

2019 Shop for GOOD Results

192 Active Give Shop Wishlists
(43% of SHARE nonprofit partners!)

\$576 Average total value of goods received by reporting nonprofits

318K Social media impressions across all major platforms

12.6K QV-CLT video views

11K Average # of visitors to sharecharlotte.org in July & Oct (25% increase over 2018); 9500 visitors to shopforgoodclt.org during the combined 10-day live campaign



Some of what we heard...

- “We love it when we get those calls: 'come and get all of these packages, the mailroom is full!' - it's campaigns like this that help us REALLY stock the shelves. Also: 4 new donors!” - Urban Ministry Center
- “We set a goal of 100 key locks by the end of the week. We met our goal of 100 locks within a manner of HOURS on the first day we promoted!” - Men’s Shelter
- We had a mother of an 8 year old daughter contact us about how her daughter wanted to host a winter coat drive for the children we serve in foster care. - Elon Homes