AmazonSmile Charity Lists

Best Practices, Charity Success Stories and Marketing Resources

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About AmazonSmile

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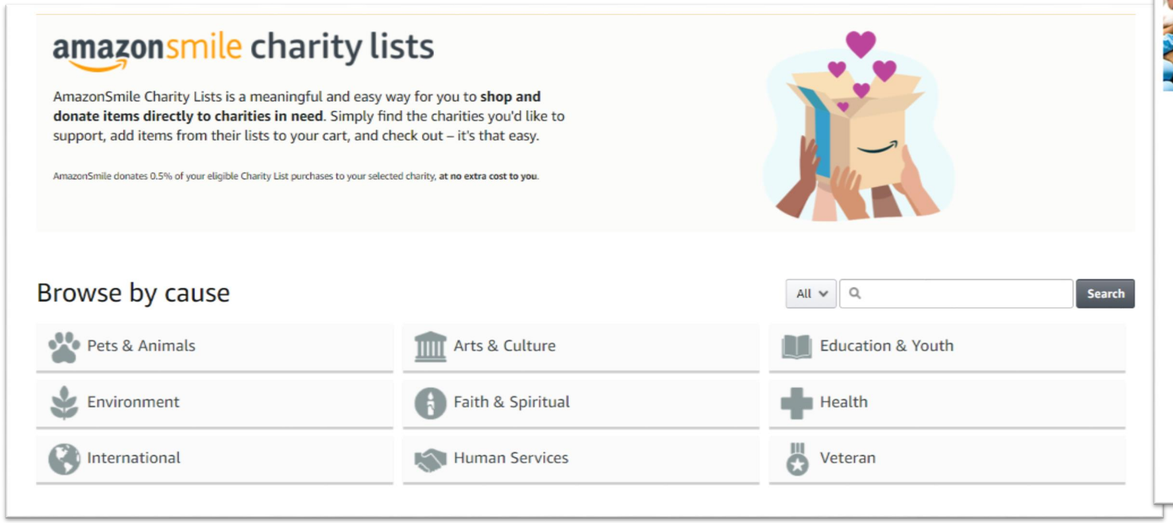
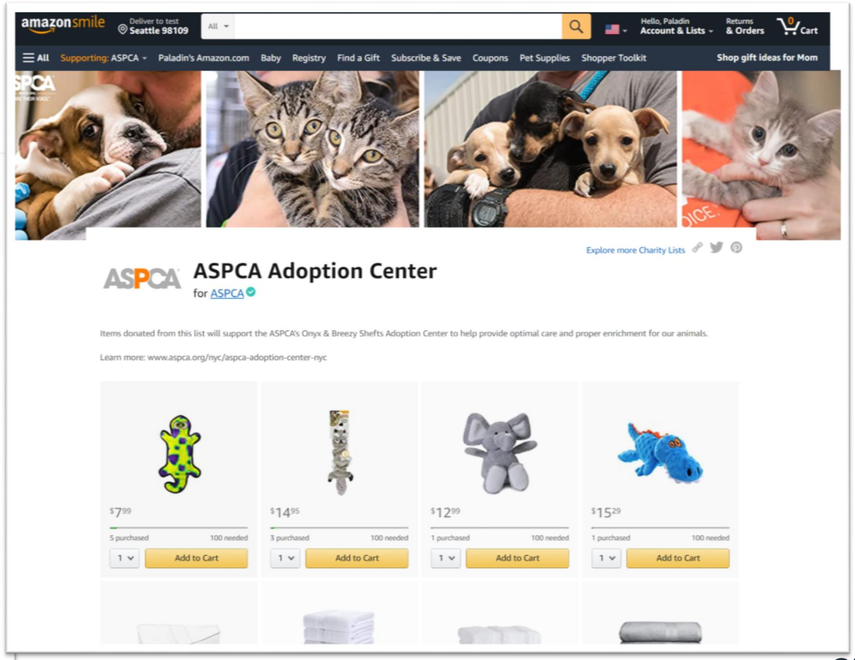
WHAT ARE AMAZONSMILE CHARITY LISTS?

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.





WHY SHOULD I USE AMAZONSMILE CHARITY LISTS?

Benefits for charities:

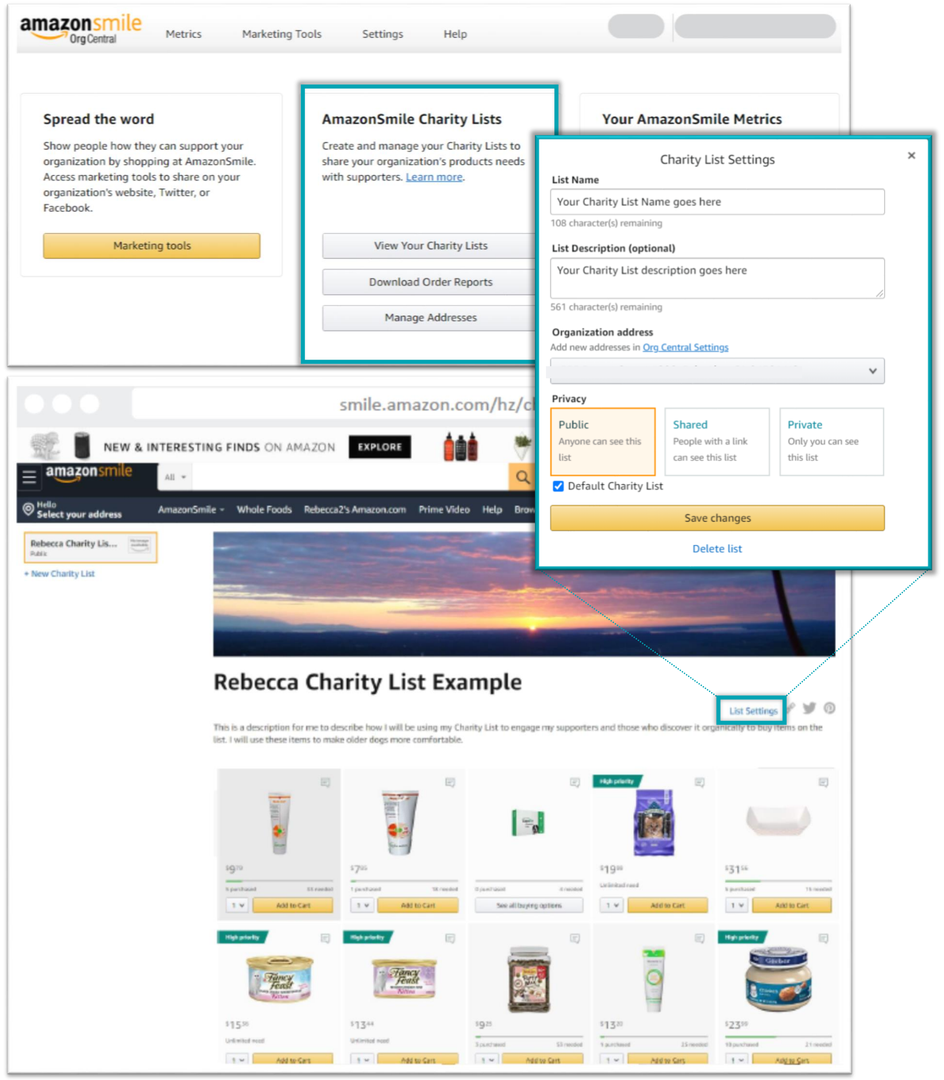
- **Branding Options.** Customize your Charity Lists page by displaying branded assets.
- **Verified badges.** Customers can trust that the items they purchase are going to the intended charity.
- **Customer discovery.** Charity Lists are actively promoted to AmazonSmile customers throughout the various marketing channels. In addition, AmazonSmile customers can also browse available Charity Lists to donate items at smile.amazon.com/charitylists.
- **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 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[1] 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!



[1]Each Charity List must have a minimum of 3 items, however a minimum of 10 items will increase the

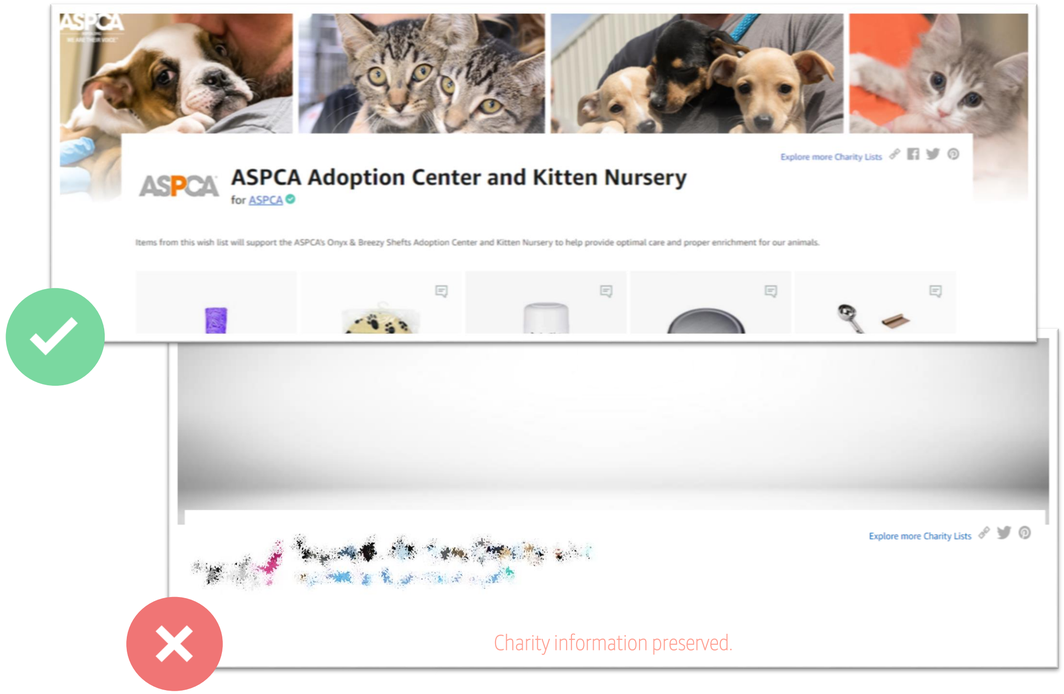
Best practices: creating or editing your Charity Lists

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

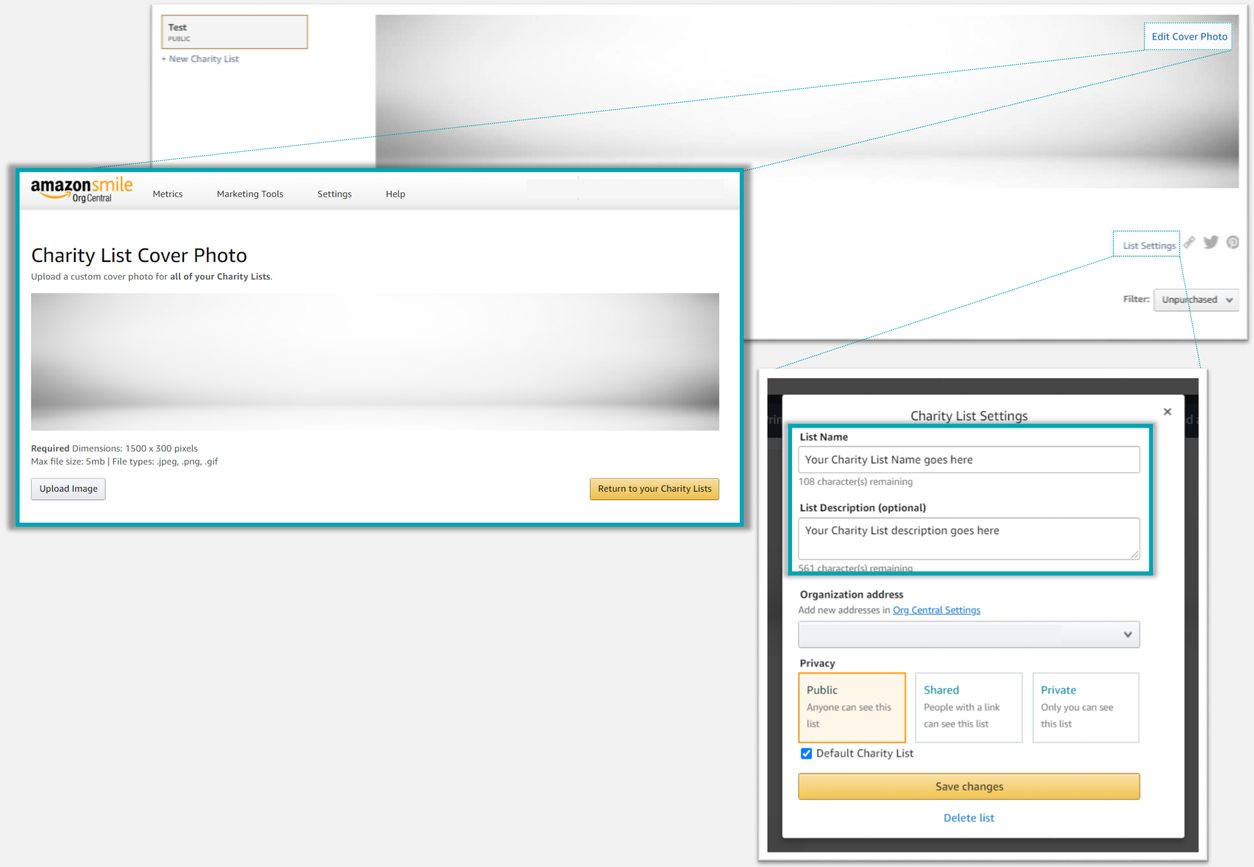
BEST PRACTICES: CREATING OR EDITING YOUR CHARITY LISTS

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:



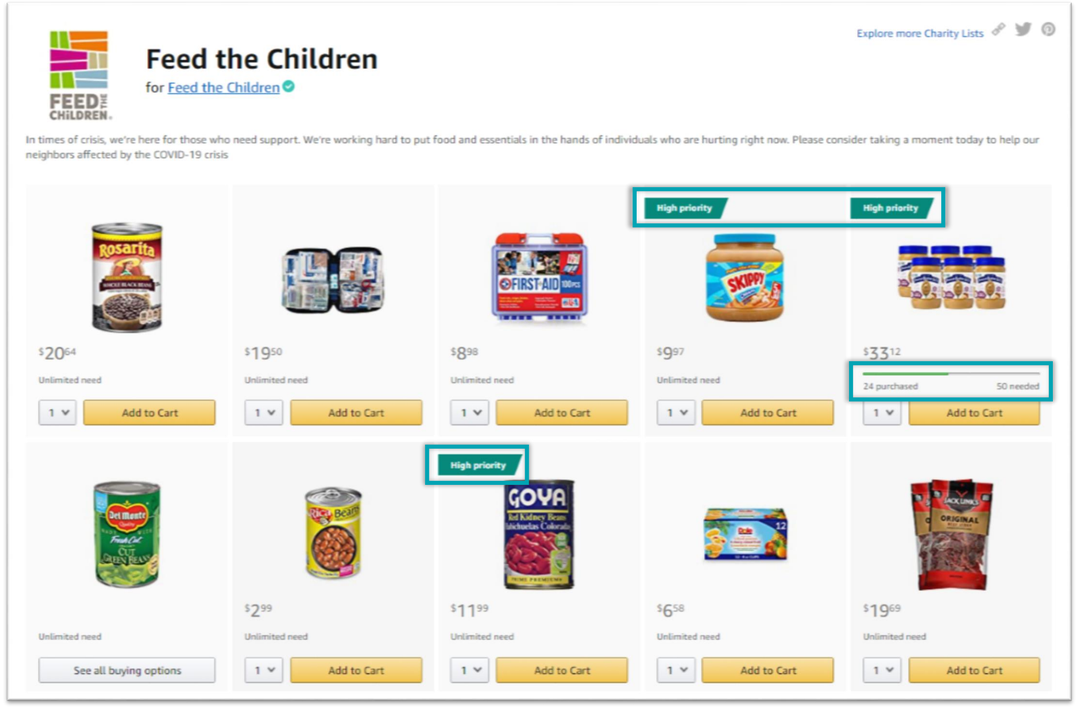
BEST PRACTICES: CREATING OR EDITING YOUR CHARITY LISTS

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.

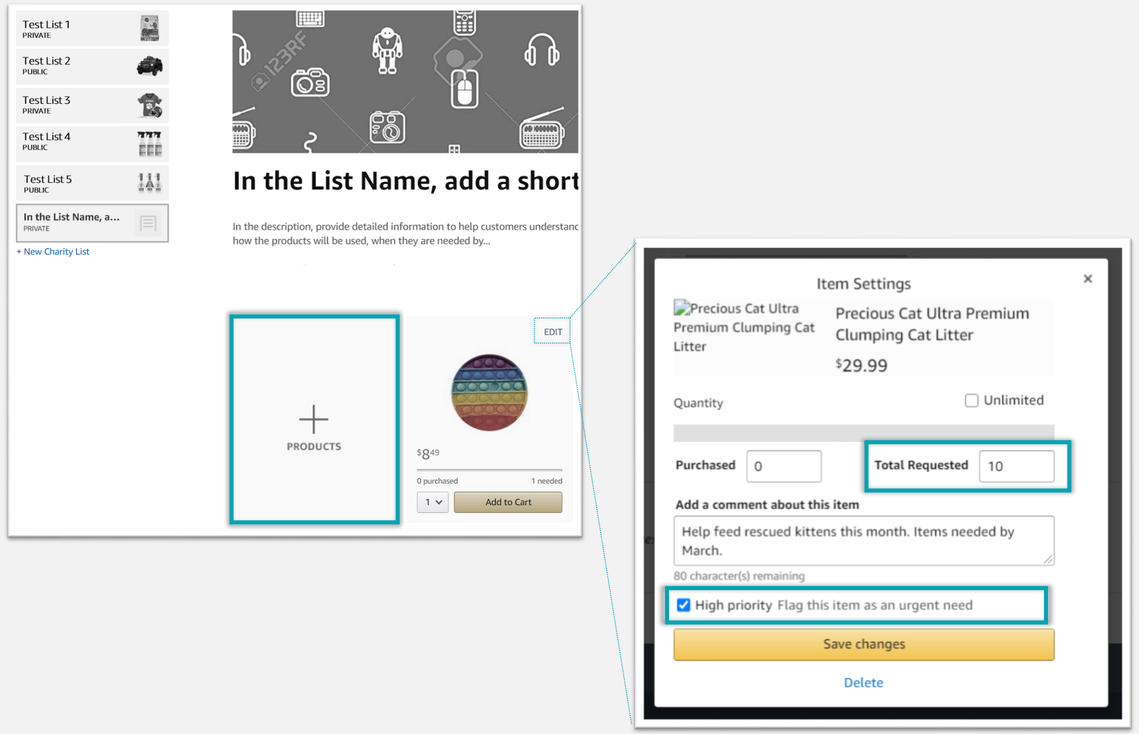
2.1. Use the “High priority flag” on the items you need most urgently, to help customers identify these items and prioritize donations.

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 :

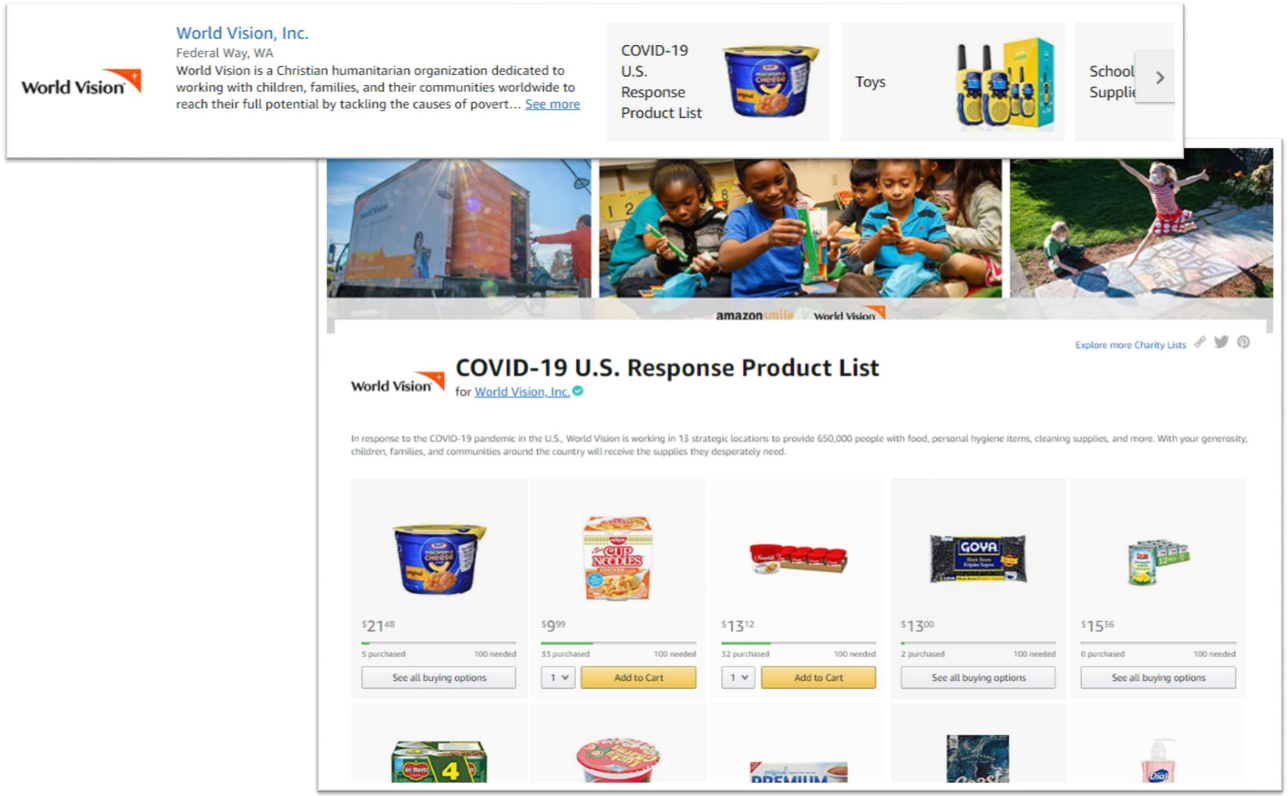


BEST PRACTICES: CREATING OR EDITING YOUR CHARITY LISTS

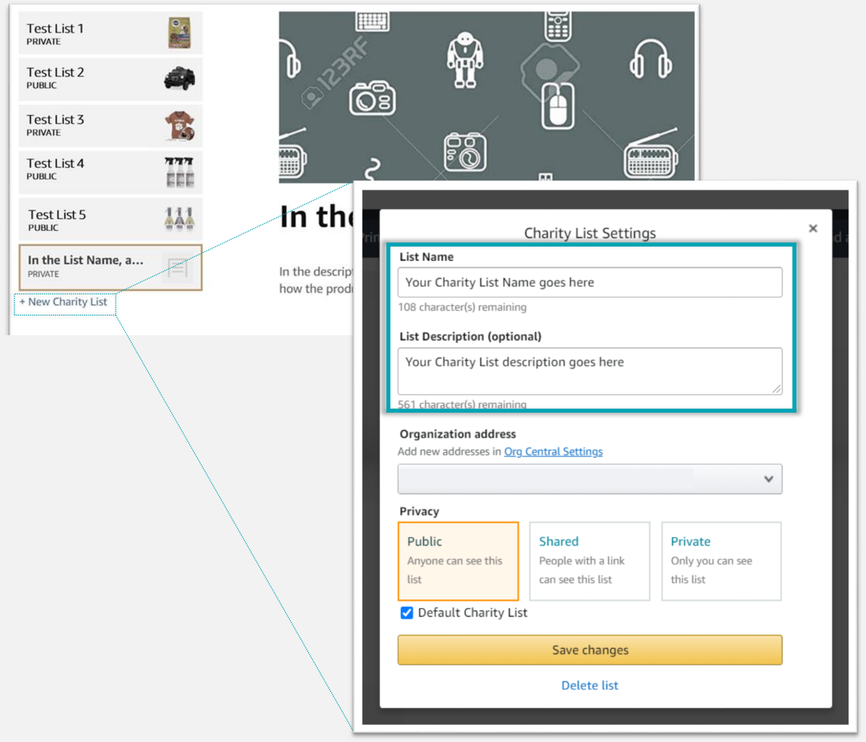
3. Create separate Charity Lists based on your recurrent or seasonal needs, and share your goals your supporters using the lists' descriptions and/or items' comments.

- **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:

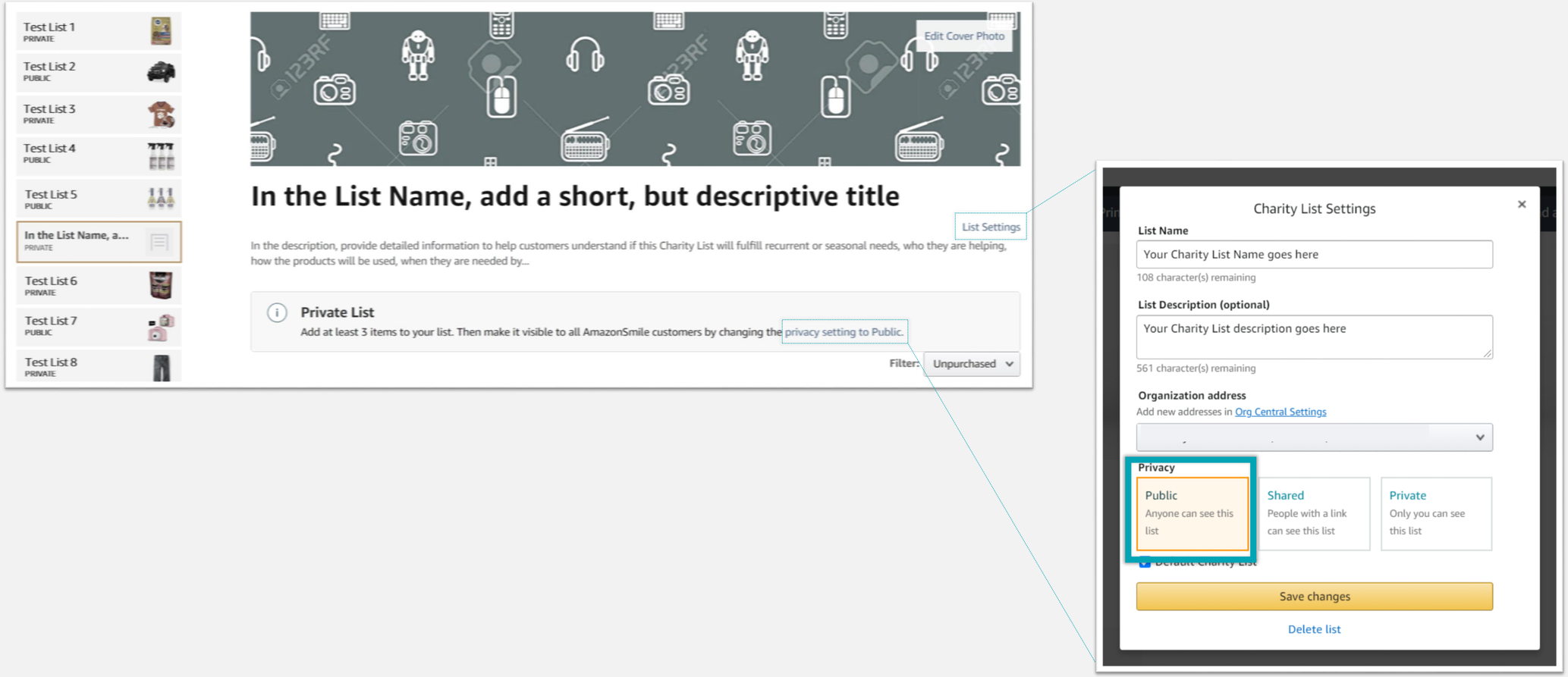


How to create new Charity Lists and customize information:



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":



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

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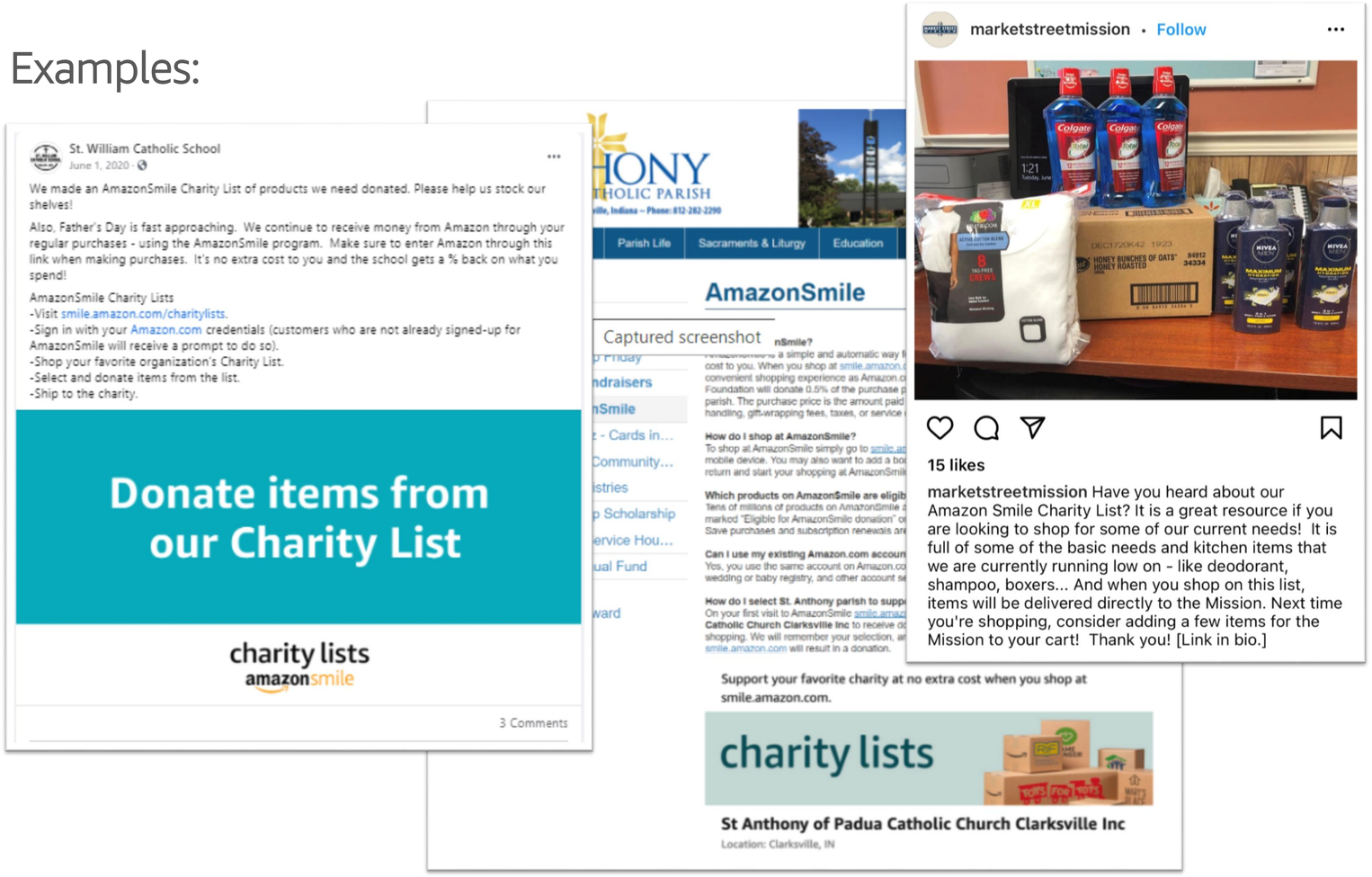
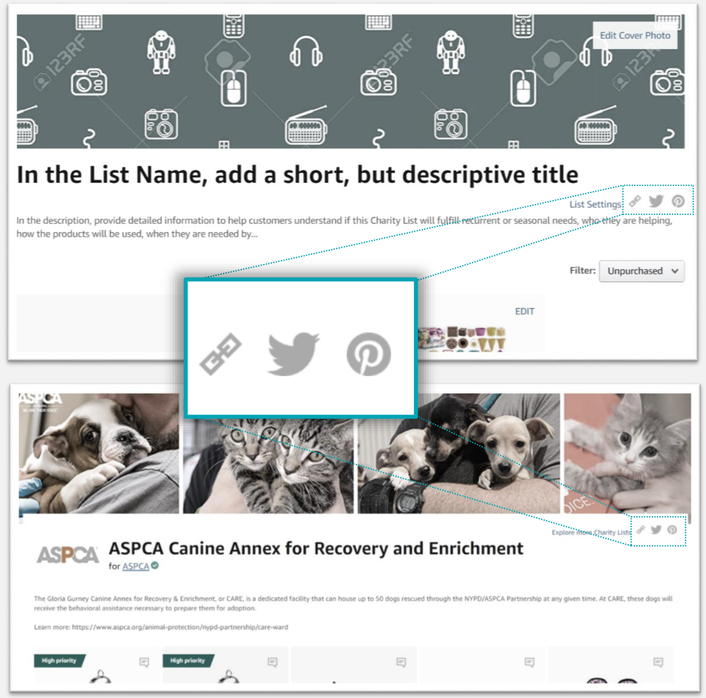
1. Actively promote your Charity Lists using a variety of marketing channels - such as your website, in-person or online events, social media, emails and others - to make sure your supporters are informed about how to donate requested items.

Examples:



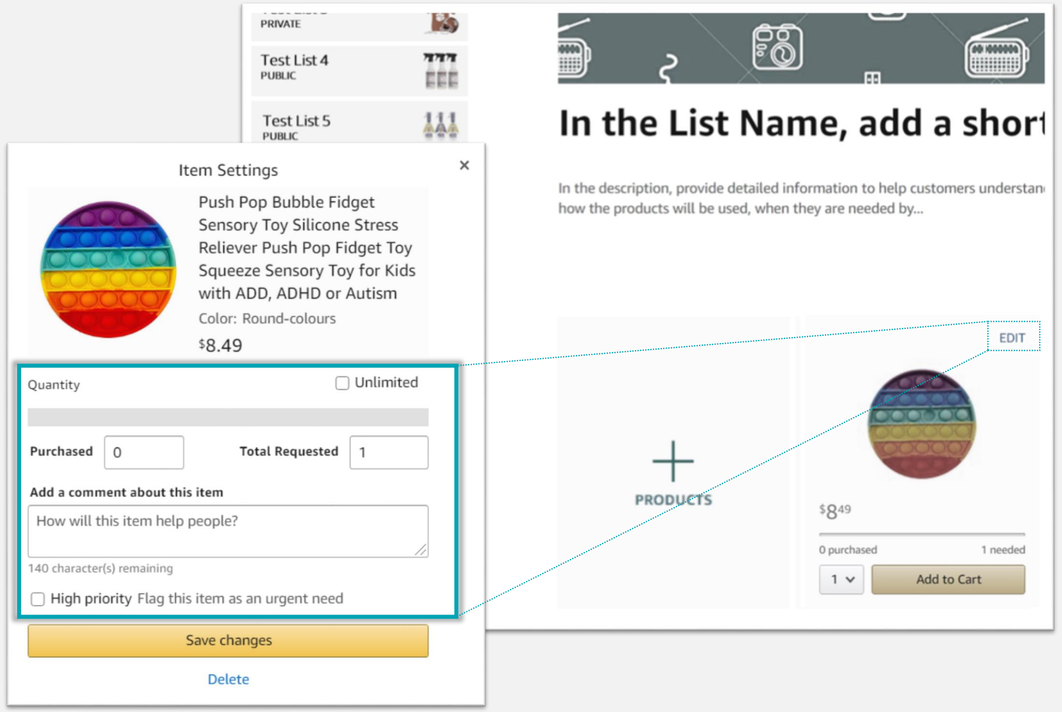
Tip: use the shortcuts located the Charity List admin. page and in each Charity List page, to copy the unique link to your lists or easily share on Twitter and Pinterest.



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.

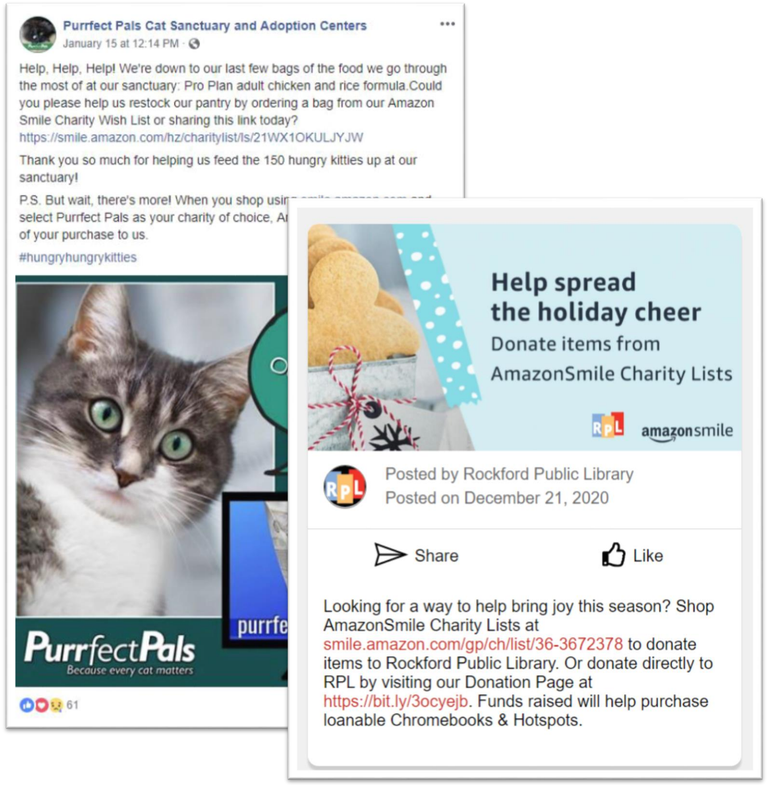
Examples:

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.

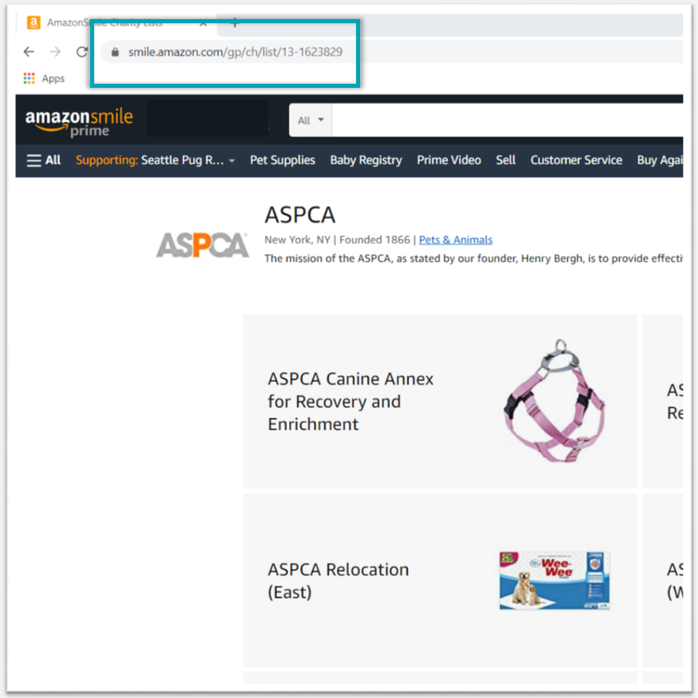


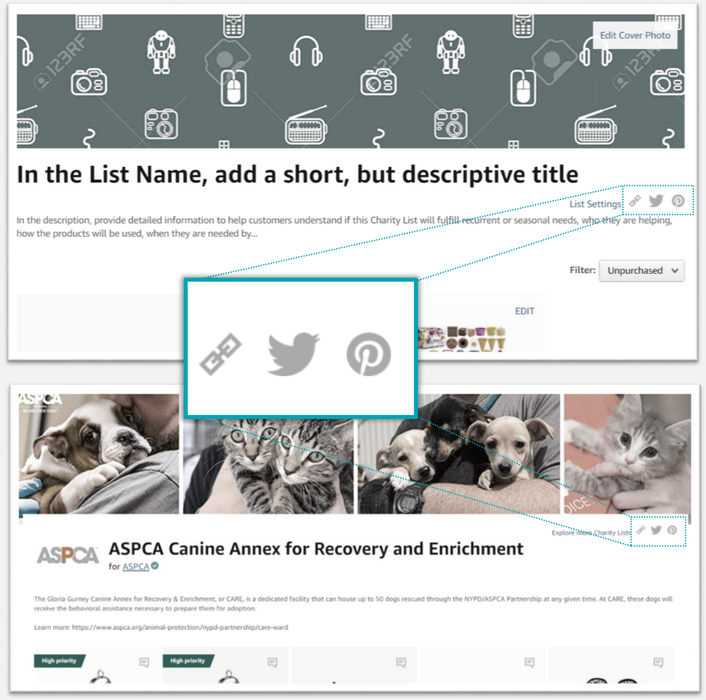
3. Share your organization's unique links with supporters to make it easy for them to find your Charity Lists. Remember, new customers visiting your Charity Lists will be prompted to join AmazonSmile in support of your organization, also generating a 0.5% cash donation for your organization on top of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

Examples:



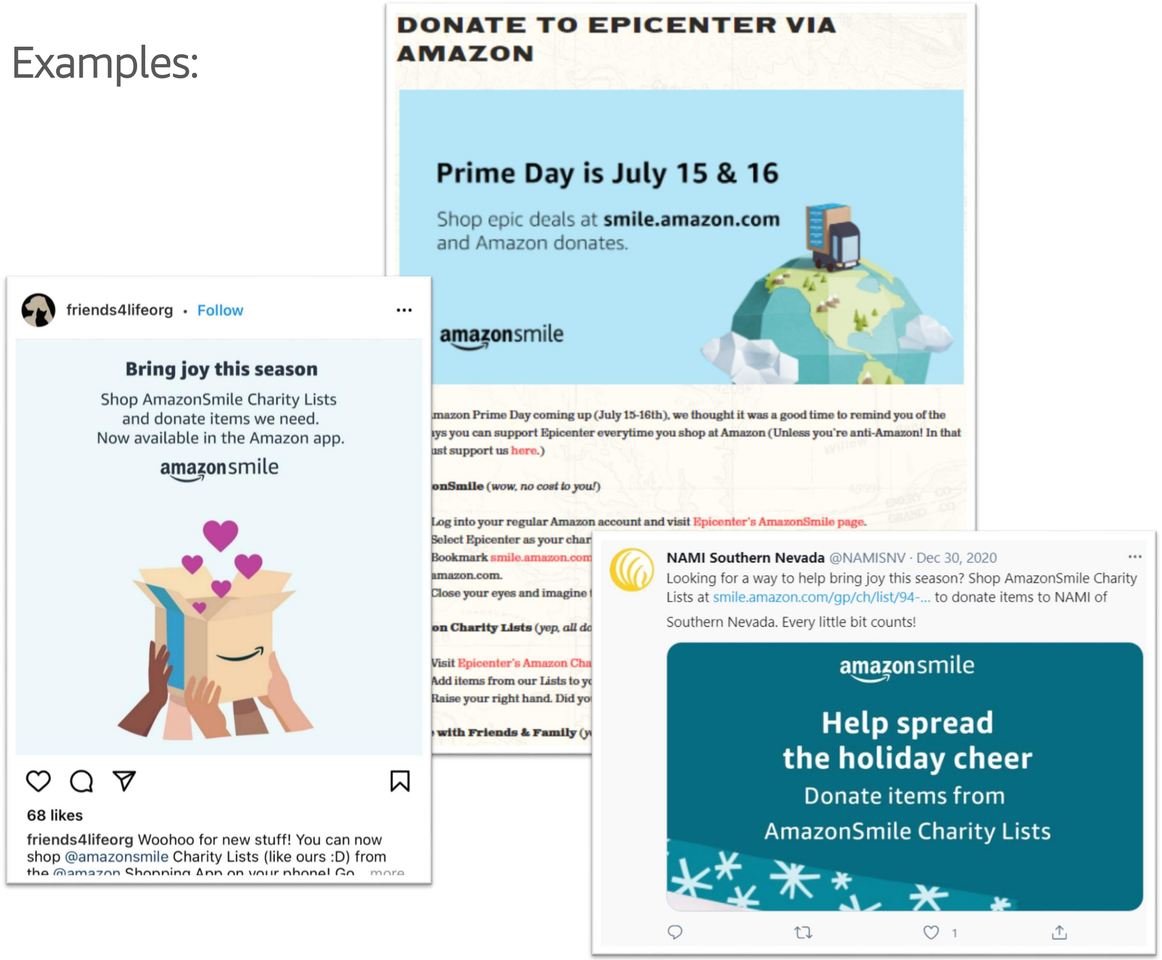
Tip: copy the URL for your main Charity Lists page from the web browser, or use the shortcuts located on the Charity List admin. page and in each Charity List page, to copy the unique link to your lists or easily share on Twitter and Pinterest.





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.

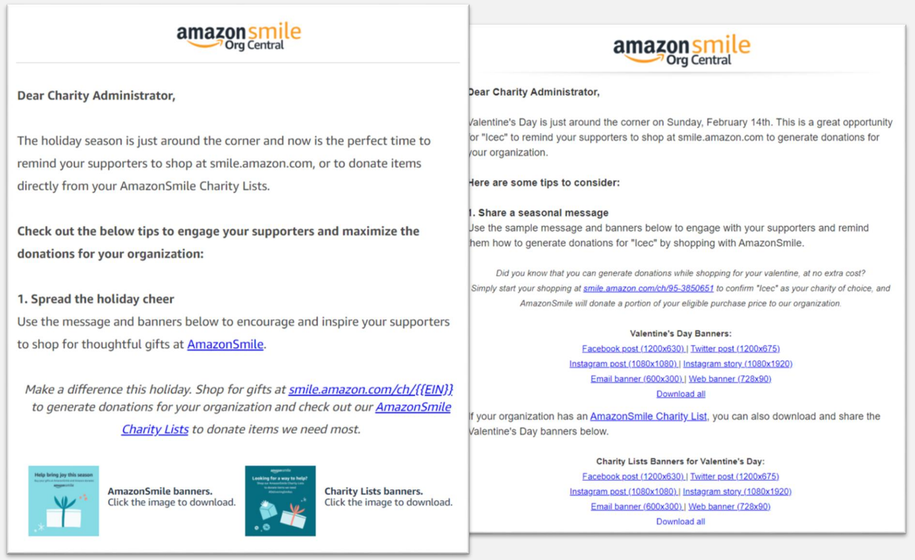
Examples:



Tips:

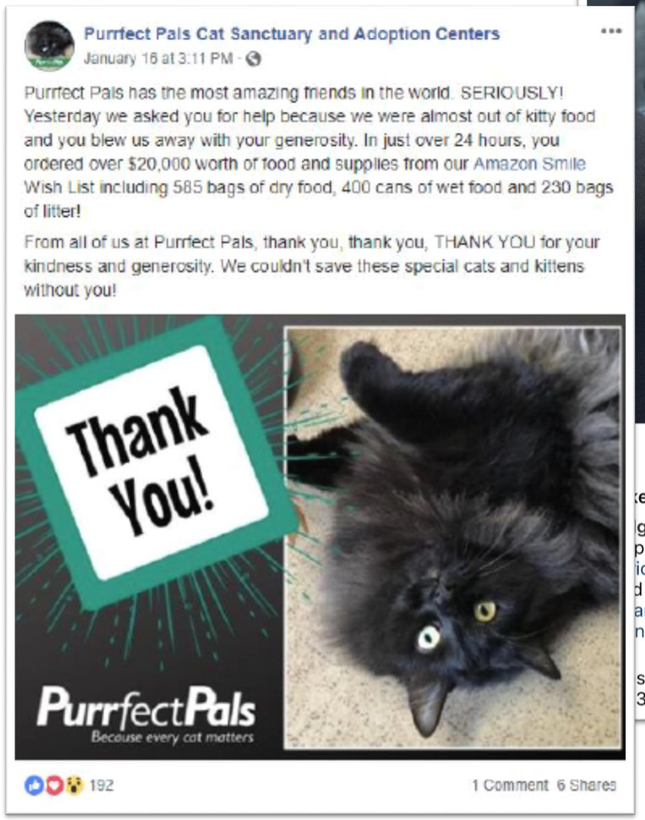
1. Add the following email addresses to your safe sender list, to ensure our emails reach your inbox:
   info@smile.amazon.com
   store_news@amazon.com

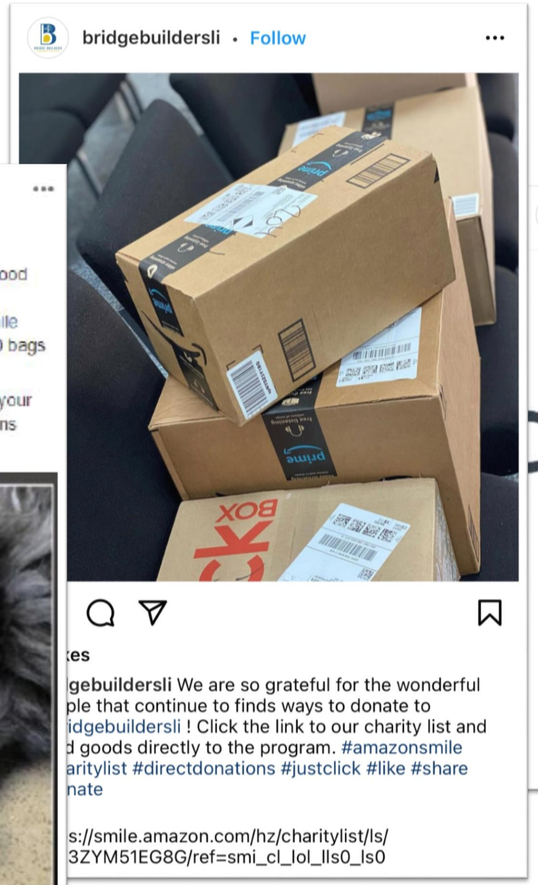
2. Forward these emails to the marketing contacts within your organization, to make sure they receive assets and other tools.



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:





Best practices: managing your Charity Lists

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

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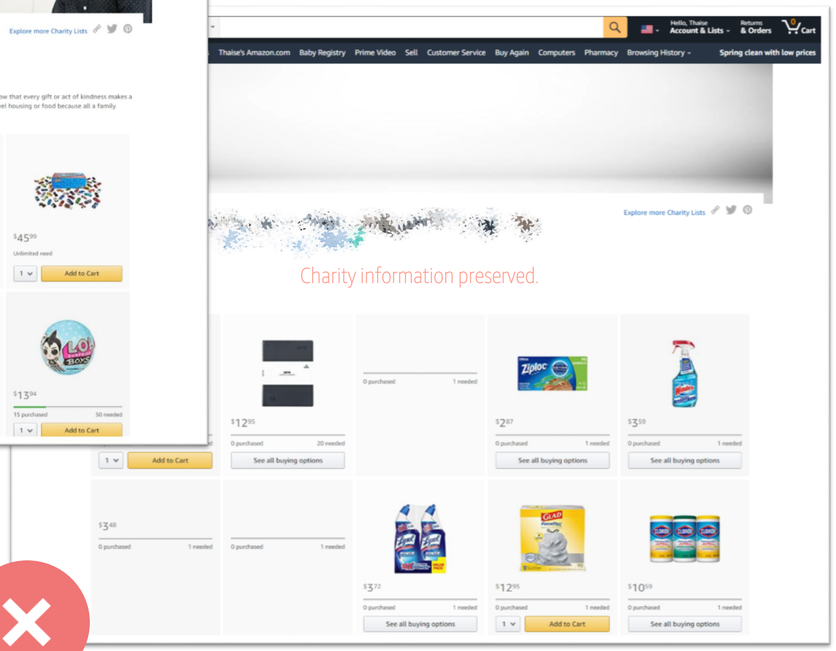
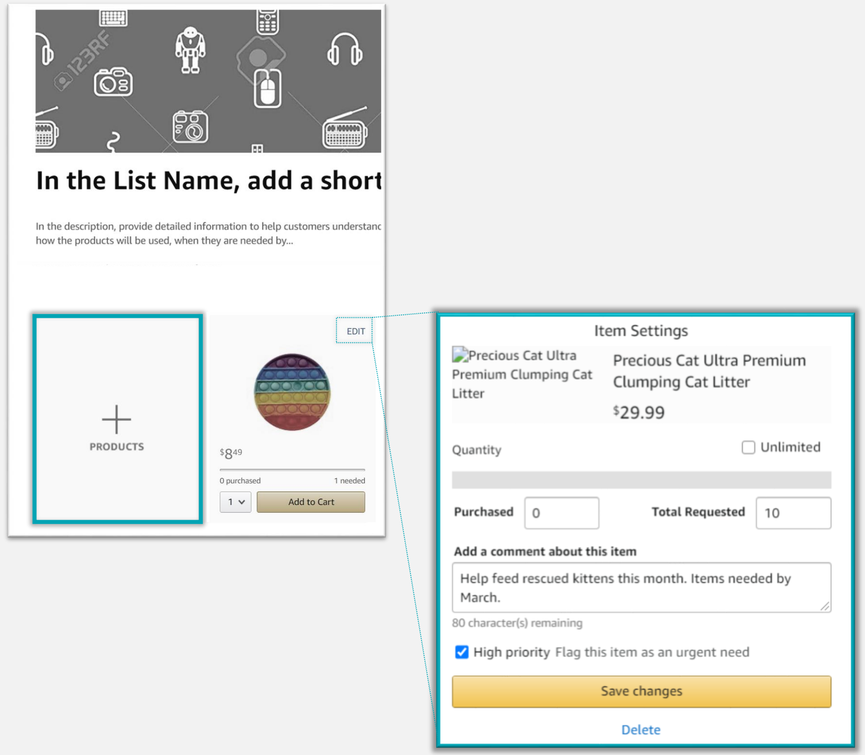
BEST PRACTICES: MANAGING YOUR CHARITY LISTS

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:

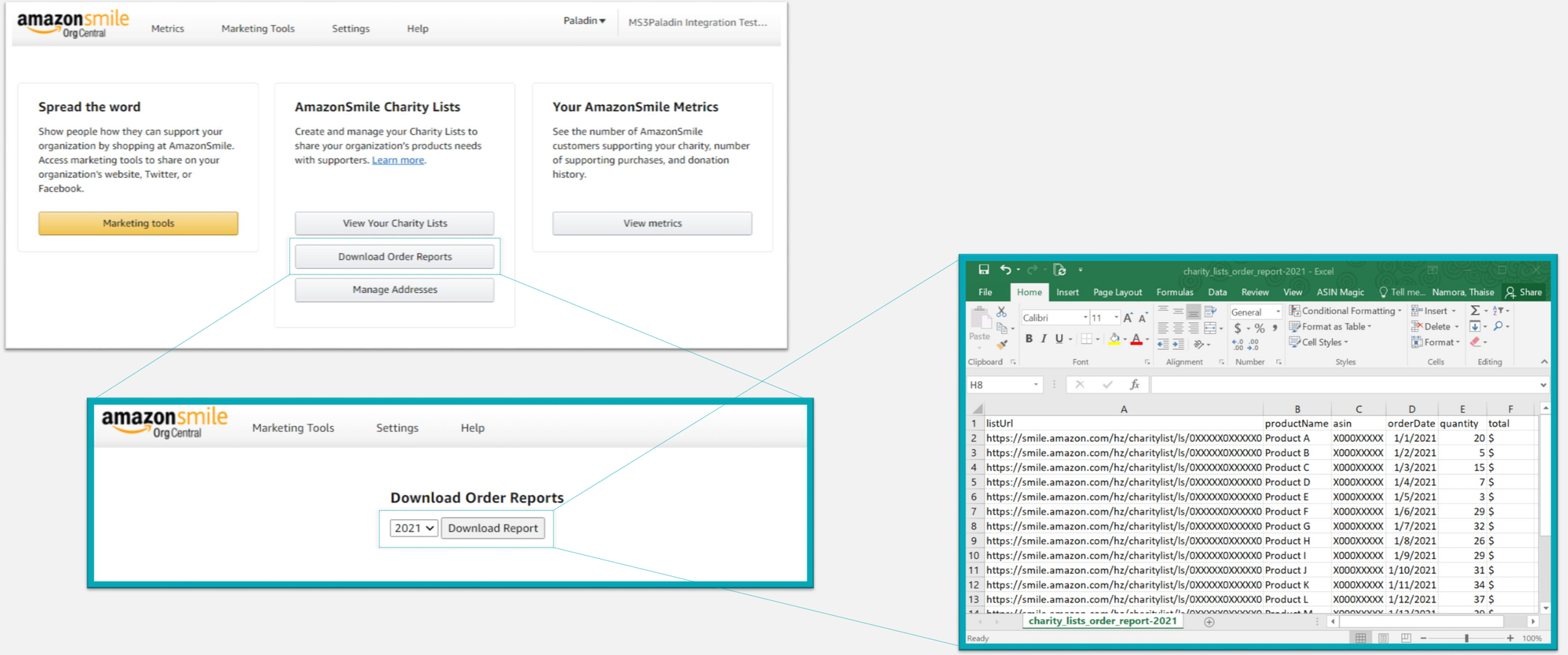


How to add and edit items on your Charity Lists:



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:



Charity Lists Success Stories

Get inspired by how charities are successfully using Charity Lists

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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.

ASPCA

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

See how

28 DAYS
We get it, period.

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

See how

BOYS & GIRLS CLUBS OF AMERICA

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

See how

Blind Cat Rescue & Sanctuary Inc.
Help Blind Cats See a Future.

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

See how

PurrfectPals
Because every cat matters

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

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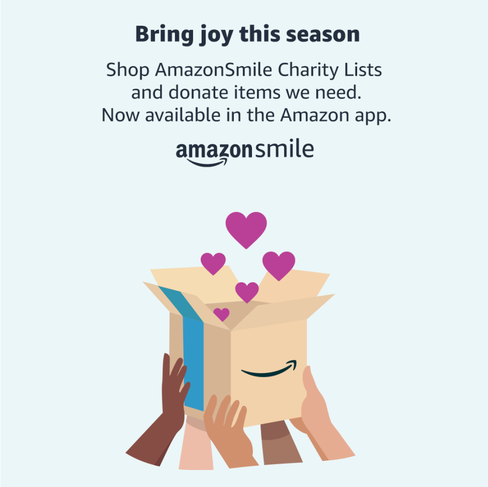
MARKETING RESOURCES: BANNERS

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, 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

MARKETING RESOURCES: BRAND LOGOS AND GUIDELINES

Download the most updated AmazonSmile brand logos and guidelines:

AmazonSmile Charity Lists guidelines

Click to download

AmazonSmile co-branding guidelines

Click to download

AmazonSmile brand logos

Click to download

Reference to the AmazonSmile Participation Agreement to review Program Policies and the Program Content Guidelines.

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