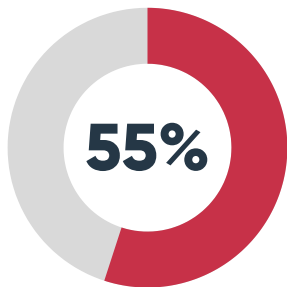
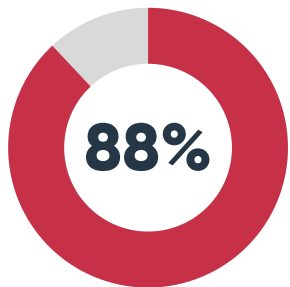


Children's Miracle Network Hospitals Point-of-Sale Research 2022



Ask at Point-of-Sale



of people have been asked to donate at checkout in the past year

of those asked donated at least once at checkout in the last year

How do people feel about being asked to donate at checkout?

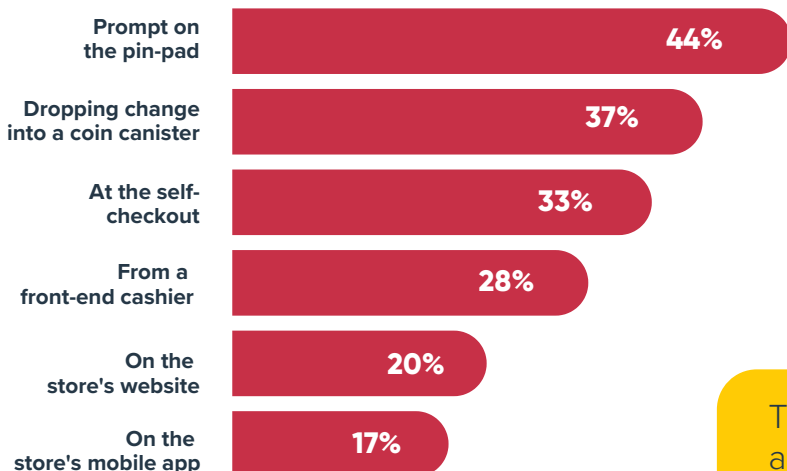


of donors shared that their opinion about the business who is holding the fundraising campaign either improves or stays neutral when asked to donate.



people feel positive to neutral about being asked to donate every time they visit over the same week or several weeks.

Which of the following ways would you prefer to be asked to donate to charity at checkout?



2:1

By a 2:1 ratio, people prefer to round up their total to the next dollar amount over other donation options. They love the ease of rounding up and understand how impactful it can be at scale.

Demographic Highlights



Women are more likely than men to give to charity at checkout



18-29 year olds prefer self-checkout at a higher rate than any other age group

Top Reasons People Give

- #1 "I recognize the charity's name"
- #2 "I believe donating to charity is the right thing to do"
- #3 "I am passionate about the charity"



The most popular cause across all generations is

Children's Health

