

A New Tool for Nonprofits: Boomerang Giving Announces App to Redirect Senior Discounts



Boomerang Giving has developed a mobile app that provides an easy way for older Americans to redirect their senior discounts to nonprofit organizations. This is an exciting new way for nonprofits to engage existing and new donors while providing older Americans a new opportunity for giving back and supporting their communities. **We invite you and your organization to join the national rollout in February 2016.**

It's been just about a year since Boomerang Giving came onto the national scene and Marc Freedman, founder and CEO of encore.org, called Boomerang Giving "a fresh and inventive way to give back, backed by a dynamic team of social entrepreneurs." As he and others recognize, Boomerang Giving celebrates the extraordinary collective impact older Americans can have if we invest some or all of our savings from senior discounts into our communities. The Boomerang Giving App now provides the technology to take full advantage of this potential by making the process of recording and redirecting senior discounts simple and fun.

"A fresh and inventive way to give back..."

- Marc Freedman

Most excitingly, the Boomerang Giving App provides hundreds of organizations the opportunity to freshly engage the growing number of older Americans, including the 3.5 million baby boomers turning

About the App

Features organization and campaign to fund specific need

Tracks individual discounts

Redirects discounts

Enables donor recognition

65 each year. The app has been specifically designed to allow nonprofits to create local campaigns focused on funding specific needs and targeted to people most likely to support meeting those needs. Think of the app as a way to "crowdsource" the re-direction of senior discounts! Nonprofits consulted during the app's development are particularly excited that it provides a low cost, low risk way to find new supporters and energize existing ones while taking advantage of the previously untapped resource of billions of dollars in senior discounts.

How Does the Mobile App Work?

The Boomerang Giving App can be used on both Android and iOS platforms. Here's how it works:

Nonprofit Organizations

The Boomerang Giving App enables nonprofits to partner with Boomerang Giving and set up local campaigns that invite likely campaign participants (including existing supporters) to “Boomerang” their senior discounts to the organization for a period of time to meet a specific need. The app then allows a partnered nonprofit to provide background information on the campaign, set the campaign goal, and monitor progress toward meeting the goal—the overall number of participants and the collective contributions made to date. It also provides donor information to the organization, facilitating donor recognition. Finally, the app allows the nonprofit to establish a secure way for campaign participants to transmit senior discount savings to the organization, including the option of having saved discounts automatically donated when they reach a certain level.

Campaign Participants

Campaign participants will most often be individuals who have received an email from an organization they already support or from a person they know and trust. The email will include a “deep link” to the app which, when followed, enables individuals to enroll in the organization’s Boomerang Giving campaign and begin the process of recording and contributing saved discounts to the organization.

Consistent with the goal of simplifying the giving process, the Boomerang Giving app does not require re-enrollment by persons already enrolled in a nonprofit campaign or those who have previously used the app. Persons already supporting a campaign are sent to pages that show the total that they and others have “Boomeranged” to date and how the collective effort is progressing.

Join Us for the National Rollout in February!

The national rollout of the Boomerang Giving App is scheduled for February 2016. Please contact us for more information about partnering with Boomerang Giving to support your organization and meet community needs.

Contact Us

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Visit us on the web at
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