



GivingDealsHub Merchant Participation Guidelines

When a business makes a donation, not only are they contributing to a meaningful cause—they're also unlocking powerful marketing exposure. Merchants are promoted directly to supporters across countless fundraising campaigns and are eligible to be featured in our GivingDealsHub app for extended visibility. This exposure is coupled with inclusion in our exclusive merchant network, which reaches over 60 million private member consumers. Please review the requirements below to ensure eligibility.

General Merchant Criteria

1. Offers submitted by merchants must be exclusive and not publicly available elsewhere.
2. Participating businesses are expected to present compelling deals. Any offer providing less than 15% in savings on a recurring basis must receive prior approval from the GivingDealsHub marketing team.
3. Merchants may submit offers for multiple locations, provided each location is registered by an authorized representative. Locations can be in-person storefronts, service-based, or online operations.
4. Certain categories may not qualify due to conflicts with existing partners or market positioning. These may include: travel packages, membership clubs, roadside assistance, financial recovery services, MLMs, insurance, home-based businesses, and financial services (e.g., credit cards, loans, mortgages).
5. Businesses with reputational concerns or associations with restricted industries will not be accepted. This includes tobacco products, adult entertainment, payday lenders, and unlicensed personal care services.
6. Exceptions may be made for merchants with strong brand integrity upon pre-approval from the GivingDealsHub marketing team.

National Brand Requirements

1. Merchant partners classified as national brands must operate in at least ten states.
2. They must have a minimum of 100 active business locations.
3. National merchants are still required to meet all General Merchant Criteria.
4. Businesses with high brand recognition and nationwide appeal may be granted exceptions.

Online-Only Merchant Standards

1. E-commerce companies must be listed in the Internet Retailer Top 500 or demonstrate equivalent market presence.
2. Website design and functionality will be reviewed and must be approved by the GivingDealsHub marketing team.
3. Secure online checkout accepting all major credit cards is required.
4. Offers must be exclusive to GivingDealsHub members and not publicly advertised elsewhere.
5. Exceptions may be considered based on product relevance and audience value.

For businesses that qualify, joining the network is quick and simple. Just complete the merchant enrollment form, submit your business details, and collaborate with our marketing team to develop a standout offer. Once approved, your business will be featured across our private member ecosystem—via mobile apps, email campaigns, and our members-only website—putting your brand in front of an engaged audience ready to shop, save, and support.