

The Untapped Engine: Raising Funds Through Cashback and Loyalty Platforms

A strategic playbook for unlocking passive, unrestricted revenue from your supporters' everyday online shopping.



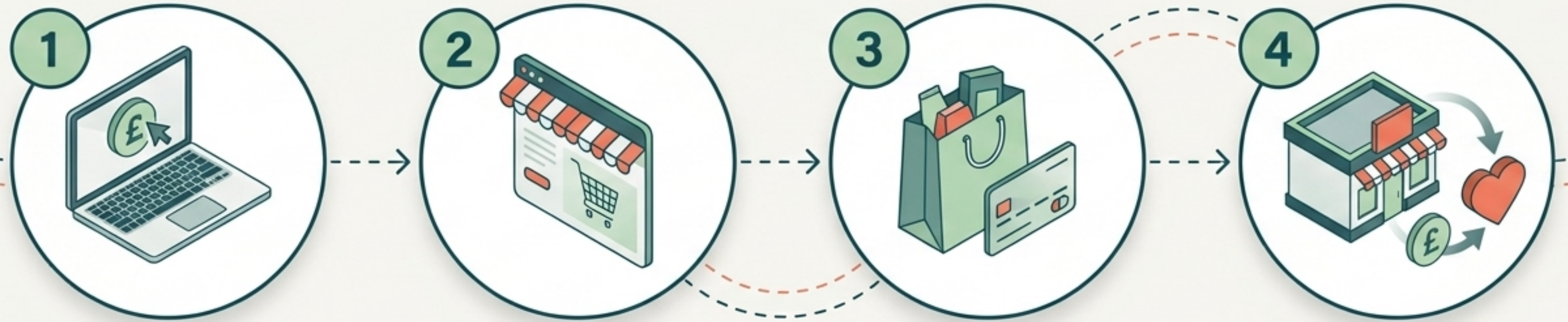
The Hidden Value in Everyday Actions

Right now, **somewhere in your database**, dozens of supporters are **shopping online**. They are booking holidays on Expedia, buying groceries from Sainsbury's, renewing insurance, and picking up gifts on Amazon.



If they did all of this through a cashback site, your charity would earn money. They would pay nothing extra. That is the entire pitch.

How the Cashback Donation Engine Works



Step 1: The Click.

Supporter clicks through a cashback site or browser extension.

Step 2: The Redirection.

User lands on the retailer's normal website.

Step 3: The Purchase.

Supporter shops as normal (paying the exact same standard price).

Step 4: The Donation.

The retailer pays an affiliate commission (1% to 15%) to the platform, which is converted into a charity donation.

The transaction happens completely in the background. The supporter pays nothing extra.

The Four Pillars of Cashback Revenue



1. 100% Retailer Funded

Treated as a corporate marketing cost, just like paying for Google Ads.



2. Purely Unrestricted

No grant tags. Funds core operational costs like rent, salaries, and fuel.



3. Incremental, Not Displaced

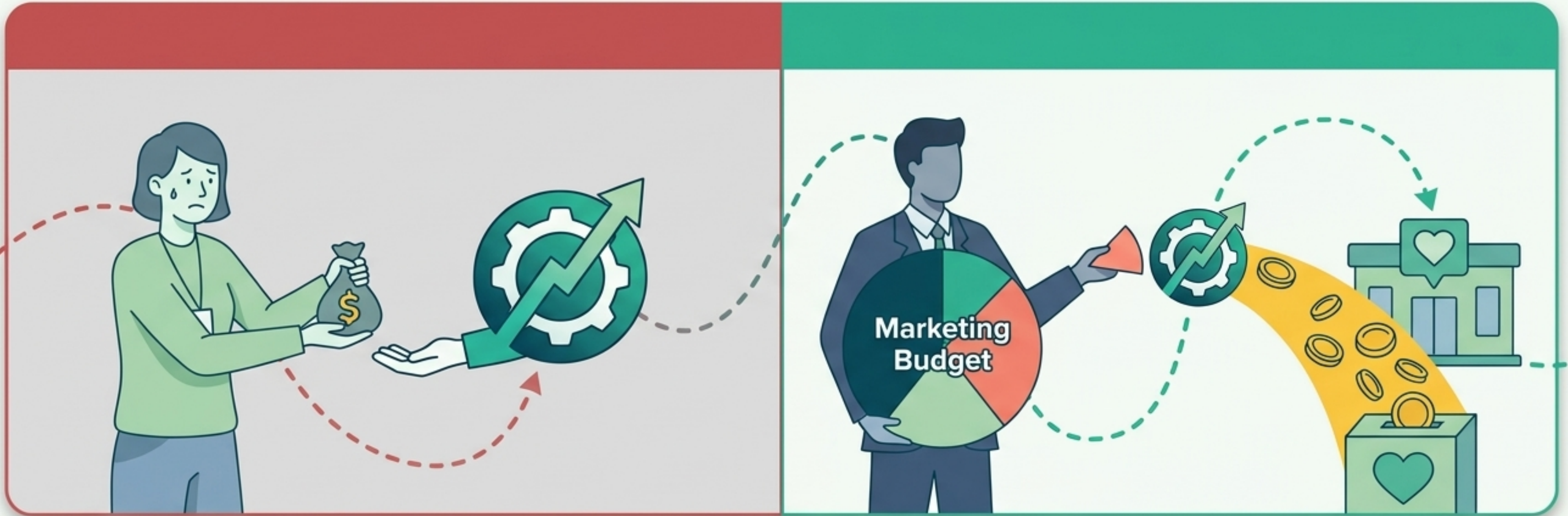
Attracts passive givers.
It competes with zero, not with a £30 direct debit.



4. Cost-Free Acquisition

No ad spend or event budgets required. Platform fees are taken from the retailer's commission, not your charity's pocket.

The Great Myth: “We Don’t Want to Pay Commission”



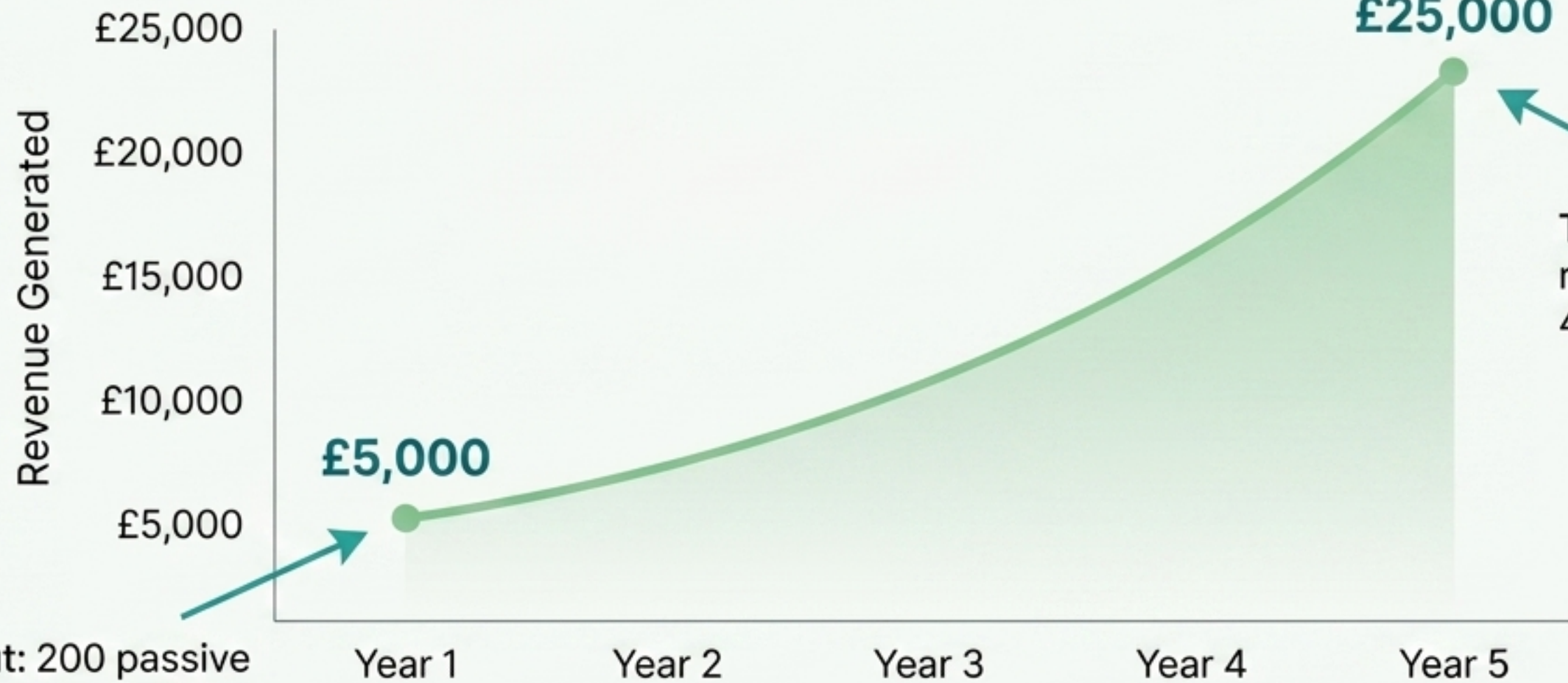
The Fear: “The cashback site keeps taking a cut. We are losing out on direct donations.”

The Reality: The retailer pays the commission out of their marketing budget. The platform takes a small operational cut (to fund vital GDPR compliance, tracking, and retailer negotiations). The charity pays zero.

You aren't losing income. You are gaining corporate marketing funds that wouldn't otherwise exist.

Lifetime Value vs. Acquisition Cost

Compound Wedge



The Input: 200 passive supporters acquired via a few free social posts.

The Output: Average £25 raised per supporter per year. 4-6 year average retention.

Compare this to a paid Meta ad campaign costing £10 to acquire a single new monthly donor. The maths is firmly on cashback's side.

A Mature Global Ecosystem



US: Over **\$900 million** generated via RaiseRight.


UK: Over **£70 million** raised on Easyfundraising alone.

Asia: ShopBack powers **\$4 billion+** in annual sales across 11 markets.


These are not fringe channels. They are established digital infrastructure.


Platform Diagnostic: UK & North America




United Kingdom
(Most Developed) 


 **Easyfundraising:** 8,000+ retailers, 2.4m users. Free for charities.


 **Give as you Live:** £24m+ raised, 5,500+ retailers.


 **Specialist additions:** Charitable Bookings (Travel), KidStart (Family).




United States 


 **ShopRaise:** The premier AmazonSmile alternative. 2,500+ retailers.

 **RaiseRight:** Focuses on gift card fundraising (\$900m+ raised).

 **iGive:** Oldest platform (since 1997), 3% average donation.



Canada 

 **FlipGive:** 800+ brands, \$55m+ given back to teams/causes.

Platform Diagnostic: APAC, Europe & MENA



Australia (Mature)

- iii **Shopnate:** Biggest player, **\$1.8m+** paid out.
- ✓ **Cashrewards Community:** **1%** donation from mainstream consumer cashback.



Europe (Consumer-First Model)

- ✓ **iGraal / Shoop:** Dominate consumer cashback; charities often rely on broader affiliate networks (AWIN, Tradedoubler).



Asia & India (Rapid Growth)

- ✓ **ShopBack:** Dominant in APAC. Runs the #ShopBackGiveBack programme.
- ✓ **CashKaro:** Largest in India, features the iCharity partnership.



MENA (Emerging)

- ✓ **MENACashback:** Largest aggregator in GCC with a charity option. Market is still professionalising digital fundraising.

Real-World ROI: How Global Charities Succeed

Core Funding (Shelter, UK)



Promotes Easyfundraising via emails, onboarding, and peak seasons to fund unrestricted core housing services through flights and weekly groceries.

Strategic Migration (Susan G. Komen NCTC, US)



Migrated seamlessly to ShopRaise after AmazonSmile's closure, securing significantly higher donation percentages.

Regional Partnerships (World Vision Malaysia)



Utilizes ShopBack's #ShopBackGiveBack programme so users can effortlessly route regional shopping rewards directly to the cause.

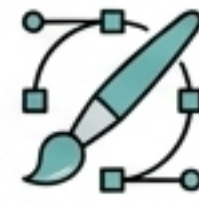
The pattern is identical: Register once, then promote consistently to existing supporters.

The 60-Day Launch Playbook



Weeks 1-2: Sign Up

Apply on relevant platforms (requires charity status & bank details).



Week 3: Customise

Add branding, mission, and download the platform's marketing toolkit.



Week 4: Internal Soft Launch

Target 100% staff and board sign-up first.
("If your team isn't using it, why would anyone else?")



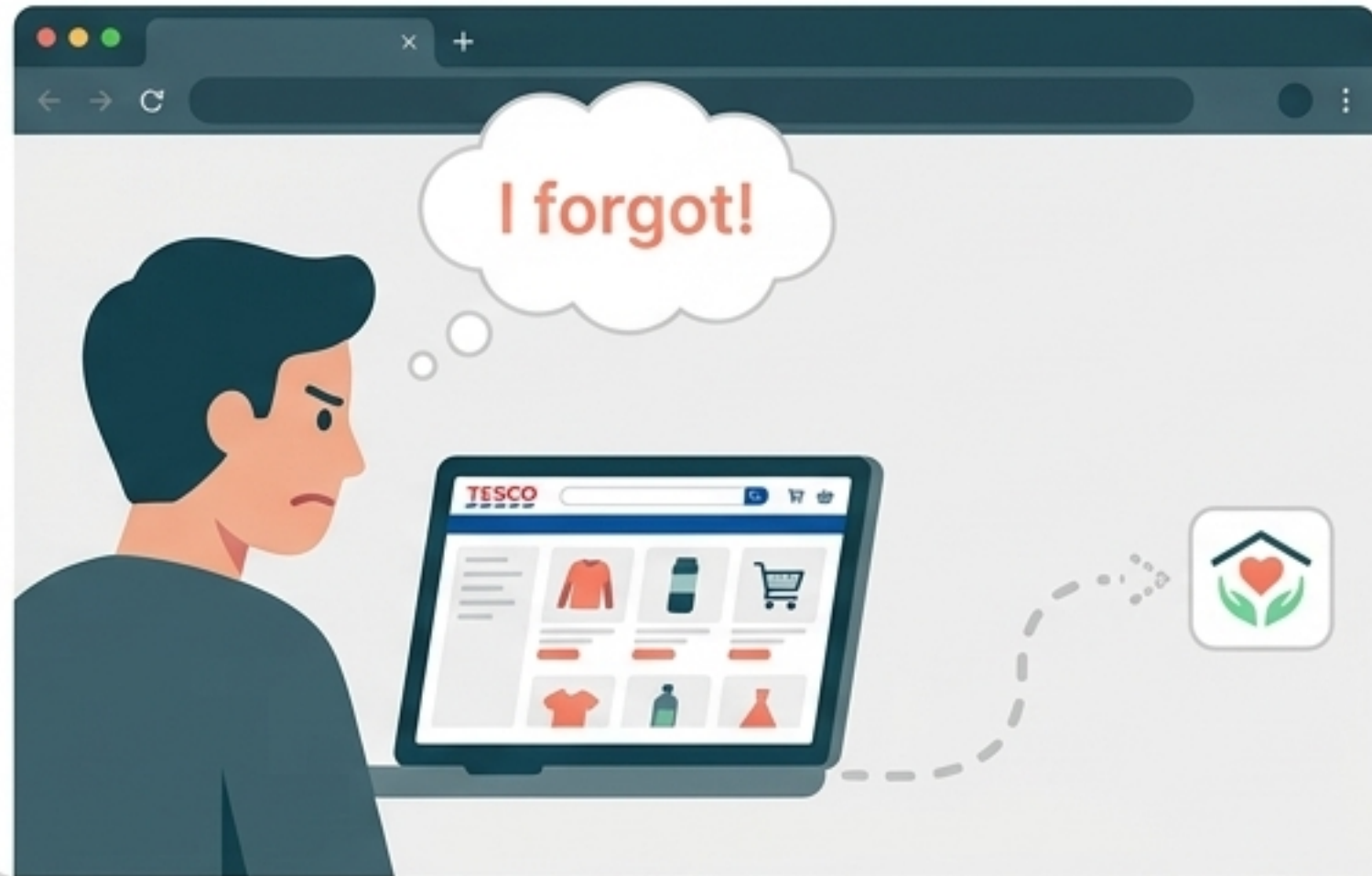
Weeks 5-8: External Campaign

A 3-touch email sequence:

1. Introduce concept,
2. Show the receipt (early success),
3. Push the browser extension.

The Secret Weapon: The Browser Extension

Without Extension (Low Conversion)



With Extension (High Conversion)



This is the single biggest performance unlock. Do not rely on human memory. The donation reminder extension turns passive intent into guaranteed, automated revenue.

Diagnostic Checklist: 5 Pitfalls to Avoid



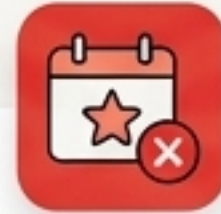
1. The 'Set and Forget'

Treating it as a magic bullet rather than an acquisition channel requiring marketing.



2. Missing the Extension

Failing to push the browser add-on (the biggest conversion killer).



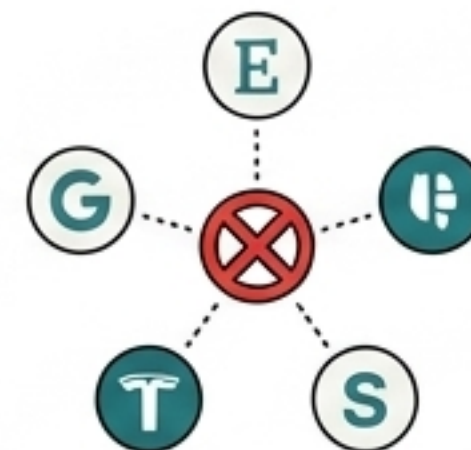
3. Ignoring Seasonal Peaks

Missing Black Friday and January sales, which can lift annual income by 30-50%.



4. Platform Dilution

Spreading supporters thinly across five platforms instead of dominating one or two.

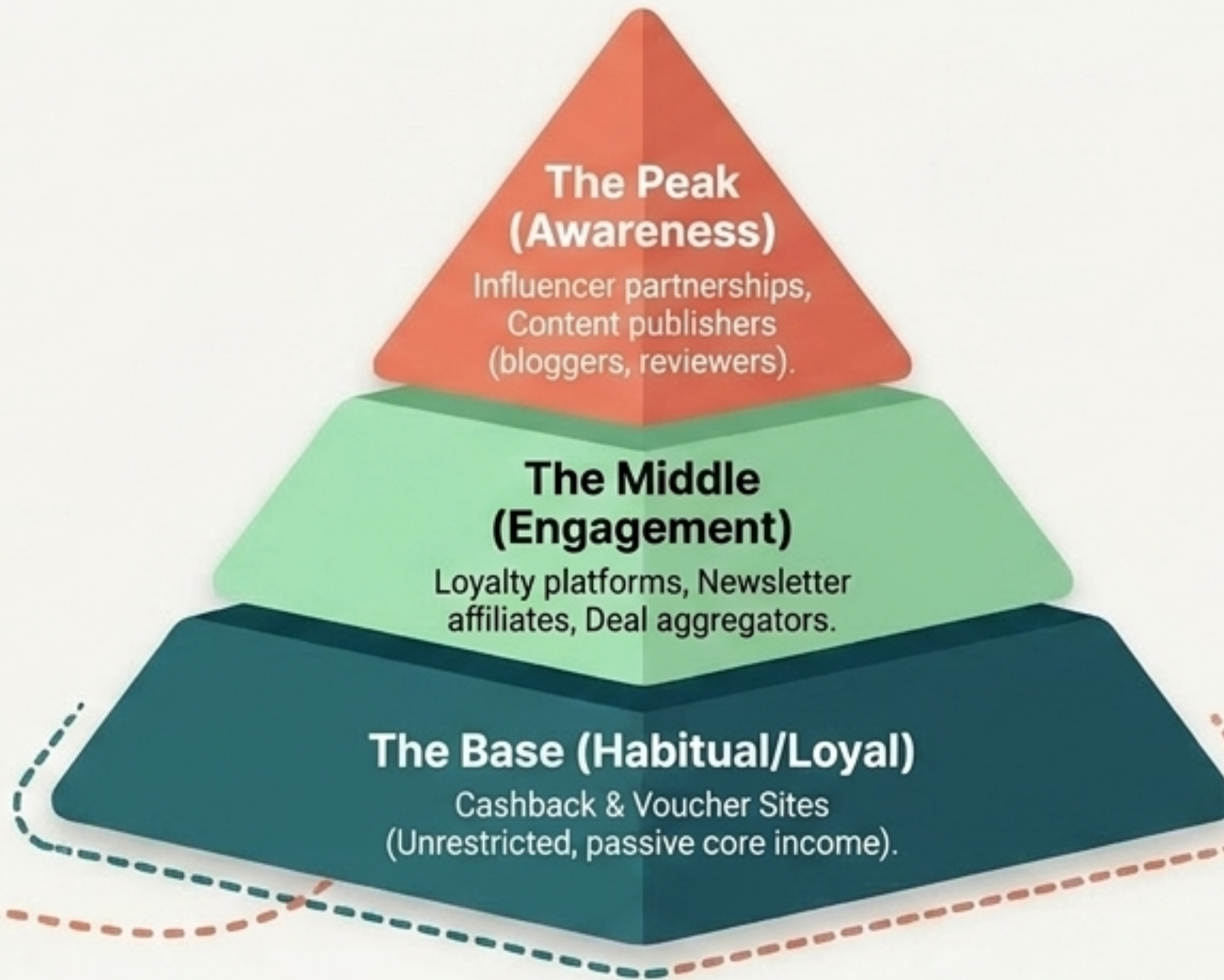


5. Silence on Impact

Forgetting to report back to supporters on how much their 'free' donations have raised.



The Complete Affiliate Ecosystem



Synthesis Insight

Cashback is the foundation. Used together with publishers and influencers, it forms a **complete affiliate stack** that rivals paid search and direct mail.

AMCM Agency designs and runs complete affiliate marketing programmes for charities globally. Ready to build your invisible infrastructure? Let's chat.