

Experience the Power of Loyalty with iGive.com: The Original Charity-Shopping Mall

Launched in 1997, iGive.com is the Internet's first online shopping website where a portion of each purchase is donated to the shopper's favorite worthy cause. Today, over 300,000 registered members use iGive.com to raise money for over 53,000 charities and worthy causes in the U.S. and Canada.

Find out what 900+ participating merchants already know about iGive.com's loyal army of cause-motivated shoppers: they're some of the highest-quality customers you'll ever see.

iGive.com shoppers shop more frequently, and return less frequently
are altruistic; they shop for a cause (this is not a coupon-site crowd)
are willing to try new stores, if it means a donation for their cause



Donations are priority #1 - not discounts, not rebates.
iGive.com protects your brand identity and pricing structure.

Align your brand with your customer by supporting her personal choice in Causes and experience new levels of loyalty. iGive.com does the heavy lifting, worthy causes are better off, and your shoppers are happy.

Best of all, there's no extra work required on your part. (You don't have to dig into what the shopper is passionate about or why – just by being with iGive, you are automatically seen as an avenue of support for your customer's choice.)

With the introduction of The Button, a new generation of reminder software, every time they visit your site, shoppers are reminded of the positive connection between shopping your brand & benefitting their choice. (This non-intrusive Add-on is a voluntary download for our members.) The triangle in the lower right corner of your site stays with them throughout their experience, offering coupons & offers (and subtly encouraging a bigger cart!).

To view our members' only site, please use the guest log in: guest@igive.com; password: [guestpass](#)

Interested? Please contact Kimberly Logan: klogan@iGive.com

Vital Stats

300,000+ active, registered members
49,000+ registered causes/charities
900+ participating merchants
270,000+ opt-in email subscribers
2,500,000+ monthly page views
125,000+ unique monthly visitors
24,000+ fans of facebook page
2,000+ twitter followers
Majority female demographic, 30-50 yrs,
mid-upper income

2011 Opportunities

New Merchant Package:

Enjoy ongoing on-site placements plus
2 free email slots for a low one-time fee.
(\$750)

Advertising: E-mail & On-Site Exposure

We offer reasonable rates including
commission-based and flat-fee programs.
(Rate card & calendar available upon request)

Holiday & Special Occasion E-mails:

On-Site opportunities beginning at \$250 for
month-long exposure.