

# Round Up

A guide for frontline employees





## What is Round Up?

You are familiar with asking your customers, or being asked yourselves as a shopper at other stores – if they'd like to donate a dollar or maybe three or five to a charitable organization. Or you may have asked if they'd prefer to round up to the nearest dollar, with their change difference being donated.

*Example:* a customer's total is \$2.50. If they agree to Round Up their total to the nearest dollar, they are donating 50 cents to Children's Specialized Hospital.

The opportunity to fundraise through Round Up at the point-of-sale is becoming more and more popular with both employees and customers alike:

-  Employees state it is a much easier ask to embrace and activate when simply asking a customer to "round up" vs "adding a \$1 donation".
-  Customers more easily receive the ask, finding it much simpler to round up their change.



## Why Round Up?

Because both team members and consumers prefer to Round Up, positive effects include an increase in fundraising efforts and happier and more satisfied consumers.



69%

Of consumers have given at point-of-sale in the past 12 months.

81%

Over 80% of those who have given say they like or don't mind being asked to give at the register.

2:1

The consumer prefers rounding up almost 2 to 1 over purchasing an icon for an additional dollar amount.

\*According to POS: Progressing and Prospering 2018 study by Accelerist

Bill Total	Donation	Bill Total	Donation
0.01	0.99	0.51	0.49
0.02	0.98	0.52	0.48
0.03	0.97	0.53	0.47
0.04	0.96	0.54	0.46
0.05	0.95	0.55	0.45
0.06	0.94	0.56	0.44
0.07	0.93	0.57	0.43
0.08	0.92	0.58	0.42
0.09	0.91	0.59	0.41
0.10	0.90	0.60	0.40
0.11	0.89	0.61	0.39
0.12	0.88	0.62	0.38
0.13	0.87	0.63	0.37
0.14	0.86	0.64	0.36
0.15	0.85	0.65	0.35
0.16	0.84	0.66	0.34
0.17	0.83	0.67	0.33
0.18	0.82	0.68	0.32
0.19	0.81	0.69	0.31
0.20	0.80	0.70	0.30
0.21	0.79	0.71	0.29
0.22	0.78	0.72	0.28
0.23	0.77	0.73	0.27
0.24	0.76	0.74	0.26
0.25	0.75	0.75	0.25
0.26	0.74	0.76	0.24
0.27	0.73	0.77	0.23
0.28	0.72	0.78	0.22
0.29	0.71	0.79	0.21
0.30	0.70	0.80	0.20
0.31	0.69	0.81	0.19
0.32	0.68	0.82	0.18
0.33	0.67	0.83	0.17
0.34	0.66	0.84	0.16
0.35	0.65	0.85	0.15
0.36	0.64	0.86	0.14
0.37	0.63	0.87	0.13
0.38	0.62	0.88	0.12
0.39	0.61	0.89	0.11
0.40	0.60	0.90	0.10
0.41	0.59	0.91	0.09
0.42	0.58	0.92	0.08
0.43	0.57	0.93	0.07
0.44	0.56	0.94	0.06
0.45	0.55	0.95	0.05
0.46	0.54	0.96	0.04
0.47	0.53	0.97	0.03
0.48	0.52	0.98	0.02
0.49	0.51	0.99	0.01
0.50	0.50	0.00	0.00



**Children's  
Miracle Network  
Hospitals**

## ROUND UP FOR MIRACLES

**ASK: Would you like to round up your total to help kids at your Children's Miracle Network Hospital?**

1. Ask customers to round up their purchase amount to the next whole dollar to help kids at their Children's Miracle Network Hospital.
2. Enter the "Change Donation" amount from this chart and hit Enter
3. State the new total and thank the customer!

Example:

Purchase Amount = \$3.78

Change Donation = \$0.22

**New total = \$4.00**

