

# Best Practices & International Case Studies

## Key Takeaways for Best Practices

### **Clear Alignment of Values:**

The partnership between the charity and the retailer should reflect shared values, particularly those that resonate with the Christmas spirit, such as giving and community support.

### **Customer Engagement:**

Campaigns that offer multiple ways for customers to get involved—through purchases, donations, or participation in activities—tend to be more successful.

### **Transparency and Impact:**

Clearly communicating how donations will be used and the impact they will have helps to build trust and encourage more donations.

### **Promotion Across Channels:**

Using in-store, online, and social media channels to promote the campaign ensures it reaches a wide audience.

### **Incentives:**

Offering matching donations, exclusive products, or other incentives can encourage higher participation.

These examples illustrate how retailers can effectively partner with charities during the Christmas season to create impactful cause-related marketing campaigns.

## FareShare UK

### **Waitrose & Partners and FareShare – Christmas Charity Partnership**

Waitrose & Partners have run Christmas charity campaigns in partnership with FareShare, where they encourage customers to donate through various in-store and online initiatives. The partnership often includes a fundraising element, where a portion of sales from selected products is donated to FareShare.

Waitrose integrates donations into the purchase of certain products, making it easy for customers to contribute without any additional steps.

The campaign focuses on telling the stories of those who benefit from FareShare's services, helping to humanise the cause and connect with customers on an emotional level.

Waitrose uses its physical stores to prominently feature the campaign, with dedicated displays and staff engagement to encourage donations.

### **Marks & Spencer and FareShare – Festive Food Campaign**

Marks & Spencer (M&S) has run festive campaigns in partnership with FareShare, where customers can donate food items or round up their purchases at checkout. M&S also promotes the campaign through their social media channels and in-store marketing.

M&S leverages its strong digital presence to promote the campaign, using social media to reach a broad audience and encourage online donations.

The campaign is heavily branded with festive themes, making it visually appealing and timely, which helps to engage customers during the Christmas season.

### **Greggs and FareShare – Greggs Foundation Christmas Campaign**

Greggs has collaborated with FareShare as part of its wider Greggs Foundation Christmas initiatives. The campaign encourages customers to donate at checkout, with funds going towards FareShare's food distribution efforts.

Greggs simplifies the donation process by allowing customers to add a donation to their bill at the point of sale, making it quick and easy to contribute.

The campaign aligns with Greggs' brand values of community and accessibility, reinforcing their commitment to supporting vulnerable populations during the holiday season.

### **Feeding America**

#### **Food Lion Feeds – Holidays Without Hunger Campaign:**

During the holiday season, Food Lion customers are encouraged to purchase and gift a Holiday Food Box or make a cash donation to help feed neighbours in need. This campaign is specifically designed to increase donations and support Feeding America during the critical holiday period.

#### **Crate & Barrel Holiday Campaign:**

From mid-November to late December, Crate & Barrel invites customers to donate at the register or online. For every Ornament Cookie Set sold, Crate & Barrel contributes to Feeding America, aligning the joy of holiday shopping with giving back.

#### **Nissin Foods USA – Holiday Campaign:**

From December 6, 2023, to January 15, 2024, Nissin Foods USA committed to donating \$0.50 for every Hot & Spicy FIRE WOK packet sold at Walmart, up to \$75,000. This campaign ties a product purchase directly to a charitable contribution, making it easy for consumers to support Feeding America during the holidays.

### **Turkey on the Table – Turkey Kit Campaign:**

For every Turkey on the Table kit purchased, the company donates 10 meals to Feeding America. This campaign is particularly effective during Thanksgiving, encouraging customers to give back while preparing their holiday meals.

### **BoxLunch – Get Some, Give Back Campaign:**

BoxLunch offers customers the opportunity to give back during the holidays. For every \$10 spent on their pop culture-themed products, BoxLunch donates a meal to someone in need through Feeding America.

### **Hy-Vee – 100 Million Meals Challenge:**

Starting in March 2023, Hy-Vee stores launched a register round-up campaign across all locations, encouraging customers to round up their purchases to the nearest dollar, with proceeds going to Feeding America. This campaign is part of a broader initiative to provide 100 million meals, with a significant focus on the holiday season.

### **No Kid Hungry**

#### **Williams–Sonoma Partnership:**

Williams–Sonoma has been a long-term partner with No Kid Hungry, running various campaigns that tie into holiday shopping. Their initiatives often involve selling exclusive products, like holiday-themed spatulas, where 30% of the proceeds are donated to No Kid Hungry. This strategy taps into the holiday gift-giving spirit, encouraging customers to buy items that not only serve as thoughtful presents but also contribute to a meaningful cause.

#### **Treehouse Foods Partnership:**

Treehouse Foods partnered with No Kid Hungry for a holiday-focused campaign where they pledged donations for every box of crackers sold during the holiday season. The campaign was promoted through in-store signage and social media, driving both awareness and sales.

### **Foodbank Canada**

#### **Walmart Canada's Fight Hunger. Spark Change. Campaign:**

Walmart Canada has been a strong partner for Food Banks Canada, particularly through their "Fight Hunger. Spark Change." campaign. During the holiday season, this campaign encourages customers to donate at checkout or through the purchase of select products, with proceeds going to support local food banks. The campaign's strength lies

in its national reach combined with local impact, making it highly effective during the critical holiday period when demand for food bank services spikes.

### **Metro's Give a Little, Help a Lot Campaign:**

Metro grocery stores partner with Food Banks Canada during the holiday season to run the "Give a Little, Help a Lot" campaign. This initiative allows customers to make a small donation at checkout, which is then matched by Metro up to a certain amount. This matching component encourages more donations and creates a sense of community involvement. It's a great example of how small, everyday actions can accumulate to make a big impact.

### **Food Banks Canada and McCormick Canada's Spices for Good:**

McCormick Canada has teamed up with Food Banks Canada during the holiday season to launch the "Spices for Good" campaign. This initiative donates a portion of sales from select spices directly to Food Banks Canada. The campaign is strategically timed to coincide with holiday cooking and baking, encouraging consumers to support a good cause while purchasing items they need for festive meals.

## **General**

### **M&S and Shelter (Food to Shelter)**

Marks & Spencer (M&S) collaborated with Shelter, a homelessness charity, during the Christmas period. M&S offered a specific range of products where a percentage of sales went directly to Shelter. They also encouraged customers to donate at the till or online.

The campaign included a special range of products, making it easy for customers to contribute. Donations could be made both in-store and online, increasing accessibility.

### **John Lewis and Age UK (Give a Little Love)**

John Lewis launched the "Give a Little Love" campaign, where customers were encouraged to donate to Age UK and other local charities. The campaign was supported by a heartwarming Christmas advert, with merchandise sales and donations directly benefiting the charity.

The campaign's theme was centred around kindness and giving, aligning perfectly with the Christmas spirit.