

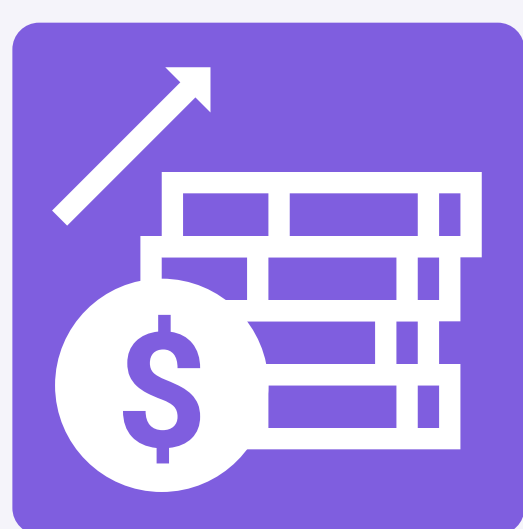
Create Social Impact through **Give & Grow**, Pledge's award winning Shopify App



Best New Design App
2018



Best in Show Top App
2018



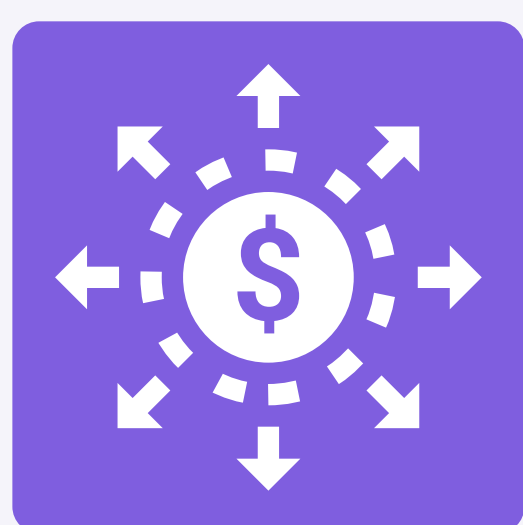
Integrating social impact can increase your store's lifetime value by 33%!

Learn about positive social and financial metrics through [Positive Impact for online stores](#) and our [Give & Grow Case Study](#).



Install the App in minutes- then watch your brand and impact grow!

Today's customers like to give back through their shopping experience. Find the [Give & Grow donation](#) option that fits your brand. You can offer customer round-up/add a donation at checkout. You can match customer donations, give back a percentage or a fixed amount per product. You can add social visibility anywhere on your site with our real-time impact calculator. You can show dollars raised or impact metrics, like meals provided or trees planted. Here is a [Set-up Blog Post](#) and [Installation Support Article](#) to get you started. Our [Support Team](#) is available to answer questions and assist with installation.



Cost (fees come out of gross donation, there is no cost to your store)

There is no cost to download and use the app. Fees include a 5% technology fee (discounted from 10% when introduced by the charity) along with standard credit card fees of 2.9%. For example if a customer donates \$1.00 at checkout, after the fees are removed roughly \$0.92 will be the net donation. Here is a support article on [What fees are taken out of my Give & Grow donation](#).



How it All Works

Donations are deposited in your store's account. We charge for donations when \$50.00 is accrued or 30 days have passed, whichever occurs first. We charge your card on file for only the donation amount, and at no cost to the store. Once donations are collected, we distribute donations through our Pledgeling Foundation, a Donor Advised Fund, to the charity. Here's an article on [How often donations are paid out](#).



Donation Dashboard

The Give & Grow app provides access to your stores' donation data, tax receipts, and payments directly in the app dashboard. You can easily access and export your information any time you'd like.