Ask at Point-of-Sale

- 88% of people have been asked to donate at checkout in the past year.
- 55% of those asked donated at least once at checkout in the last year.

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

- 88% of donors shared that their opinion about the business who is holding the fundraising campaign either improves or stays neutral when asked to donate.
- 2 out of 3 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?

- Prompt on the pin-pad: 44%
- Dropping change into a coin canister: 37%
- At the self-checkout: 33%
- From a front-end cashier: 28%
- On the store's website: 20%
- On the store's mobile app: 17%

Demographic Highlights

- Women are more likely than men to give to charity at checkout +7%
- 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**

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