

# ONEEACH MINDFUL GIVING:

*Drive Your Way Toward Higher Donor Engagement*

OneEach Technologies understands that online donor engagement is critical for your organization's fundraising strategy. That's why we've developed **OneEach Mindful Giving** that integrates with Amazon Business. It automates the process for your donors to easily give in-kind product donations right from your website with a familiar shopping cart experience.

## What Does OneEach Mindful Giving Provide?

The OneEach integration with Amazon Business enables in-kind giving that allows your donors to view, select, and pay for direct-to-site product donations right from your website. OneEach Mindful Giving can:

- Reduce inefficiencies of manual in-kind donation processing
- Provide customized experiences for donors
- Help you make data-driven decisions based on donor engagement
- Enable you to send custom donation receipts to your donors
- Provide donor contact information so you can re-engage in the future

## What Statistics Support OneEach Mindful Giving For In-Kind Donations?

In 2016, Millennials became the largest generation in the workforce at 56 million. 84% of Millennials give to charity and nonprofits, and they prefer to give online. Compared to other generations, Millennials have the highest spending power at



## How Can OneEach Mindful Giving Increase Donor Engagement?

Streamlined online purchasing and shipping of products is a game-changer for your organization to engage donors and transform the in-kind donation process. No longer do donors have to go to a physical store to purchase products, then travel to another location to box up those items for shipping. Enabling this integration with your website makes the giving process easy and convenient.



\$1.4 trillion. OneEach Mindful Giving can help your nonprofit appeal to Millennials by letting them see their impact through in-kind donations.

## How Can You Enable OneEach Mindful Giving On Your Website?

After creating an Amazon Business account, OneEach can then integrate Mindful Giving to your website.

It's as easy as 1 - 2 - 3.

1. You create a custom list of commonly needed items using the wide selection available from Amazon Business, then you display that list on your website.
2. Next, you enable donors to find your catalog to select and purchase the products they want to donate, right from your website.
3. Lastly, you receive the products shipped right to your location.



## Why You Should Choose OneEach Mindful Giving?

OneEach Technologies has served nonprofits such as the United Way, Meals on Wheels, YMCA, Unity Worldwide Ministries, and more for over 20 years. In addition to supplying best-in-class donation website enhancements, we provide easy-to-use, always available, and instantly accessible donor-optimized websites, managed hosting, texting platforms, and fundraising portals to keep organizations on par with the growing needs of their cause.

Contact us to get started today: [www.oneeach.com/mindful-giving](http://www.oneeach.com/mindful-giving)