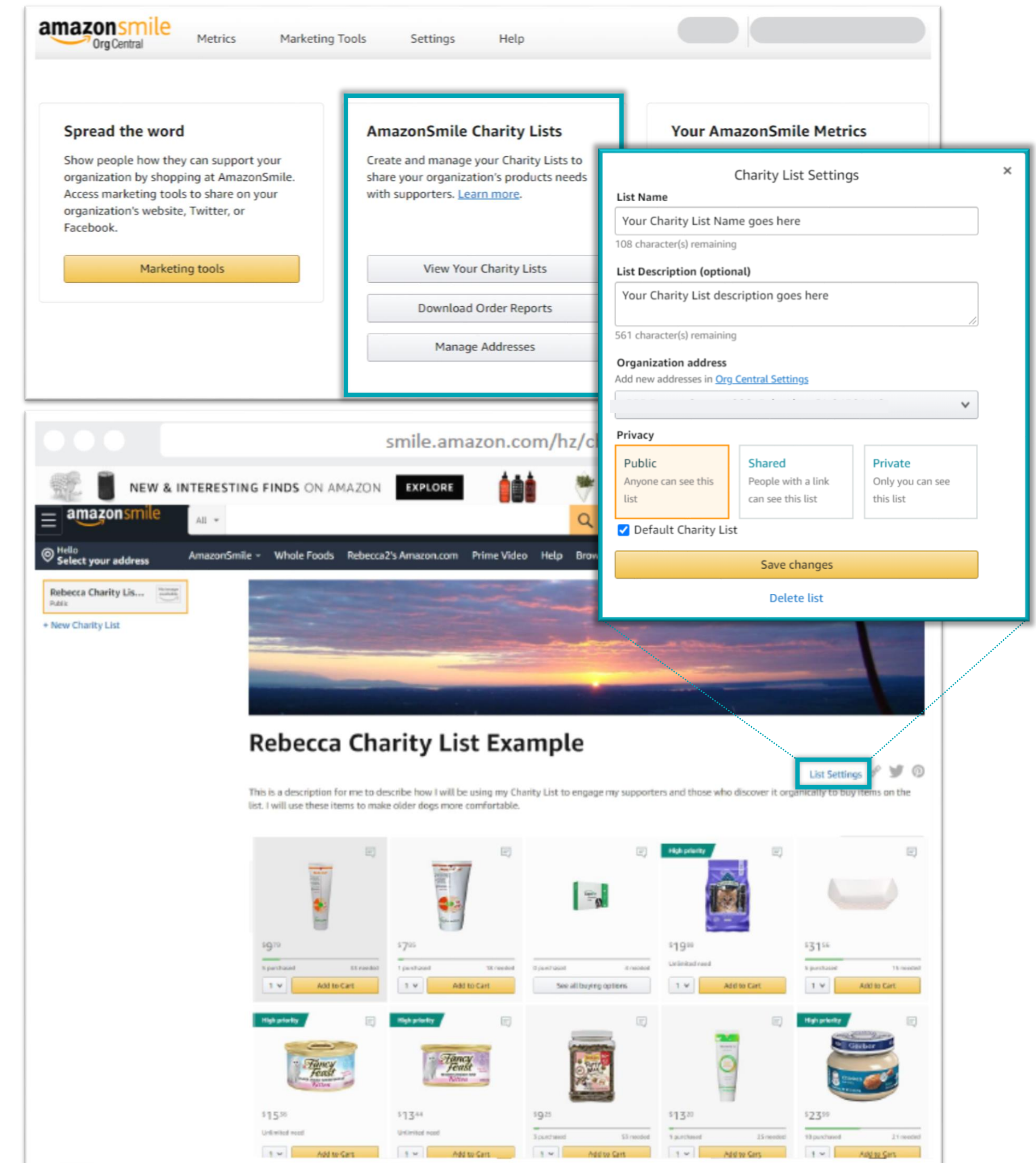
4

Click the "+ products" button to begin adding items to your Charity List. Add at least 10 items<sup>1</sup> to your list.

5

Change your Charity List privacy setting to "Public" to make sure it's visible to customers and start sharing with your supporters.

It's that easy!



<sup>1</sup>Each Charity List must have a minimum of 3 items, however a minimum of 10 items will increase the

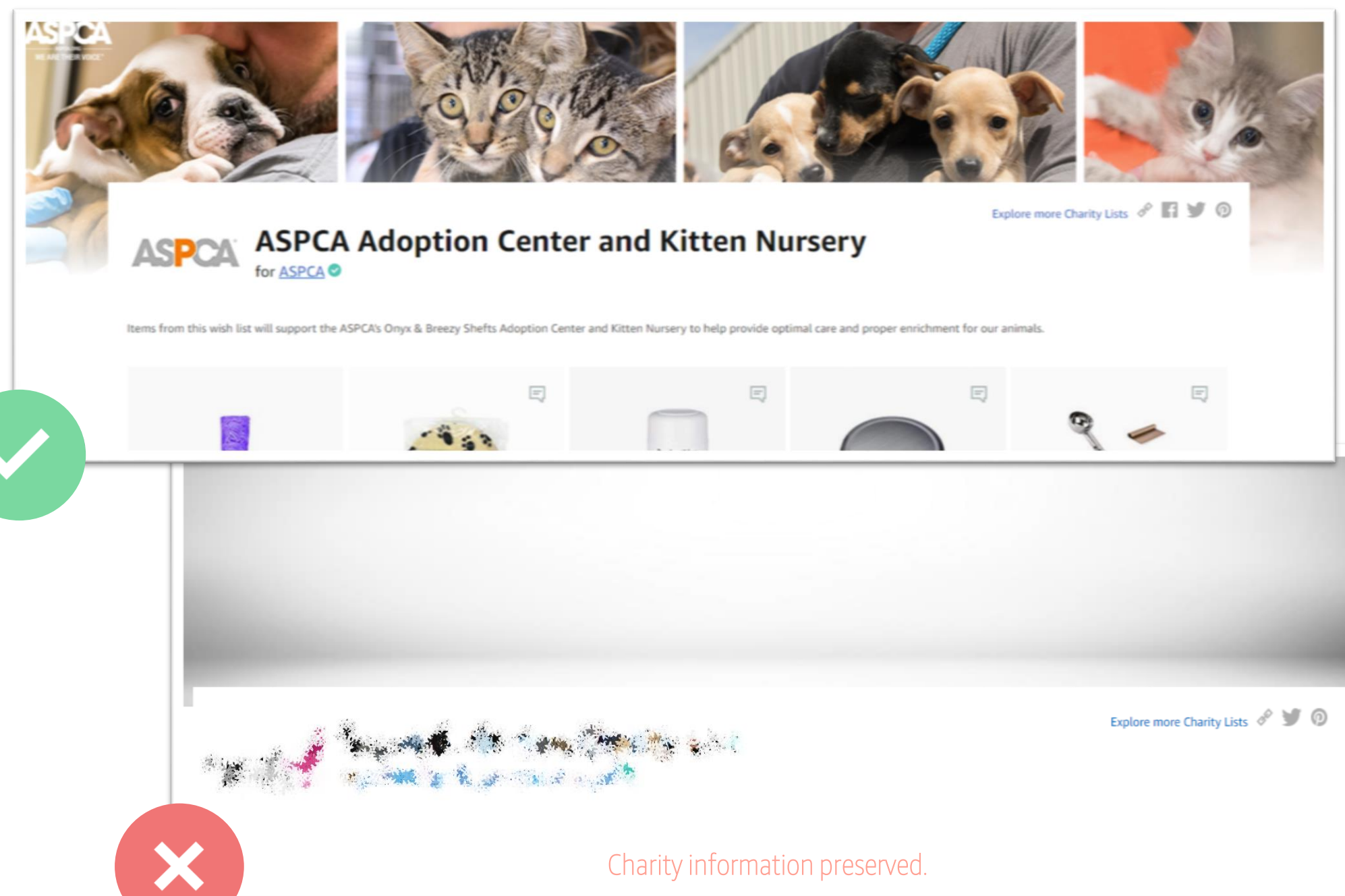
# Best practices: creating or editing your Charity Lists

1. Build a branded donation experience
2. Include at least 10 items and use priority flags
3. Create evergreen and seasonal Charity Lists
4. Update the privacy setting

# BEST PRACTICES: CREATING OR EDITING YOUR CHARITY LISTS

1. Build a branded donation experience by adding your organization's logo, a compelling cover photo, and a descriptive title expressing purpose or theme of the list.

## Examples:



## How to customize your donations experience:

The screenshot displays the Amazon Smile Org Central interface. At the top, there's a navigation bar with 'amazon smile Org Central', 'Metrics', 'Marketing Tools', 'Settings', and 'Help'. Below this, the main content area is titled 'Charity List Cover Photo' with the instruction 'Upload a custom cover photo for all of your Charity Lists.' A large grey box is provided for the photo upload, with a note: 'Required Dimensions: 1500 x 300 pixels. Max file size: 5mb | File types: .jpeg, .png, .gif'. There are 'Upload Image' and 'Return to your Charity Lists' buttons. To the right, there are links for 'Edit Cover Photo', 'List Settings', and a filter set to 'Unpurchased'. A modal window titled 'Charity List Settings' is open, showing fields for 'List Name' (108 characters remaining), 'List Description (optional)' (561 characters remaining), and 'Organization address'. The 'Privacy' section has three options: 'Public' (selected), 'Shared', and 'Private'. There is also a 'Default Charity List' checkbox and 'Save changes' and 'Delete list' buttons.



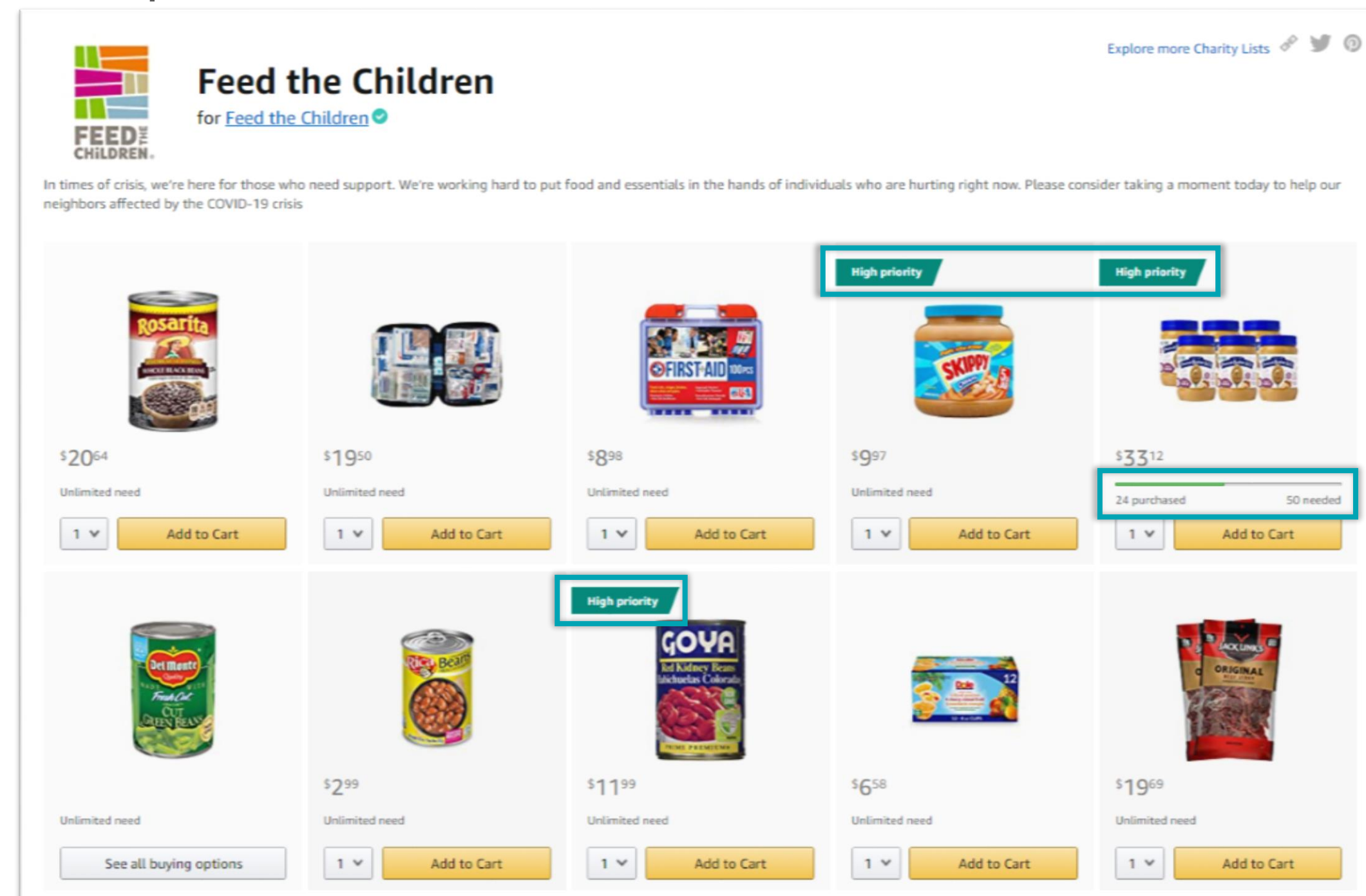
# BEST PRACTICES: CREATING OR EDITING YOUR CHARITY LISTS

2. Add at least 10, but no more than 100 items to your Charity Lists, including different brands and price options to provide more flexibility for your supporters to choose the items they want donate.

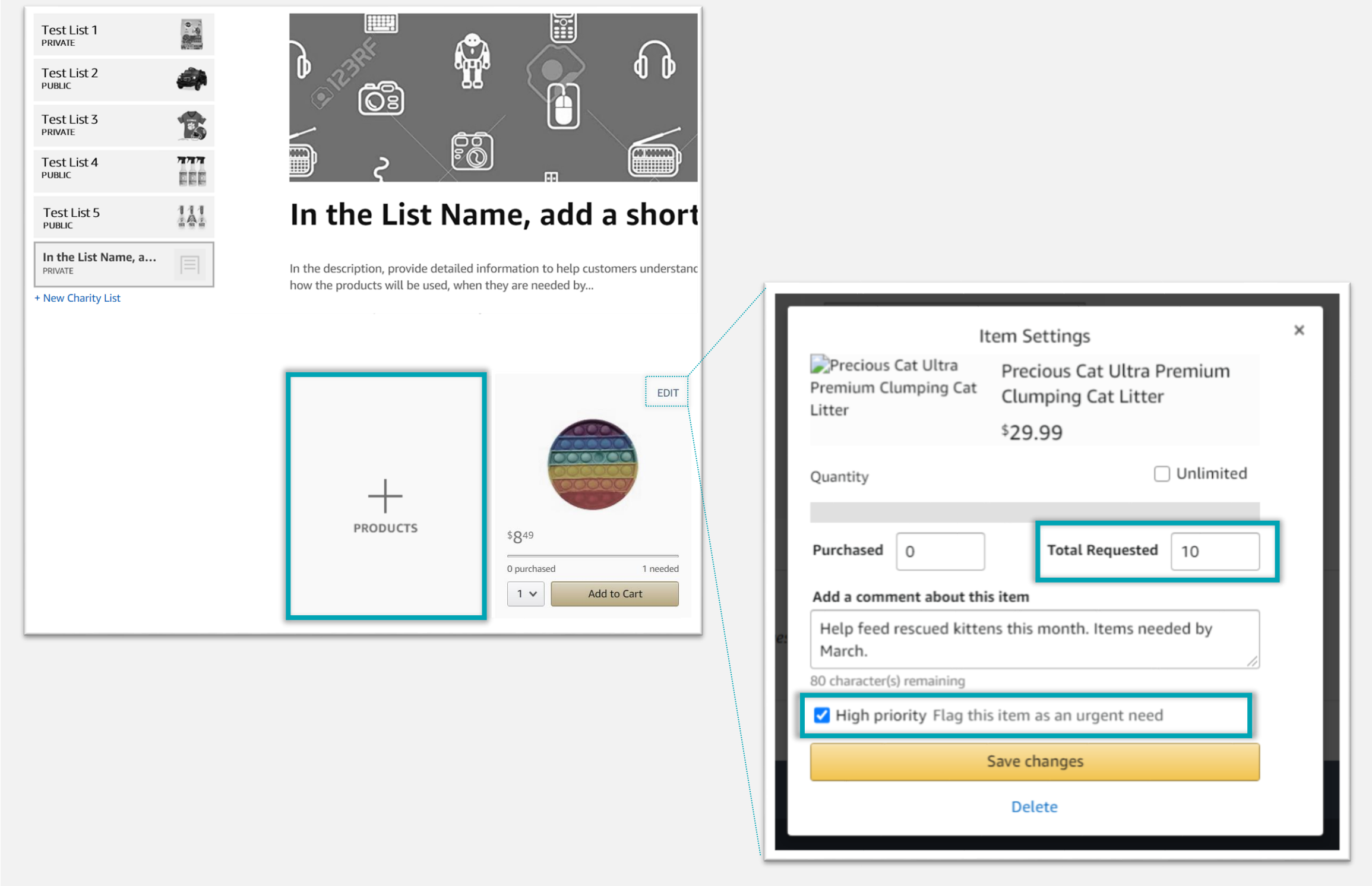
2.1. Use the “High priority flag” on the items you need most urgently, to help customers identify these items and prioritize donations.

2.2. Include the “Total Requested” items to enable the donation progress bar, to provide transparency and increase customer trust.

Example:



How to add and edit items to include a high priority flag :



# BEST PRACTICES: CREATING OR EDITING YOUR CHARITY LISTS

3. Create separate Charity Lists based on your recurrent or seasonal needs, and share your goals your supporters using the lists' descriptions and/or items' comments.

- **Recurrent** – items needed throughout the year (e.g. food or cleaning supplies for shelters)
- **Seasonal** – items needed for specific purposes or locations (e.g. building renovation or back to school...)

Example:

**World Vision, Inc.**  
Federal Way, WA  
World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty. [See more](#)

**COVID-19 U.S. Response Product List**

In response to the COVID-19 pandemic in the U.S., World Vision is working in 13 strategic locations to provide 650,000 people with food, personal hygiene items, cleaning supplies, and more. With your generosity, children, families, and communities around the country will receive the supplies they desperately need.

Item	Price	Purchased	Needed	Action
Cereal	\$21.48	5	100	See all buying options
Chips	\$9.99	33	100	Add to Cart
Snacks	\$13.12	32	100	Add to Cart
Goya Beans	\$13.00	2	100	See all buying options
Cleaning	\$15.36	0	100	See all buying options

How to create new Charity Lists and customize information:

Test List 1 PRIVATE  
Test List 2 PUBLIC  
Test List 3 PRIVATE  
Test List 4 PUBLIC  
Test List 5 PUBLIC

**Charity List Settings**

**List Name**  
Your Charity List Name goes here  
108 character(s) remaining

**List Description (optional)**  
Your Charity List description goes here  
561 character(s) remaining

**Organization address**  
Add new addresses in [Org Central Settings](#)

**Privacy**

Public  
Anyone can see this list

Shared  
People with a link can see this list

Private  
Only you can see this list

Default Charity List

Save changes  
Delete list

# BEST PRACTICES: CREATING OR EDITING YOUR CHARITY LISTS

4. Make sure your Charity Lists are visible to customers by changing the privacy setting to "Public". Click "Save changes" to apply.

How to set your Charity Lists as "Public":

The screenshot displays the AmazonSmile Charity List management interface. On the left, a sidebar lists eight test lists with their privacy settings: Test List 1 (PRIVATE), Test List 2 (PUBLIC), Test List 3 (PRIVATE), Test List 4 (PUBLIC), Test List 5 (PUBLIC), Test List 6 (PRIVATE), Test List 7 (PUBLIC), and Test List 8 (PRIVATE). The main area shows a detailed view of a list with a cover photo and a title: "In the List Name, add a short, but descriptive title". Below the title is a description field and a "List Settings" button. A callout box highlights the "List Settings" button, which opens a modal dialog box titled "Charity List Settings".

The "Charity List Settings" dialog box contains the following fields and options:

- List Name:** A text input field with the placeholder "Your Charity List Name goes here" and a character count of "108 character(s) remaining".
- List Description (optional):** A text input field with the placeholder "Your Charity List description goes here" and a character count of "561 character(s) remaining".
- Organization address:** A dropdown menu with the placeholder "Add new addresses in [Org Central Settings](#)".
- Privacy:** Three radio button options: "Public" (selected), "Shared", and "Private". The "Public" option is highlighted with a red box and includes the text "Anyone can see this list". The "Shared" option includes "People with a link can see this list". The "Private" option includes "Only you can see this list".
- Buttons:** A yellow "Save changes" button and a blue "Delete list" button.

A callout box also points to the "Private List" section in the main interface, which contains the text: "Add at least 3 items to your list. Then make it visible to all AmazonSmile customers by changing the privacy setting to Public."

# Best practices: marketing your Charity Lists

1. Actively promote your Charity Lists to your supporters
2. Drive a sense of urgency
3. Share your organization's unique links
4. Use the banners and messages shared by AmazonSmile
5. Thank your supporters

# BEST PRACTICES: MARKETING YOUR CHARITY LISTS

1. Actively promote your Charity Lists using a variety of marketing channels - such as your website, in-person or online events, social media, emails and others - to make sure your supporters are informed about how to donate requested items.

## Examples:

**St. William Catholic School**  
June 1, 2020 · 🌐

We made an AmazonSmile Charity List of products we need donated. Please help us stock our shelves!

Also, Father's Day is fast approaching. We continue to receive money from Amazon through your regular purchases - using the AmazonSmile program. Make sure to enter Amazon through this link when making purchases. It's no extra cost to you and the school gets a % back on what you spend!

AmazonSmile Charity Lists

- Visit [smile.amazon.com/charitylists](https://smile.amazon.com/charitylists).
- Sign in with your [Amazon.com](https://amazon.com) credentials (customers who are not already signed-up for AmazonSmile will receive a prompt to do so).
- Shop your favorite organization's Charity List.
- Select and donate items from the list.
- Ship to the charity.

**charity lists**  
amazon smile

3 Comments

**marketstreetmission** · Follow

1:21 Today, June

15 likes

marketstreetmission Have you heard about our Amazon Smile Charity List? It is a great resource if you are looking to shop for some of our current needs! It is full of some of the basic needs and kitchen items that we are currently running low on - like deodorant, shampoo, boxers... And when you shop on this list, items will be delivered directly to the Mission. Next time you're shopping, consider adding a few items for the Mission to your cart! Thank you! [Link in bio.]

**St Anthony of Padua Catholic Church Clarksville Inc**  
Location: Clarksville, IN

**Tip:** use the shortcuts located the Charity List admin. page and in each Charity List page, to copy the unique link to your lists or easily share on Twitter and Pinterest.

**In the List Name, add a short, but descriptive title**

In the description, provide detailed information to help customers understand if this Charity List will fulfill recurrent or seasonal needs, who they are helping, how the products will be used, when they are needed by...

Filter: Unpurchased

EDIT

ASPCA ASPCA Canine Annex for Recovery and Enrichment for ASPCA

The Gloria Gurney Canine Annex for Recovery & Enrichment, or CARE, is a dedicated facility that can house up to 50 dogs rescued through the NYPD/ASPCA Partnership at any given time. At CARE, these dogs will receive the behavioral assistance necessary to prepare them for adoption.

Learn more: <https://www.aspcanet.org/animal-protection/nypd-partnership/care-ward>

# BEST PRACTICES: MARKETING YOUR CHARITY LISTS

2. Drive a sense of urgency by creating time-bound campaigns and ask your supporters to purchase from your Charity Lists during that specific timeframe.

Examples:

foodforthepoorinc · Follow

rainbowservices · Follow

amazon Charity List

We need your help!

We are in need of Size 5 & 6 diapers.

Please Visit Rainbow's Amazon Charity List, "2021 Essential Items," (link in bio) to purchase diapers and other items survivors and their families need during this time.

North County Lifeline added 2 new products August 1 ·

Did you know that last year the average US household spent \$1,200 on back to school essentials. For some families it's in the bucket..for others it's close to impossible to afford more youth for academic success by donating to our School Supply Drive today!

You can shop our Amazon wish lists from anywhere. Visit <https://smile.amazon.com/.../95-2794253/ref=s...> for a gift of learning.

22 likes

rainbowservices Rainbow needs your help! Rainbow's survivors are in need of diapers for their families. Check out our Amazon Charity List to purchase these essential items (link in bio).

IT'S ALMOST TIME TO GO

Back to School

Back to School

North County Lifeline

2019 Backpack & School Supply Drive

July 10th - August 9th

Tip: edit the items on your Charity Lists update the quantity needed, add information about when the product is needed by and how it will be used, and/or to include a priority flag.

PRIVATE

Test List 4 PUBLIC

Test List 5 PUBLIC

In the List Name, add a short

In the description, provide detailed information to help customers understand how the products will be used, when they are needed by...

Item Settings

Push Pop Bubble Fidget Sensory Toy Silicone Stress Reliever Push Pop Fidget Toy Squeeze Sensory Toy for Kids with ADD, ADHD or Autism

Color: Round-colours

\$8.49

Quantity  Unlimited

Purchased  Total Requested

Add a comment about this item

How will this item help people?

140 character(s) remaining

High priority Flag this item as an urgent need

Save changes

Delete

PRODUCTS

\$8.49

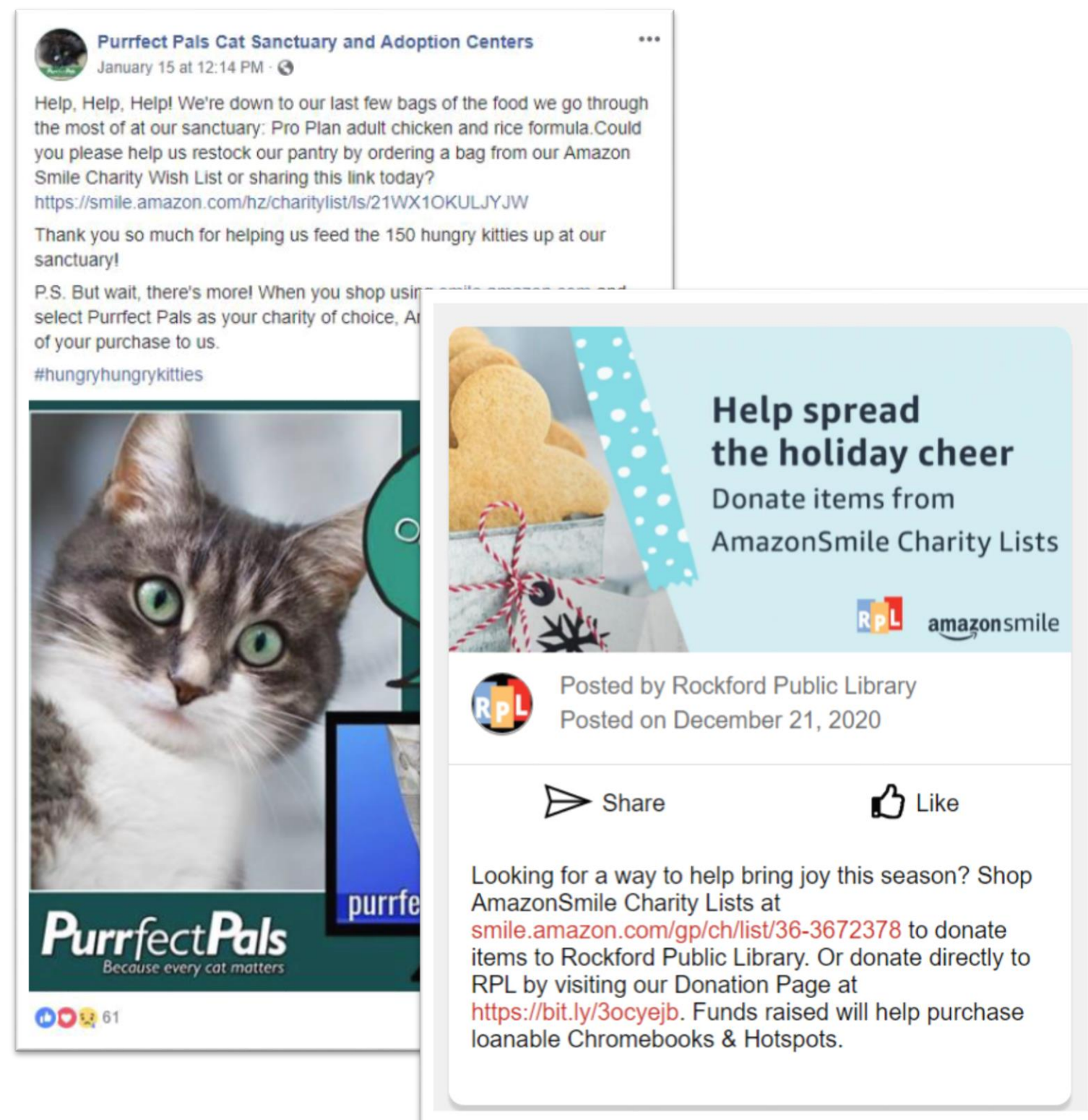
0 purchased 1 needed

1 Add to Cart

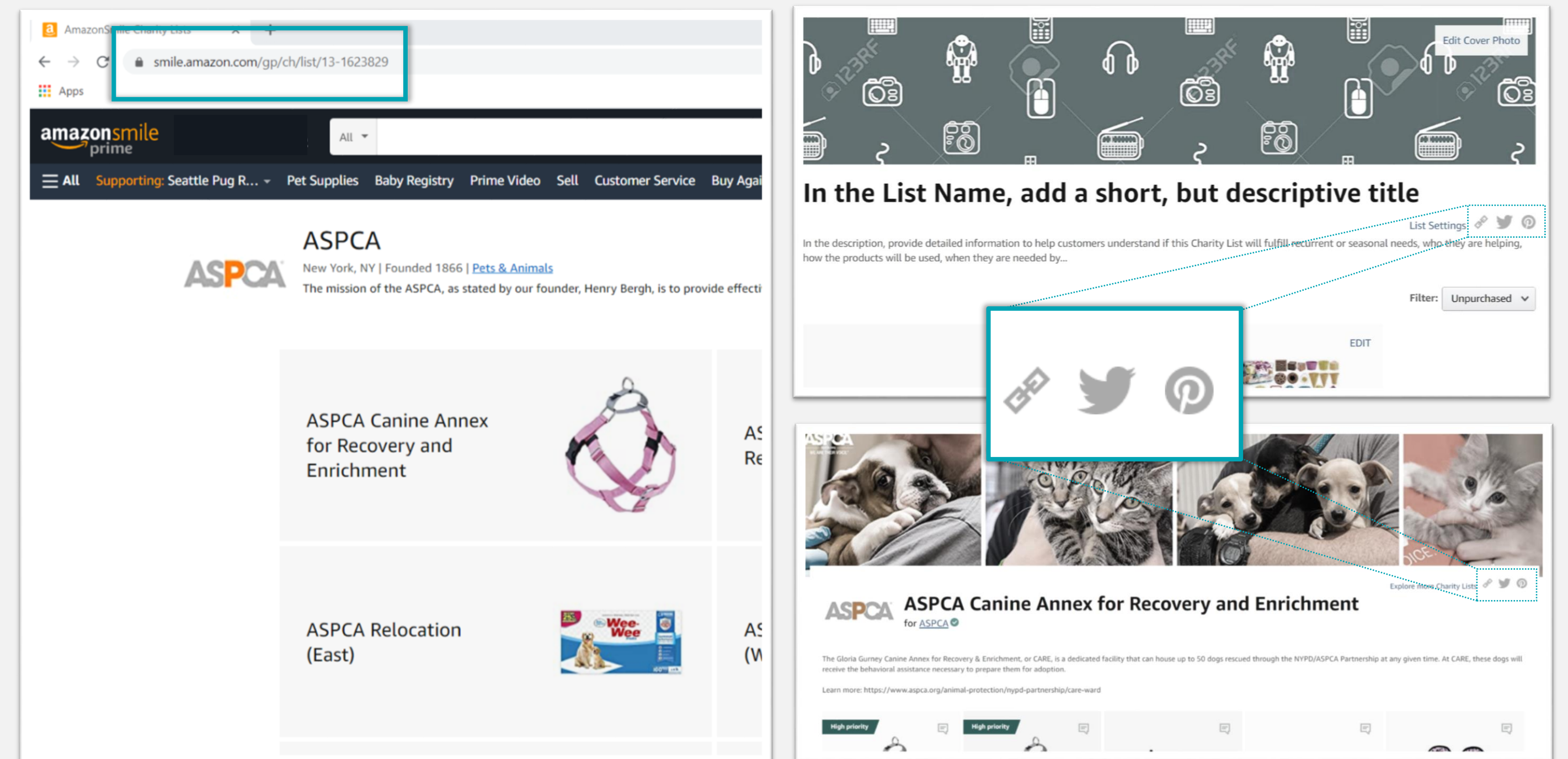
# BEST PRACTICES: MARKETING YOUR CHARITY LISTS

3. Share your organization's unique links with supporters to make it easy for them to find your Charity Lists. Remember, new customers visiting your Charity Lists will be prompted to join AmazonSmile in support of your organization, also generating a 0.5% cash donation for your organization on top of the product donations.

## Examples:



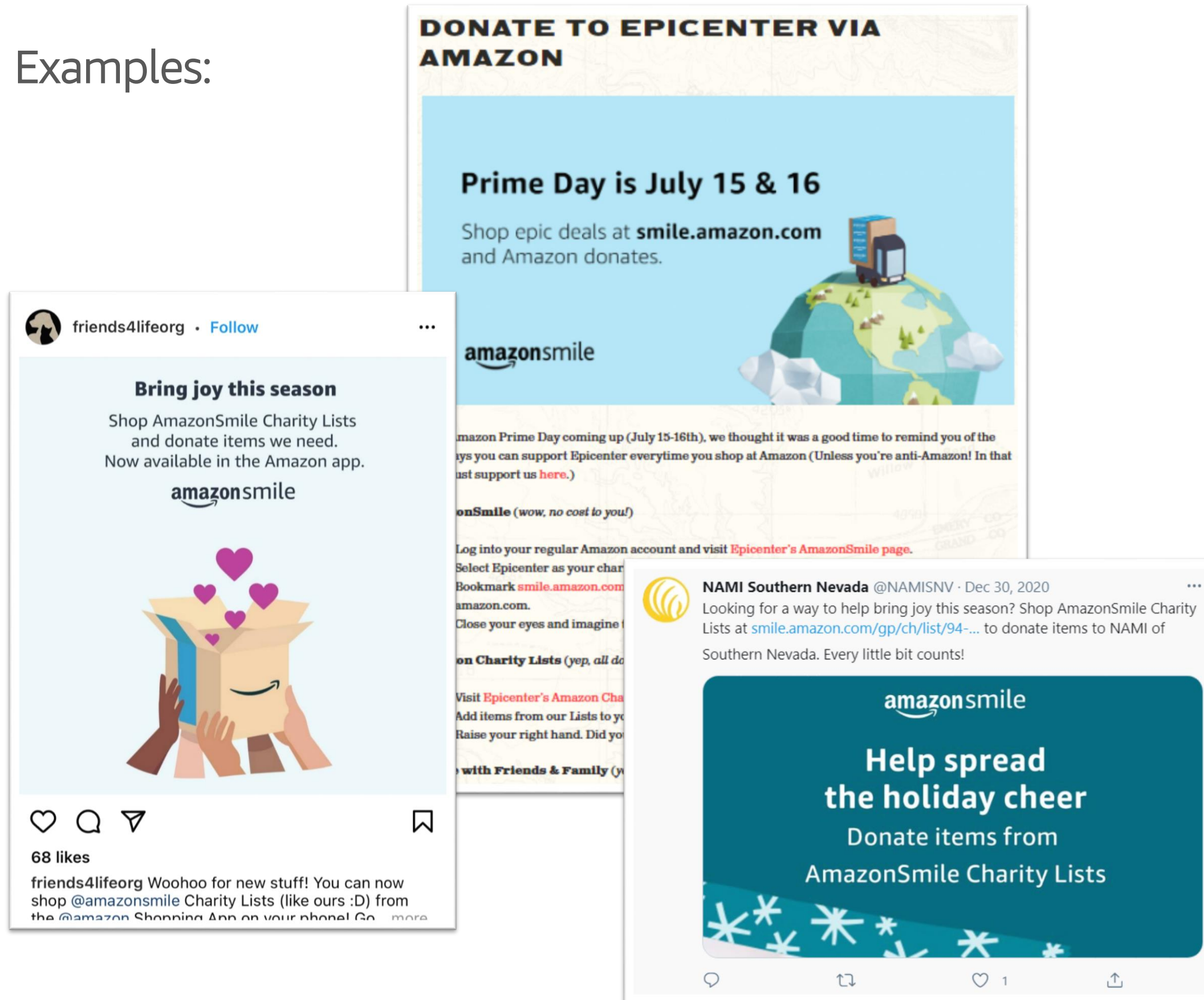
**Tip:** copy the URL for your main Charity Lists page from the web browser, or use the shortcuts located on the Charity List admin. page and in each Charity List page, to copy the unique link to your lists or easily share on Twitter and Pinterest.



# BEST PRACTICES: MARKETING YOUR CHARITY LISTS

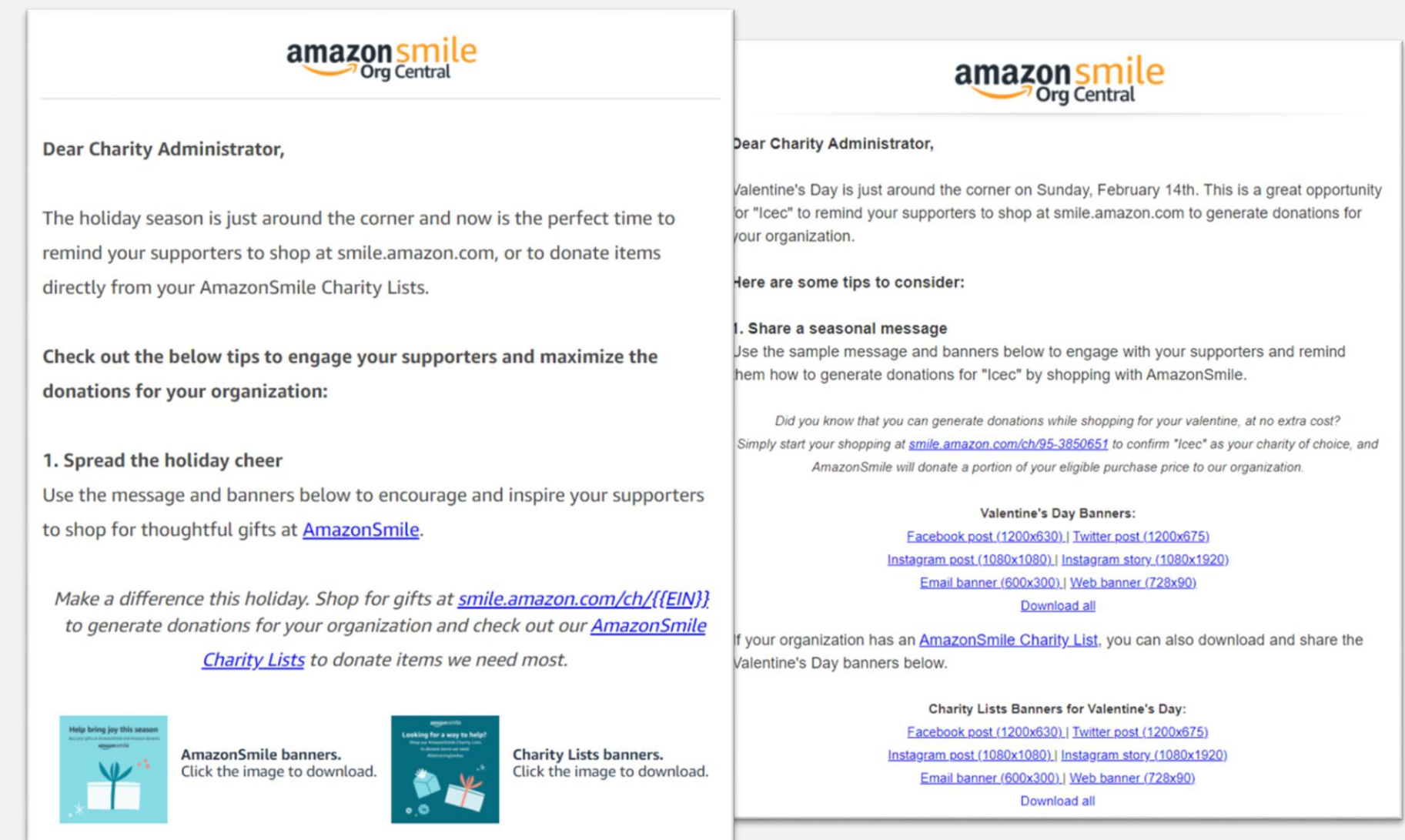
4. Use the seasonal banners and messages shared by AmazonSmile via email marketing, to leverage momentum and drive Charity Lists donations throughout Mother's Day, Prime Day, Thanksgiving, Black Friday, Holidays and more.

Examples:



Tips:

1. Add the following email addresses to your safe sender list, to ensure our emails reach your inbox:  
[info@smile.amazon.com](mailto:info@smile.amazon.com)  
[store\\_news@amazon.com](mailto:store_news@amazon.com)
2. Forward these emails to the marketing contacts within your organization, to make sure they receive assets and other tools.





# BEST PRACTICES: MARKETING YOUR CHARITY LISTS

5. Close the loop and thank your supporters by sharing images of the Charity List items received in use, or the people, animals, or environment you're serving.

Examples:

The image displays three social media posts. The first is from 'Purrfect Pals Cat Sanctuary and Adoption Centers', dated January 16 at 3:11 PM. The text expresses gratitude for a \$20,000 donation of food and supplies from an Amazon Smile Wish List. It includes a 'Thank You!' graphic and a photo of a black cat. The second post is from 'bridgebuildersli', showing a stack of Amazon boxes. The third post is from 'inspiringlifetogether', featuring a 'Thank You!' graphic and photos of various donated items.

**Purrfect Pals Cat Sanctuary and Adoption Centers**  
January 16 at 3:11 PM · 🌐

Purrfect Pals has the most amazing friends in the world. SERIOUSLY! Yesterday we asked you for help because we were almost out of kitty food and you blew us away with your generosity. In just over 24 hours, you ordered over \$20,000 worth of food and supplies from our Amazon Smile Wish List including 585 bags of dry food, 400 cans of wet food and 230 bags of litter!

From all of us at Purrfect Pals, thank you, thank you, THANK YOU for your kindness and generosity. We couldn't save these special cats and kittens without you!

**Thank You!**

**Purrfect Pals**  
Because every cat matters

192 · 1 Comment · 6 Shares

**bridgebuildersli** · Follow

**seedlingsbraillebooks** · Follow

amazon smile  
charity list

16 likes  
seedlingsbraillebooks Thank you to our anonymous donors for purchasing items from our Amazon Charity List!

Our staff greatly appreciates the additions to our office.

**inspiringlifetogether** · Follow

**Thank You!**  
Inspiring Life  
These are the donations we've received so far. We couldn't thank you enough!

10 likes  
inspiringlifetogether With all the love in our hearts, all of us would like to extend a giant Thank You to everyone that has made a donation from our Charity List, shared the list, or simply spread the word about our mission. The items you see pictured will be just some of the items in baskets our clients will receive during their treatment. ❤️ Thank you!!!  
[https://smile.amazon.com/hz/charitylist/l/VU9XP7XV04W2/ref=smi\\_ext\\_lnk\\_lcl\\_cl](https://smile.amazon.com/hz/charitylist/l/VU9XP7XV04W2/ref=smi_ext_lnk_lcl_cl)

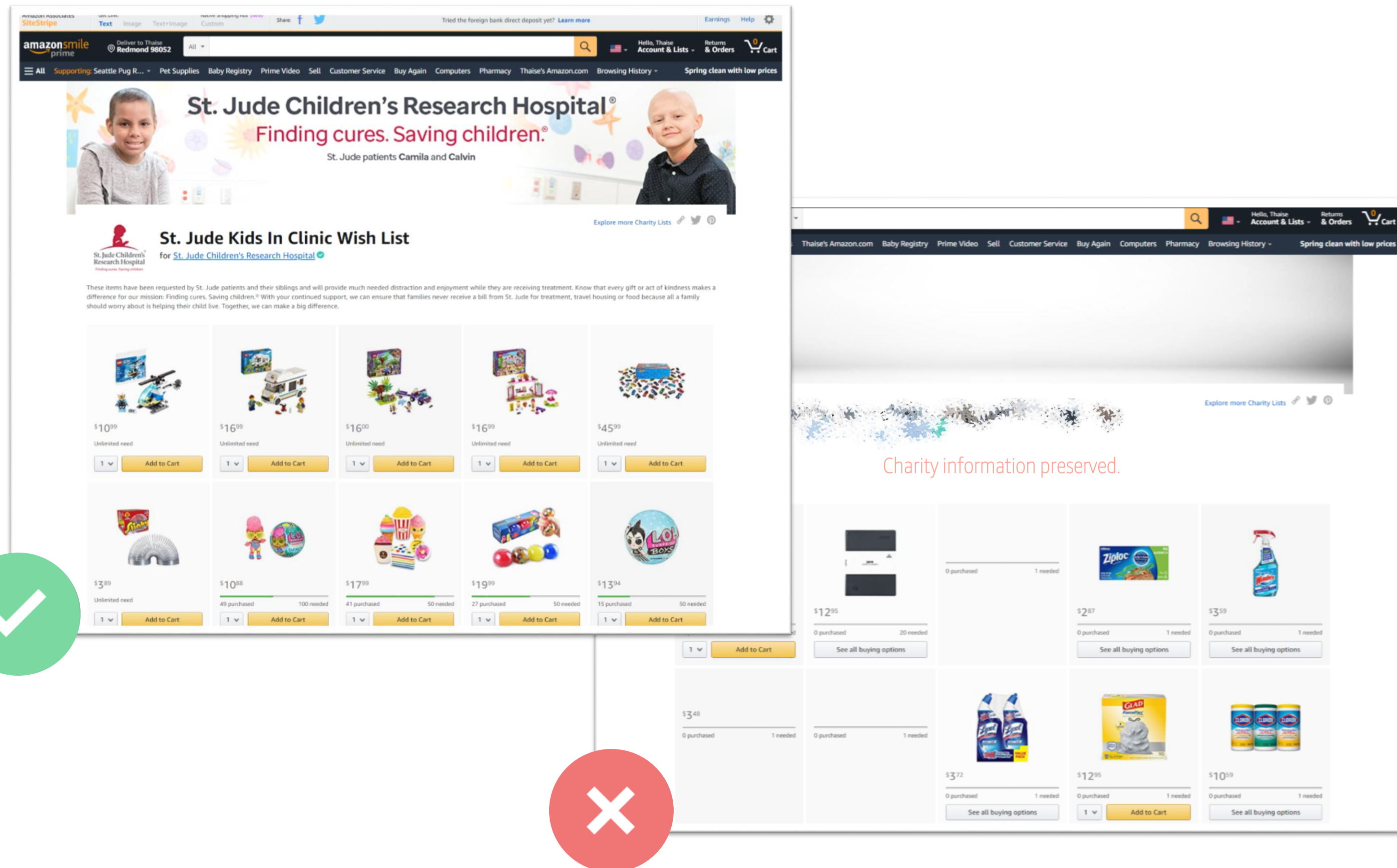
# Best practices: managing your Charity Lists

1. Audit and update your Charity Lists periodically
2. Download reports and track your donations

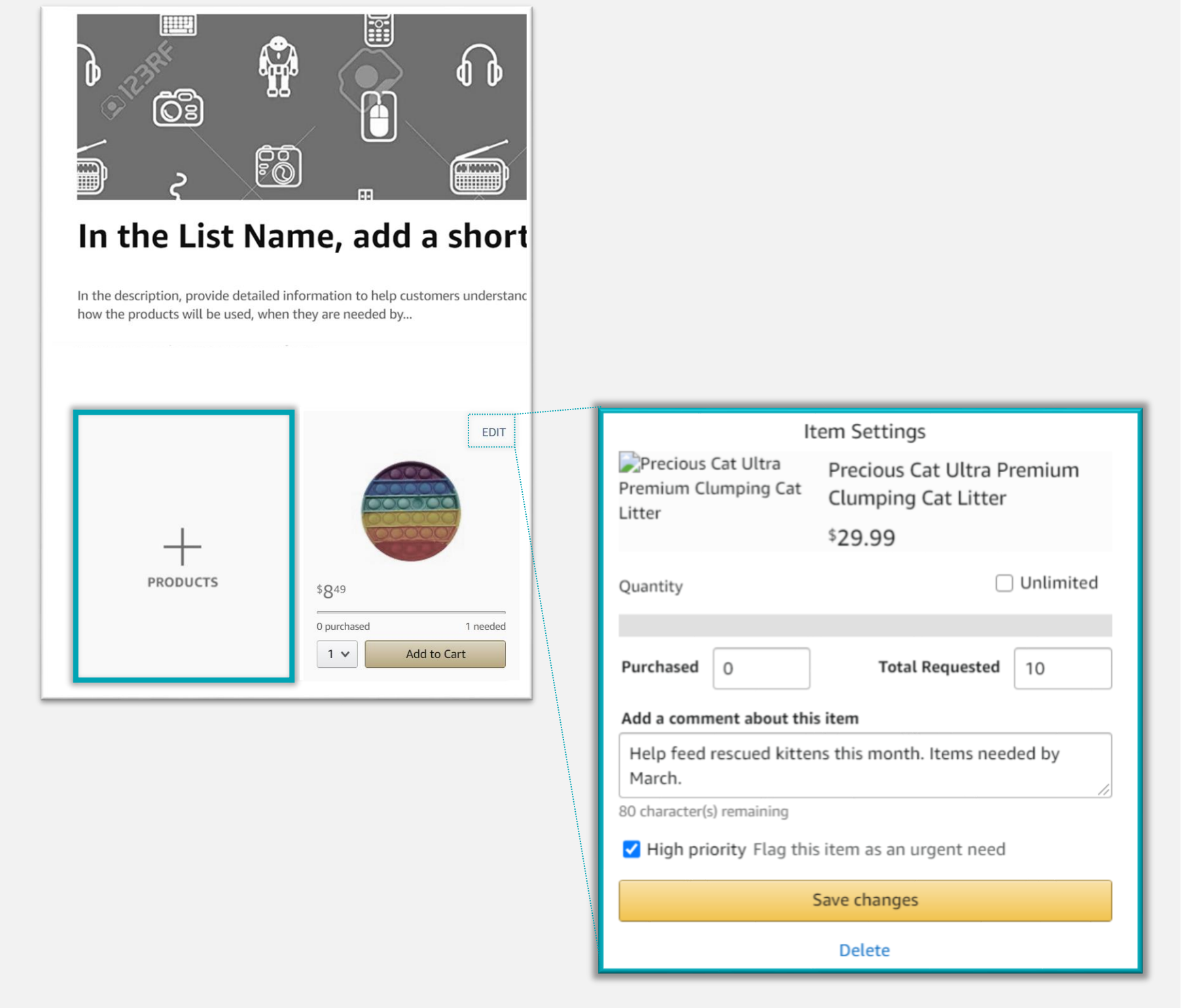
# BEST PRACTICES: MANAGING YOUR CHARITY LISTS

1. Audit and update your Charity Lists periodically to replace out-of-stock products, remove products you no longer need, add new items or simply reorder your Charity Lists according to your current needs.

Examples:



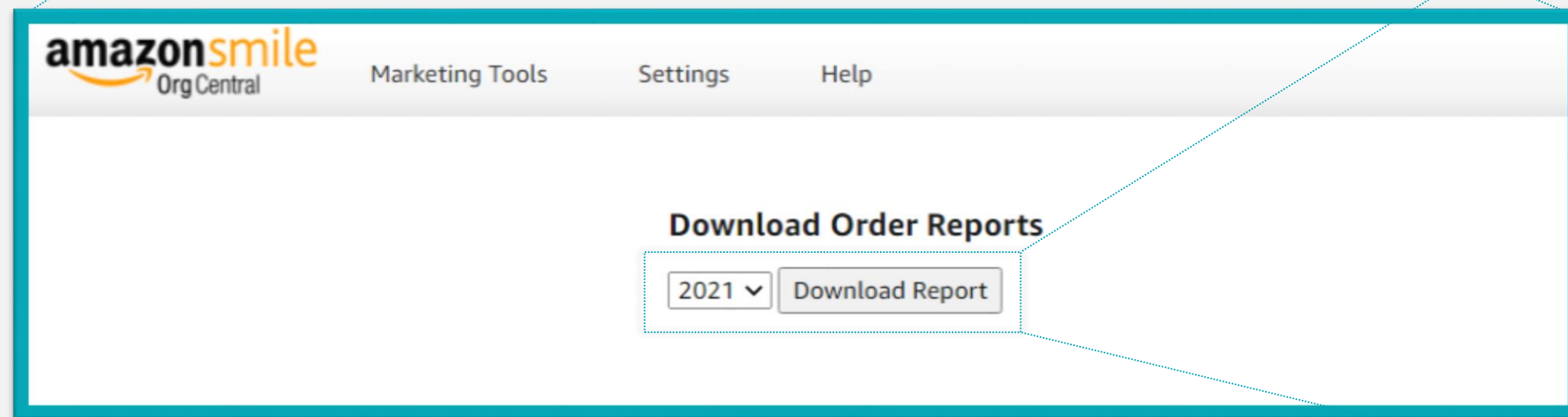
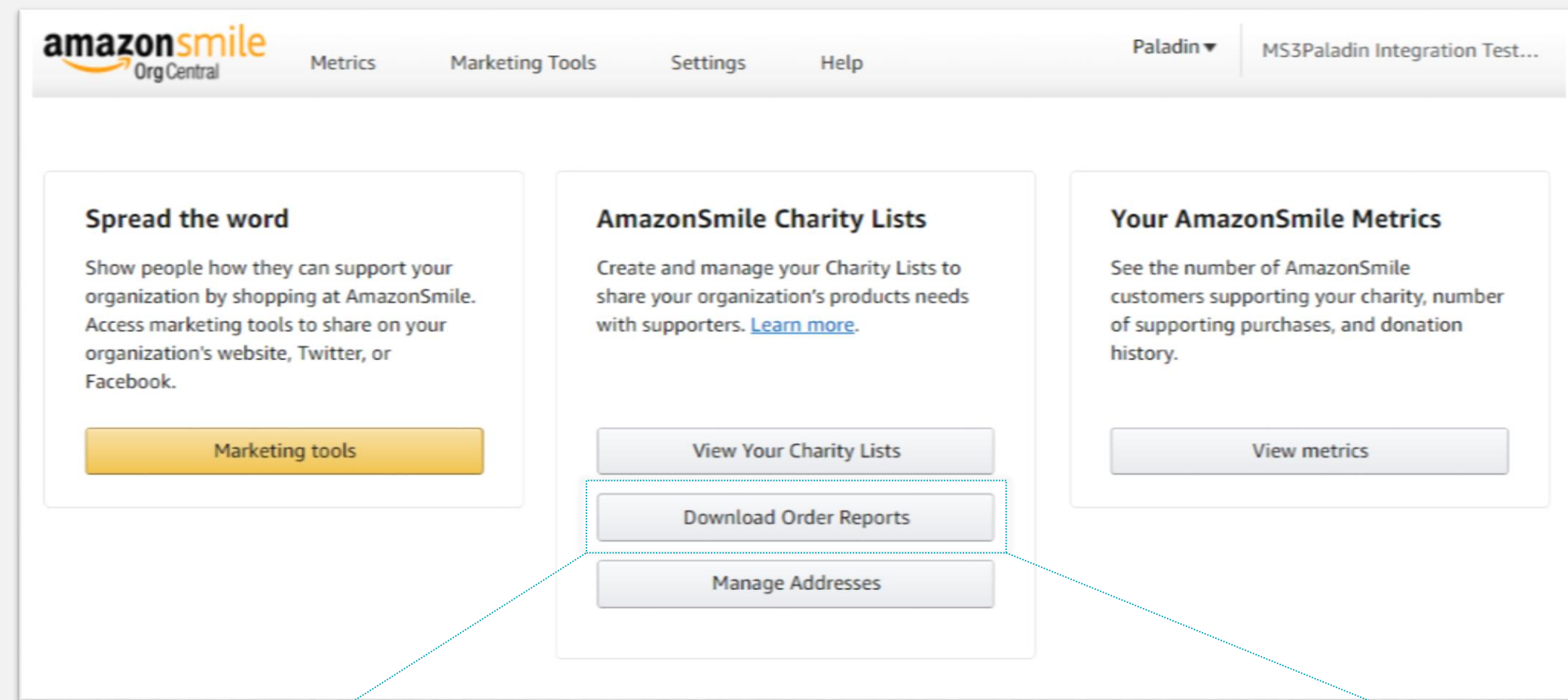
How to add and edit items on your Charity Lists:



# BEST PRACTICES: MANAGING YOUR CHARITY LISTS

2. Download product donation reports including the order dates, quantity, retail price of the donated items, and more.

How to download your Charity Lists reports:



The screenshot shows an Excel spreadsheet titled 'charity\_lists\_order\_report-2021'. The spreadsheet contains a table with the following columns: listUrl, productName, asin, orderDate, quantity, and total. The data rows show various products and their corresponding order details for the year 2021.

	A	B	C	D	E	F
1	listUrl	productName	asin	orderDate	quantity	total
2	https://smile.amazon.com/hz/charitylist/ls/0XXXXX0XXXXX0	Product A	X000XXXXX	1/1/2021	20	\$
3	https://smile.amazon.com/hz/charitylist/ls/0XXXXX0XXXXX0	Product B	X000XXXXX	1/2/2021	5	\$
4	https://smile.amazon.com/hz/charitylist/ls/0XXXXX0XXXXX0	Product C	X000XXXXX	1/3/2021	15	\$
5	https://smile.amazon.com/hz/charitylist/ls/0XXXXX0XXXXX0	Product D	X000XXXXX	1/4/2021	7	\$
6	https://smile.amazon.com/hz/charitylist/ls/0XXXXX0XXXXX0	Product E	X000XXXXX	1/5/2021	3	\$
7	https://smile.amazon.com/hz/charitylist/ls/0XXXXX0XXXXX0	Product F	X000XXXXX	1/6/2021	29	\$
8	https://smile.amazon.com/hz/charitylist/ls/0XXXXX0XXXXX0	Product G	X000XXXXX	1/7/2021	32	\$
9	https://smile.amazon.com/hz/charitylist/ls/0XXXXX0XXXXX0	Product H	X000XXXXX	1/8/2021	26	\$
10	https://smile.amazon.com/hz/charitylist/ls/0XXXXX0XXXXX0	Product I	X000XXXXX	1/9/2021	29	\$
11	https://smile.amazon.com/hz/charitylist/ls/0XXXXX0XXXXX0	Product J	X000XXXXX	1/10/2021	31	\$
12	https://smile.amazon.com/hz/charitylist/ls/0XXXXX0XXXXX0	Product K	X000XXXXX	1/11/2021	34	\$
13	https://smile.amazon.com/hz/charitylist/ls/0XXXXX0XXXXX0	Product L	X000XXXXX	1/12/2021	37	\$
14	https://smile.amazon.com/hz/charitylist/ls/0XXXXX0XXXXX0	Product M	X000XXXXX	1/13/2021	20	\$

# Charity Lists Success Stories

Get inspired by how charities are successfully using Charity Lists

## SUCCESS STORIES: HOW CHARITIES ARE USING CHARITY LISTS

The ASPCA, 28 Days Project, Niagara Falls Boys and Girls Club Blind Cat Rescue and Sanctuary, and Purrfect Pals are using Charity Lists to fulfill their missions. Click the links below to see how.



The ASPCA raised over \$22,000 in product donations with AmazonSmile Charity Lists.

[See how](#)



The 28 Days Project used Charity Lists to partner with a local organization and raise over \$13,000 in product donations.

[See how](#)



The Niagara Falls Boys & Girls Club used AmazonSmile Charity Lists to get thousands of dollars of donated club supplies.

[See how](#)



The Blind Cat Rescue & Sanctuary raised nearly \$40,000 in product donations with AmazonSmile Charity Lists.

[See how](#)



Purrfect Pals raised over \$20,000 in in-kind donations in two days with AmazonSmile Charity Lists.

[See how](#)

# Marketing Resources

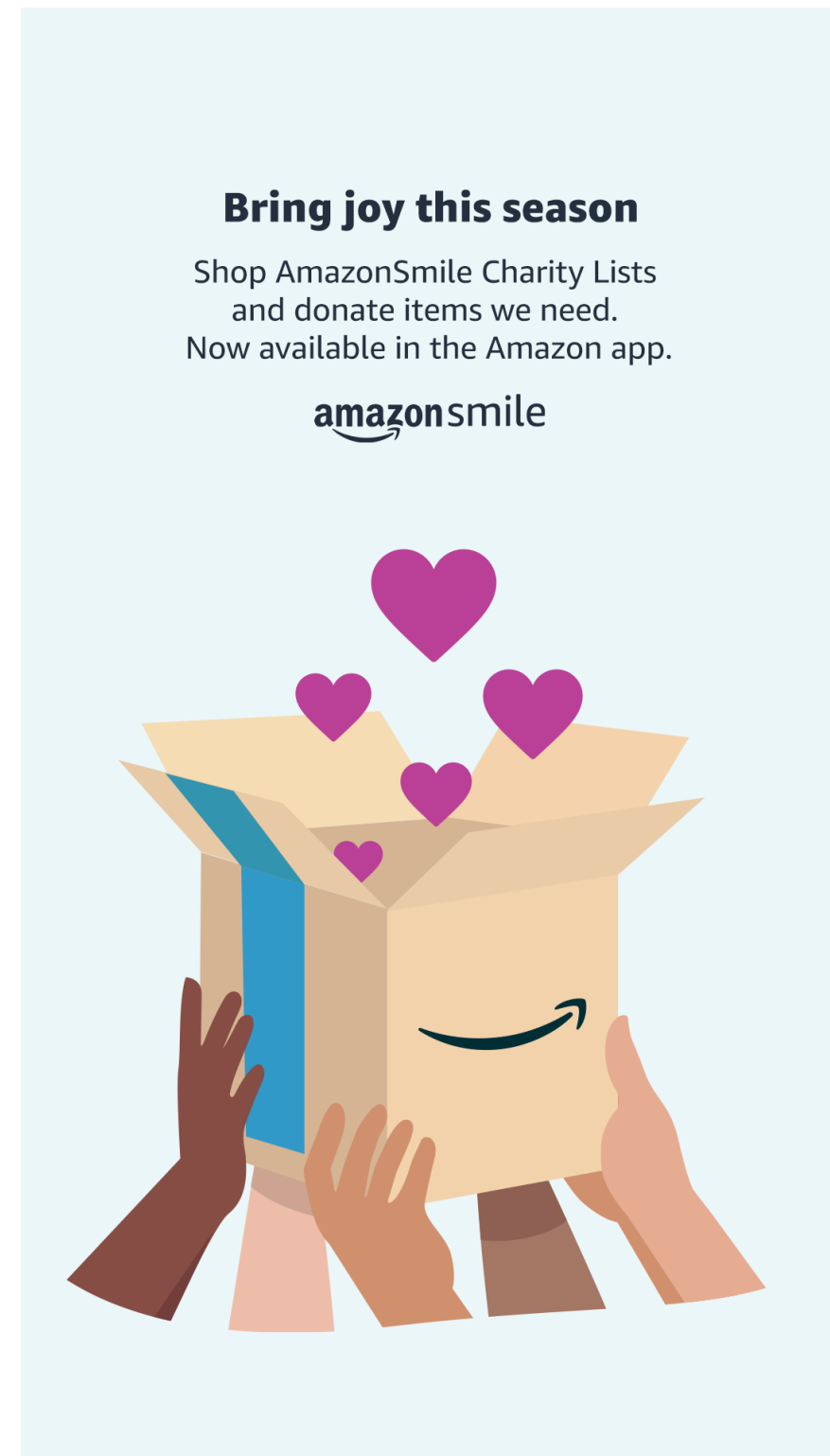
Download banners, brand logos and guidelines

## MARKETING RESOURCES: BANNERS

Use the sample message and banners below to engage with your supporters and encourage them to donate items from your Charity Lists:

*"Did you know you can help us fulfill our mission? Shop AmazonSmile Charity Lists at [smile.amazon.com/gp/ch/list/XX-XXXXXXX](https://smile.amazon.com/gp/ch/list/XX-XXXXXXX)\*, or using the Amazon Shopping app on your phone, to donate items we need."* \*Complete the URL with your EIN number.

[Download all](#)



[Instagram Stories 1080x1920](#)



[Instagram Feed 1080x1080](#)



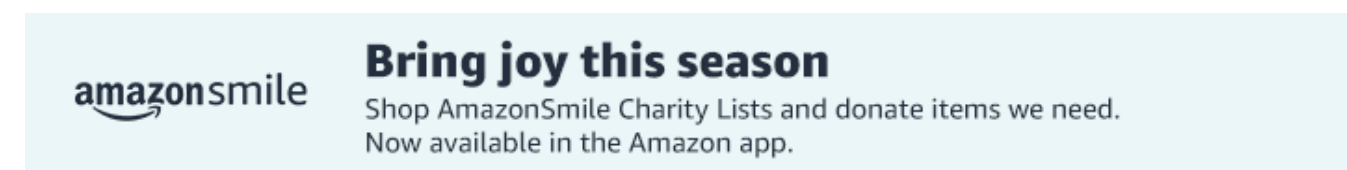
[Twitter 1012x506](#)



[Facebook 1200x627](#)



[Email 600x200](#)



[Web Banner 728x90](#)



Download the most updated AmazonSmile brand logos and guidelines:

The logo for AmazonSmile charity lists, featuring the word "amazon" in white with a curved arrow underneath, followed by "smile" in a smaller font, and "charity lists" in a larger, bold font below it.

amazon  
smile  
charity lists

AmazonSmile  
Charity Lists  
guidelines

[Click to download](#)

The AmazonSmile logo with a horizontal line underneath the word "smile", and the word "LOGOTYPE" in all caps below the line.

amazon  
smile  
LOGOTYPE

AmazonSmile  
co-branding  
guidelines

[Click to download](#)

The AmazonSmile logo, featuring the word "amazon" in white with a curved arrow underneath, followed by "smile" in a smaller font.

amazon  
smile

AmazonSmile  
brand logos

[Click to download](#)

Reference to the [AmazonSmile Participation Agreement](#) to review [Program Policies](#) and the [Program Content Guidelines](#).

Thank you | **amazonsmile**

If you have any questions or would like to provide feedback, please go to [org.amazon.com](https://org.amazon.com) and click on the "Contact Us" link to send us a message.