Give your customers the opportunity to donate to a charity of their choice, creating a deep and lasting bond.

You get the satisfaction of doing good in the world and we do all the work!

With Sparo, you’re an ESG/CSR destination, personalized for each and every customer.

We handle everything, so you can focus on your business while experiencing the satisfaction of being a global change-maker.

The Challenge:
Some 85% of consumers want to spend with brands that support causes they care about.

But every shopper has different concerns. How does a brand stand out as ethical to everyone?

The Opportunity:
Let your shoppers choose the cause most important to them, using the patented Sparo plugin.

Partner powerfully with your customers, heart-to-heart.

You could set up a give-back yourself, but the logistics and management of transactions with 10,000 vetted nonprofits is so the customer can choose their own charity is daunting.

The Sparo plugin makes this crazily simple with patented, tested technology and a back office to deal flawlessly with the nonprofit world. No need for time or staff on your part...

just the uplifting feeling of going home every day knowing you’ve done good for the world.

Staples wanted a charity program. They worked with Sparo: Instant success.

Unlike Amazon Smile or others, Sparo is a social movement, uniting citizen shoppers and their retailers in a powerful way. The customer doesn’t have to leave the cart to use the plugin, and we direct-market your business to customers.

Save a child’s heart, address climate change, fight human trafficking

Fly with Sparo

Engage: Rob@Sparo.com