



# Empowering BCGC Through Shop-to-Give: Turning Everyday Shopping into Support

## A New Way to Support Buffalo Creek Gun Club

As members of the Buffalo Creek Gun Club (BCGC), we all share a commitment to our club's mission and future. Imagine if every time you shopped for essentials or dined out, you could effortlessly contribute to BCGC's funding – without donating extra money out of pocket. This isn't a far-fetched idea; it's exactly what the **Givebacks "Shop-to-Give" program** offers. Givebacks Shop-to-Give is an innovative fundraising platform that transforms everyday purchases into donations for nonprofits like ours. In essence, participating businesses donate a portion of your purchase to BCGC, at **no additional cost to you** <sup>1</sup>. This paper explains how the program works, how you can sign up, and why it promises to generate valuable **passive income** for our club while deepening member involvement. By exploring real-world success stories of nonprofits using Shop-to-Give, we hope to **persuade every member** that this is a win-win opportunity to strengthen BCGC.

## What is the Givebacks Shop-to-Give Program?

Givebacks Shop-to-Give is a modern "shop & give" initiative designed to help nonprofits raise funds continuously in the background. It has been described as *"an innovative new cashback program funded by local and national businesses"* that enables schools and nonprofits to earn **year-round passive income that is actually passive** <sup>2</sup>. In other words, the program channels corporate generosity (through cashback and donation offers) into our club's coffers whenever our supporters make everyday purchases. Unlike traditional fundraisers, there are no raffles to run or events to organize – **merchants fund the donations every time a supporter shops or dines** through the program <sup>3</sup>. Givebacks has partnered with over **15,000 online retailers and 10,000+ local restaurants** nationwide <sup>4</sup>, from major brands to neighborhood eateries. This means you can likely shop at many of the places you already frequent and have a percentage of your spending automatically directed to BCGC. Supporters even have the perk of earning a bit of **cashback for themselves** in many cases, while the club simultaneously receives a donation from the merchant <sup>5</sup>. It's a powerful idea – **everybody wins**: you get the items or meals you need (at the same prices as usual), the business gains a loyal customer, and BCGC obtains funding to support our programs.

## How the Shop-to-Give Program Works

Participating in Shop-to-Give is straightforward. Here's a step-by-step look at how easy it is to get started and contribute:

1. **Create a free Givebacks account:** Download the Givebacks app or visit the website (givebacks.com) and sign up as a supporter. The app and site are user-friendly and secure.

2. **Select Buffalo Creek Gun Club as your cause:** When prompted, choose BCGC (a registered 501(c)(3) nonprofit) as the organization you want your shopping to benefit. This ensures that the donations from your purchases are directed to our club.
3. **Link a payment card to your account:** You will securely link a credit or debit card that you use for shopping/dining. *This step is important for in-store purchases.* Givebacks uses this to track when you spend at participating restaurants or stores. Your data is protected – the system only uses it to recognize transactions that qualify for donations <sup>6</sup> <sup>7</sup>.
4. **Install the browser extension (optional but recommended):** For online shopping, Givebacks provides a Chrome browser extension (and a mobile browser extension) that will alert you when you visit a participating retailer’s website <sup>8</sup>. With one click, you can **activate the “Shop-to-Give” offer** for that site. This ensures your online purchase is recorded and the retailer knows to credit a donation to BCGC. (On mobile, the Givebacks app can serve a similar role for shopping via your phone’s browser.)
5. **Shop and dine as you normally would:** Now the fun part – simply go about your regular shopping routine. Whether you’re **buying groceries, ordering equipment online, or dining at a local restaurant**, use your linked card or shop via the activated extension. Whenever you make a purchase at a **participating merchant, a percentage is automatically donated to BCGC** <sup>9</sup> <sup>7</sup>. You don’t need to do anything extra at checkout – it’s seamless. For example, some partner restaurants donate around **5% of the bill** to your chosen cause <sup>10</sup>. Each offer may vary (some online retailers might give, say, 2-10% of your purchase as a donation), but the key is that it costs you nothing extra.
6. **Earn donations (and cashback) for each purchase:** After you shop or dine, the Givebacks app will track the donation earned for BCGC. You can even see your personal impact in your Givebacks profile – it’s motivating to watch those contributions add up in your “Wallet” section. In many cases, you as the shopper also accumulate a small cashback reward in your Givebacks wallet <sup>5</sup>. You can choose to keep that cashback or even donate it to the club as well – the choice is yours. Either way, **Buffalo Creek Gun Club gets a donation from the merchant every time you buy** <sup>3</sup>. It’s that simple.

Importantly, this program is **completely free** for supporters to use. You pay the same prices you normally would; the donations come from the retailer’s marketing budget (they are essentially donating a portion of their profit to support our cause as an incentive to earn your business) <sup>3</sup>. In effect, *“supporters do the shopping, and brands do the giving”* <sup>11</sup>. Once you’re set up, there’s nothing more you need to do except remember to shop through Givebacks partners – the app and extension will help remind you. Even dining out becomes an act of giving when your card is linked. This is truly **passive fundraising**: you can contribute to BCGC while going about your daily life, without writing a check or spending extra money.

## Passive Income for BCGC: Why It Matters

The Givebacks Shop-to-Give program has tremendous potential to bolster Buffalo Creek Gun Club’s finances with minimal effort. As a nonprofit club, BCGC relies on member dues, donations, and occasional fundraisers to maintain our facilities, run training programs, host events, and pursue our educational mission. Those traditional funding sources are vital, but they often require significant volunteer labor or personal financial sacrifice. Shop-to-Give offers a **new stream of revenue that flows year-round in the background** <sup>2</sup>. This can help us fund range improvements, safety equipment, youth programs, or other initiatives **without constantly asking members for extra money**.

Consider the impact: According to Givebacks data, the “average backer” (supporter) generates about \$100 in donations a year through their routine shopping <sup>12</sup>. That means if only 20 members participate, BCGC might receive roughly \$2,000 annually. If 100 members (and perhaps their families) join in, we could be looking at \$10,000 or more each year coming into our club’s budget, at no cost to anyone in our community <sup>12</sup> <sup>13</sup>. In fact, organizers of a school campaign in Florida noted that just 125 backers can bring in over \$10,000 in a year for a cause <sup>13</sup>. This truly underscores the power of collective participation – every additional member who joins increases our passive income potential.

Real-world results back this up. Givebacks recently announced that its Shop-to-Give program has already surpassed \$1 million in total charitable donations to thousands of nonprofits across the country <sup>14</sup>. In other words, this platform is proven and effective on a large scale. Those funds have gone to PTAs, sports teams, community clubs, and more – now BCGC can tap into this proven model. By embracing Shop-to-Give, we align our club with a growing movement of nonprofits that are funding good works through everyday consumer spending.

Another benefit: the program can help offset or reduce the need for other fundraising efforts. Every dollar earned passively is a dollar we don’t have to raise via bake sales, auctions, or sponsorship appeals. Over time, robust participation could even help us keep membership dues stable by providing an alternate revenue source to cover expenses. And unlike a one-time fundraiser, these donations trickle in consistently, providing a more stable financial foundation throughout the year <sup>2</sup>.

**Bonus incentives:** Givebacks often provides extra rewards for initial participation which can boost our earnings. For example, some organizations report receiving a \$5 bonus for each new supporter who signs up and actively uses the program <sup>15</sup>. This means that when you join and make your first qualified purchase through Givebacks, BCGC could get an additional \$5 one-time donation as a welcome bonus. The Givebacks platform has also run promotions such as \$5 bonuses when supporters install the browser extension or refer others <sup>16</sup> <sup>17</sup>. These incentives can add up quickly. If (for instance) 20 members join and each triggers a \$5 bonus, that’s an extra \$100 for the club right off the bat, on top of the ongoing percentage donations from shopping. In short, this program not only yields continuous passive income, but it also rewards us for growing our participation early on.

## Enhancing Member Involvement and Community Engagement

Beyond the dollars and cents, the Shop-to-Give program is a tool to engage our membership and beyond in a shared cause. It’s an easy, feel-good way for members to support the club’s mission in their daily lives. Participation requires minimal effort, but it can increase each member’s sense of contribution and connection to BCGC. Knowing that “it costs nothing” extra and yet every shopping trip can help the club encourages more people to jump on board <sup>1</sup>. In effect, we’re empowering members to be fundraising partners without asking them to do more than they normally do.

This initiative can also strengthen our club community. Imagine members chatting about how their trip to a local sporting goods store or their morning coffee run earned a bit for BCGC – it creates a positive buzz and camaraderie. We can even foster some friendly competition by sharing updates: for example, “Together, 30 BCGC backers raised \$500 this month for our club!” Such updates could motivate even more members to join once they see the tangible impact. Every person who participates makes a difference, and everyone’s contributions collectively fuel our success.

Moreover, Shop-to-Give is a great way to **involve friends and family** of BCGC members. You don't have to be a club member to support our cause on Givebacks – anyone can select Buffalo Creek Gun Club as their preferred cause. This means spouses, relatives, and neighbors can all become *BCGC “backers”* and amplify our fundraising. In fact, one organizer described the program as *“connecting supporters and their friends and family”* to rally behind a cause with everyday spending <sup>18</sup>. The more people in our network who link their purchases to BCGC, the more our passive income grows. It's truly a community-driven effort: **local residents supporting local businesses that are supporting a local cause** (our club) <sup>19</sup>. Encouraging your circle to sign up is a simple yet powerful way to help BCGC. And because it doesn't involve asking anyone for donations directly – just to redirect their normal shopping habits – people are often happy to help when they understand the impact.

Lastly, participating in Shop-to-Give aligns with a broader trend of conscious consumerism. Many of us love the idea of our money doing *double duty*: buying what we need *and* contributing to a good cause. By using Givebacks, you make **giving back a part of your everyday routine**. This not only benefits our club financially, but also spreads awareness of BCGC's presence and purpose every time someone new signs up or sees our name in the app. It sends a message that BCGC is a forward-thinking organization leveraging modern tools to fund its mission – something all members can take pride in.

## Success Stories: Proof That Shop-to-Give Works

BCGC would be in good company by using Givebacks – numerous nonprofits have already found success with the Shop-to-Give model. Here are a few real-world examples that highlight how effective this program can be:

- **Penny Road PTA (North Carolina):** A parent-teacher association in NC touts Givebacks as a game-changer for their fundraising. They report that *supporters (or “backers”) shop online or dine locally as they normally would at over 25,000 merchants, receive cashback, and the PTA gets automatic donations from the merchants after every eligible purchase* <sup>5</sup>. In their words, Givebacks helped their school earn *“year-round passive income”* with truly no extra effort <sup>20</sup>. They even noted an extra **\$5 bonus for each new active supporter** who joined, which helped jumpstart their earnings <sup>15</sup>. This school PTA's experience shows that even a small community can generate continuous funds by simply spreading the word and having members use the app.
- **Ormond Beach Schools (Florida):** In 2023, a coalition of local schools and the Kiwanis club in Ormond Beach launched a Givebacks Shop-to-Give initiative with an ambitious goal: **raise \$100,000 in one academic year** for the schools <sup>21</sup>. How do they plan to do it? By signing up as many families and community members as possible as Givebacks backers. According to their organizers, the math is encouraging: *“The average backer generates about \$100 in donations a year”* through normal shopping <sup>12</sup>. At that rate, roughly **125 active participants per school could mean over \$10,000 annually for each school** <sup>13</sup>. The program turns everyday activities like dining out into meaningful contributions – *“without fundraising”* in the traditional sense <sup>18</sup>. Local restaurants in the area have agreed to donate ~5% of purchases, and thousands of online retailers are in the network <sup>4</sup> <sup>10</sup>. While their campaign is ongoing, the fact that a community believes this tool can hit a six-figure goal in a year speaks volumes. It's a testament to the power of Shop-to-Give when embraced on a large scale.

- **Kiwanis Clubs:** Service organizations have also jumped on the Shop-to-Give bandwagon. Kiwanis, a global service club, partnered with Givebacks to help their chapters raise funds for community projects. One Kiwanis volunteer, Dillon K., shared that in his first 10 days of using Givebacks for **Kiwanis READS!**, he “scored \$17.52 in donations” just through his regular purchases <sup>22</sup>. That might seem modest, but it projects to **over \$210 in a year from just one person** (without spending anything extra) <sup>16</sup>. If even 50 club members did the same, that Kiwanis chapter would pull in over **\$5,000 per year**, and with 100 participants they’d top \$10,000 annually in passive funds <sup>23</sup>. These numbers align with what we noted for BCGC’s potential. The Kiwanis example shows that dedicated members can truly “move the needle” on fundraising by simply **adopting the Shop-to-Give habit**. It’s also worth noting Givebacks reached a major milestone in 2024 by **surpassing \$1 million in total donations distributed** – showing that many groups like these Kiwanis clubs and PTAs together have made a substantial impact <sup>14</sup>.

Each of these case studies reinforces the same point: **Shop-to-Give works**. Whether it’s a school, a civic club, or a sports nonprofit, the program delivers real dollars to real organizations. They didn’t get there by asking people to write big checks; they got there by rallying supporters to take a simple action – sign up and shop with purpose. BCGC can replicate this success. We have an enthusiastic membership and a strong community presence. If schools and clubs elsewhere can raise five or six figures with this platform, *why not us?* By learning from their experiences (e.g. promoting the program actively and celebrating milestones), we can maximize our results.

## How to Get Started & Call to Action

**Getting started is easy:** as a BCGC member, you can join the Givebacks Shop-to-Give program today and immediately begin supporting the club with your routine purchases. To recap the quick steps: **download the Givebacks app or visit the website**, create an account, and select **Buffalo Creek Gun Club** as your cause. Then **link a card** and, if you shop online, install the browser extension. That’s it – you’re ready to make every shopping trip count. We encourage you to use our club’s special invite link (available on the BCGC website and in the recent member email) which will take you directly to our Givebacks signup page. Using that link ensures you’re connected to our club cause and may unlock any new-supporter bonus for BCGC automatically. If you have any questions or need help setting it up, our board members are happy to assist – but the process is very user-friendly.

Once you’re set up, **start shopping and dining through Givebacks partners**. Next time you order something online, watch for the Givebacks reminder and activate the donation with one click. Next time you eat at a participating restaurant, pay with your linked card. You’ll be pleasantly surprised how quickly those little percentages translate into real funds for BCGC. For example, a \$50 dinner at a 5% giveback restaurant yields \$2.50 to BCGC – do that a few times a month, and multiply by dozens of members, and it really adds up. Your **everyday errands and lifestyle can fuel our club’s growth**.

We also ask you to **spread the word**. Tell your shooting buddies, family, and friends about this opportunity. Share the invite link on social media or via email. If each member recruits even one or two additional “backers” for BCGC, our support base will grow exponentially. Remember, anyone who cares about our club or the safe educational use of firearms can help out by joining Givebacks and selecting BCGC as their cause. It’s a simple ask: *“Would you be willing to support my gun club whenever you shop, at no cost to you?”* Most people are happy to say yes to that! And with Givebacks, that promise is fulfilled automatically.

**In conclusion**, the Givebacks Shop-to-Give program is a compelling and proven way for us to generate passive income and strengthen member involvement. It aligns perfectly with our busy lives – we can contribute to BCGC even when we’re not at the range or a meeting. By embracing Shop-to-Give, we can ensure our club has the funds needed to enhance facilities, expand programs, and keep membership costs affordable, all while uniting our community around a common cause. This is an opportunity for each of us to make a meaningful impact with minimal effort. Let’s take advantage of it.

**Join the movement today** – sign up for Givebacks Shop-to-Give and make Buffalo Creek Gun Club the beneficiary of your everyday shopping. Together, our small actions will compound into significant support. With each swipe of your card or click of “Checkout,” you’ll know you’re helping sustain the club we all cherish. This is fundraising made easy, modern, and empowering. Let’s turn our collective purchasing power into a force for BCGC’s future. Thank you for your support, and happy shopping (and giving)!

**Sources:** The information and examples provided above are based on experiences of other organizations and official details about the Givebacks program, including: a news article on the Ormond Beach schools campaign <sup>24</sup> <sup>4</sup>, the Givebacks Help Center and supporter guides <sup>25</sup> <sup>26</sup>, testimonials from a PTA’s website <sup>2</sup>, and a Kiwanis Givebacks training resource <sup>16</sup>. These sources attest to the effectiveness of Shop-to-Give in generating truly passive fundraising income for nonprofits. By leveraging such a program, BCGC can join the ranks of organizations benefiting from the “*do good without extra effort*” approach. Let’s seize this chance to boost our club – every purchase is an investment in BCGC’s mission! <sup>3</sup> <sup>14</sup>

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<sup>1</sup> <sup>6</sup> <sup>7</sup> <sup>8</sup> <sup>9</sup> <sup>26</sup> Givebacks - How Shop to Give works

<https://supporters.givebacks.com/how-it-works>

<sup>2</sup> <sup>5</sup> <sup>15</sup> <sup>20</sup> Memberhub Givebacks

<https://pennyroadpta.com/passive/memberhub-givebacks/>

<sup>3</sup> <sup>11</sup> <sup>25</sup> Givebacks - Passive donations for your nonprofit

<https://nonprofits.givebacks.com/shop-to-give-program>

<sup>4</sup> <sup>10</sup> <sup>12</sup> <sup>13</sup> <sup>18</sup> <sup>19</sup> <sup>21</sup> <sup>24</sup> Givebacks Shop to Give program aims to raise \$100,000 for Ormond Beach schools | Observer Local News | Palm Coast Observer and Ormond Beach Observer

<https://www.observerlocalnews.com/news/2023/sep/25/givebacks-shop-to-give-program-aims-to-raise-100000-for-ormond-beach-schools/>

<sup>14</sup> Philanthropy & Non-profit Press Releases & News (Page 4) - PR.com

<https://www.pr.com/news-by-category/230/+4>

<sup>16</sup> <sup>17</sup> <sup>22</sup> <sup>23</sup> Kiwanis 12-5-23 Webinar Givebacks Training

<https://dwyq4sa1lz55y.cloudfront.net/uploads/sites/101/2024/01/Kiwanis-12-5-23-Webinar-Givebacks-Training.pdf>