



WOUNDED WARRIOR PROJECT CHARITY CHECKOUT PROGRAM

Today's consumers have high expectations for the companies they support, and they want to shop with companies committed to making a difference. A charity checkout campaign with Wounded Warrior Project® (WWP) gives your customers and employees the opportunity to make a positive impact in the lives of injured veterans.

Every dollar raised helps connect wounded warriors and their families to life-changing resources — all at no cost to them.



60% OF CONSUMERS

SAY BRANDS SHOULD MAKE IT EASIER TO SEE THEIR VALUES AND ITS POSITION ON IMPORTANT ISSUES AT THE POINT OF SALE.*



Your company benefits from a charity checkout campaign with WWP.

- ★ Increase consumer and employee loyalty
- ★ Attract a desirable consumer demographic
- ★ Demonstrate commitment to those in need in your community
- ★ Save and change the lives of warriors and their families



86% OF CONSUMERS

HAVE DONATED AT IN-STORE OR ONLINE CHECKOUT OVER THE PAST 12 MONTHS.**



*Edelman's 2018 Earned Brand Study

**2021 Accelerist Post-Pandemic Fundraising Report

WWP is your partner throughout the campaign and will provide you with the resources to make it successful:



Turnkey Assets

to showcase your support in-store and online



Corporate, Store, and Employee Resources

to get your constituents educated and excited



Campaign Checklists

to serve as support to ensure success from the start of your campaign to finish



Dedicated Account Manager

to support campaign planning and growth



The work WWP does to support warriors is beyond commendable. At Verizon, we're honored to help injured veterans, and encourage other companies to support. It allows your organization to connect with the communities you do business within and elevate your position as a supportive and caring company, which in turn brings intrinsic value and positive perception to your organization."

- DAVID CARUTH, Head of Military & First Responders Consumer Marketing, Verizon

★ MAKE AN IMPACT WITH YOUR CHARITY CHECKOUT CAMPAIGN ★



"Jason would not have progressed as much as he has without your support. The benefit of your support is right here in front of you - in the person of Jason. And we thank you for that."

- Pam Estes,
Mother and Caregiver to
WOUNDED WARRIOR
JASON EHRHART

★ **\$450K** ★

CAN SUPPORT A SEVERELY INJURED WARRIOR LIKE JASON FOR 15 YEARS IN THE INDEPENDENCE PROGRAM.

Daily Transactions	60-Day Campaign
10K	\$138K
25K	\$345K
50K	\$690K
100K	\$1.38M

*Transaction table based on 23% of customers making a \$1.00 donation at checkout

For more information on Charity Checkout opportunities with WWP, contact partners@woundedwarriorproject.org