



## Connect with Shoppers at Checkout

The checkout stand is a key place to connect with shoppers and begin the non-GMO conversation. Even if they miss other messages throughout the store, shoppers have a final opportunity to learn about GMOs when your checkout staff asks for a donation. Here are some more ways you can engage your customers and support the Non-GMO Project:

### **Keep the Change**

Launching a “Keep the Change” campaign is a great way to support the Non-GMO Project during Non-GMO Month or year-round. Ask your customers if they would like to round up their purchase to the nearest dollar and let the Non-GMO Project keep the change.

### **Coin Collection**

Set out a coin collection canister, allowing customers to give what they will at checkout. Let your team donate canisters or use our downloadable materials to make them stand out.

### **Donate your Bag Fee**

If you live in an area with a single-use bag ban, reward customers who bring their own shopping bags by letting them donate the five-cent bag fee to the Non-GMO Project. Those nickels add up!

To make your campaign even more effective, consider ordering some Non-GMO Project [collateral](#) to distribute at the register. You can also take advantage of our [free training resources](#) to help your staff field questions and educate the public.

Your fundraising efforts on behalf of the Non-GMO Project are greatly appreciated! To learn more about donating and how we put your generous contributions to work, [read more about supporting the Butterfly.](#)