Pennies Salesforce Cartridge Guide

A guide to enabling Pennies on the Salesforce E-Commerce Platform.

Document Version 1.01 Code Version 24.1.4 Thank you for downloading the free Pennies Salesforce Extension. We're excited to welcome you to the microdonations movement and help you raise vital donations for your nominated charity partners.

Before proceeding with the installation, please contact the Pennies team so they can guide you through the recommended project steps: ecommerce@pennies.org.uk

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Version Control

Version Control			
Version	Author	Date	Changes
Doc 1.01 / Code 24.1.4	СМН	October 2023	Documentation updates Solicitation, soundbite and title fields Transaction ID to reporting call EUR/USD currency Solicitation Reporting Test Accounts Tested on SFRA 6.3.0

For information regarding use with the Salesforce Site Genesis version, please contact Pennies.

Confidentiality

Non-disclosure statement

The content of this document (content being images and text) is copyright © The Pennies Foundation (registered in England no. 064189820) and a charity (registered with the Charity Commission for England and Wales charity no. 1122489).

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Purpose

We have supplied you with one copy of the Pennies Enablement Guide - Salesforce for the purpose of evaluating the Pennies technical implementation.

Confidentiality

The content of this High-Level Systems Overview is confidential, and you must not:

- make it available in any form whatsoever to any person other than to those of your employees who have a need to know;
- use or disclose it to a third party;
- make any use of it for your own benefit or the benefit of any third party; or
- use or reproduce it without our written consent.

Jurisdiction

These terms and conditions shall be governed and construed in accordance with the laws of England and Wales and any disputes arising hereunder shall be subject to the exclusive jurisdiction of the Courts of England and Wales.

Introduction to Pennies

Pennies is the leading UK charity working to protect and grow micro-donations. We partner with businesses to support charities in need, offering people the chance to add a donation to their purchase when they pay digitally. In 13 years, we've unlocked 200 million micro-donations and counting for 900+ charities. Making giving simple, every day.

Pennies makes it easy for businesses to give their customers the option to donate to charity. The digital charity box extension integrates simply into the checkout process, allowing customers to add a small donation to their purchase.

- Donations are automatically reported to Pennies and granted to the merchant's chosen charity. Automated reconciliation reporting allows a simple settlement process, ensuring donations reach the nominated charity quickly.
- ☐ In an increasingly cashless society, Pennies' digital charity box gives customers paying by card or digital wallet a simple, affordable, and data-free way to add a small donation to their purchase instore, online and in-app. 100% of funds raised going to charity.
- Pennies is also the leading voice on micro-donations, championing affordable, feel-good giving for charity. We help businesses build purpose into the heart of what they do and have created a movement that is working together to build a legacy of digital giving. Because micro-donations matter.

How to go live with Pennies: recommended project steps

1. Contact the Pennies team: ecommerce@pennies.org.uk

- With 13 years' experience and 100+ live brands, the Pennies team are on hand to offer their free expertise and impartial advice, to help you raise as much as possible for your charity partners.
- Your dedicated Pennies Partnership manager will support you through every step of the process, to ensure you can start collecting donations as quickly as possible.
- In one quick 30 min phone call, they will ask a few simple questions to better understand your business, e-comm architecture, ESG strategy and charity partnerships agree the implementation scope and give you a tailored plan for going live with Pennies.

2. Continue with the implementation

- After speaking with the Pennies team, please continue following the steps in this enablement guide to install the extension
- Speak to the Pennies team about testing and test credentials.
- Please note you won't be able to go live and start collecting donations until Pennies
 gives you live credentials. You will only receive these once the following project steps have
 been completed and we have validated your solution:

3. Finance, governance and due-diligence

Before going live with Pennies, a retailer will need to do the following:

- Sign an NDA: This is to protect both parties and allow you to feel comfortable sharing commercial information like transaction and conversion data
- Sign a Fundraising Agency Agreement (FAA): The FAA is an agreement to establish the money flows for the donations and our relationship going forward, e.g. how we agree on a beneficiary charity which Pennies will then grant to. It also set out various legal protections for both Pennies and the merchant and ensures we are all operating within UK&I charitable laws and regulations.
- Nominate a Finance Lead: We recommend having a 'sponsor' in the finance team to own
 the Pennies partnership, and to be involved in the implementation so they understand the end
 to end process. Pennies also needs a named contact to send donation settlement requests
 to.
- Nominate a Charity Partner: You need to nominate the charity(ies) you wish to collect
 donations for. Pennies carries out due diligence on the charity on your behalf, and has a short
 onboarding process for the charity to complete to ensure we have their correct bank details,
 branding and impact statements.

4. Partnership Success & Resource Hub

The Pennies resource hub is full of best practice guides to help you maximise your donations.
 Contact the Pennies team to learn more.

5. Testing, Pilot and go live

•	Pennies will help you test and validate your new donation function before going live, to confirm that there are no adverse impacts on your conversion rate or site's render speed.					

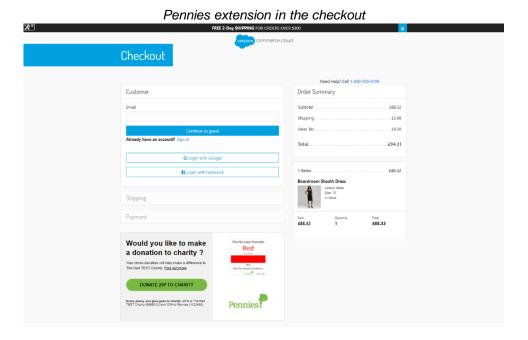
How to implement the Pennies Salesforce E-commerce extension

Overview

The Pennies Salesforce extension allows retailers to give their customers the option to donate to charity, by simply rounding up or topping up their order.

Once installed, the extension makes micro-donations easy:

- All the wording, charity information and donation amount comes from Pennies. Once you nominate your charity and decide on your donation proposition Pennies will provide you with a unique Pennies ID and Access token, which you configure in the dashboard.
- So, if you ever want to change charity or try a different donation amount it's easy. Pennies updates your credentials, and all the new information is pulled through. This means no extra development work if you ever want to make changes.
- The extension also makes reporting, reconciling, and granting donations easy:
 - The donation is added to the customer's basket, and is settled into the retailer's bank account in one payment and authorisation
 - o In the extension dashboard, you have a report of all donations made
 - The extension also reports to Pennies every time a donation is made. We don't receive any customer data or card details – just donation data: time, date and amount
 - o We then use these reports to settle the donations with the retailer on a monthly basis
 - The donations are then settled to Pennies, and we grant them out on your behalf. 100% of donations go to charity. 90% to your nominated charity. 10% to Pennies also a charity - Pennies is a registered charity in England and Wales (charity no. 1122489) and the Republic of Ireland (charity no. 20106331).



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Close-up of the donation ask and front-end example of the Pennies Salesforce Extension. FYI 'The Red Charity Logo' is just for test and example purposes – this is where your charity partner logo will appear.

Features

- Easy to toggle the integration on and off in your checkout
- All content visible in the front end of the extension is pulled from unique credentials (Pennies ID and Access Token). So, it's easy to change charity, wording and donation proposition – just ask Pennies to update your credentials
- Multiple donation propositions to choose from:
 - Round up: Rounds the customers order up to the nearest £1
 - Top up: The same fixed value donation every time, i.e. £0.25 / £0.50 / £1
 - Flexi: Combination of above two features. Will round up, unless its an already round number, then it will add a fixed value donation
 - Banding: Donation size is proportionate to basket size i.e. donation will increase as basket size increases. You control the logic i.e.
 - Order under £5 no donation
 - £5 £25 = £0.25
 - £25 £50 = £0.50
 - £50+ = £1
- Compatible with GBP, EUR and USD currency
- Pre-enabled test configurations, making it easy to test different donation propositions (please ensure you only test in your sandbox – any testing in live environment will be recorded as actual donations).
- Donation is added to customers basket and order value, without being added to Salesforce's revenue model
- Pennies doesn't create an additional step in the customer journey. It can be completely ignored. The customer has to actively choose to donate, but can ignore it and still complete the journey
- No data security concerns Pennies only hold data about the donation (see reports at end of this document), information about the customer, the payment and the order (other than the

order number) are not recorded, visible to the cartridge or sent to Pennies. Therefore, PCI and data protection rules are not relevant to the cartridges use.

Installation – how to install the extension

See installation documents for details:

pennies-sfra/cartridges at main · ChrisHawkinsPennies/pennies-sfra · GitHub

The integration consists of an archive with contents as described in the below table.

Name	Purpose			
cartridges	Contains Pennies integration cartridges			
cartridges\int_pennies_SFRA	This cartridge contains the SFRA specific changes required for Pennies integration			
cartridges\int_pennies_core	This cartridge contains the code for the storefront changes, Integration framework and Service framework (Pennies API call).			
site-template	Contains custom attributes and settings required for the integration			
documentation	Contains this document "Pennies Integration Guide"			

Compatibility

Available since Commerce Cloud Platform Release 18.10, SFRA 6.3.

The cartridge is available for installations on storefronts that support both SFRA and Site Genesis implementations, Site Genesis is no longer maintained and is provided as a legacy version.

Cartridges

Cartridges relevant to the controller version are int_pennies_SFRA and int_pennies_core

Cartridge path

Add the cartridges shown below to the beginning of the cartridge path

Site Cartridge Path	int_pennies_SFRA:int_pennies_core
BM Cartridge Path	int_pennies_core

Metadata Import

Through site import/export please import the files in site_template

Please note that the cartridges need to be imported first before importing the site template as the Job Schedules import will fail if the cartridge int_pennies_core isn't uploaded to BM.

Services Import

The following new services has been created as part of the integration.

- o pennies.donation.http.service
- o pennies.calculation.http.service

Import File: site_template\services.xml

Please set the URLs as shown below based on the instance where the cartridge is being integrated

Environment	URL
Non production instances	https://testapi.pennies.org.uk/v1.1/donation
Production instances	https://api.pennies.org.uk/v1.1/donation/

Jobs Import

The following jobs have been developed as part of the cartridge.

Job Name	Job Description				
Generate Pennies Donation Report	This job generates the pennies donation report. The report contains only orders whose donation details have been exported to Pennies				
Post Pennies Donation Details	This job posts the donation details of orders whose donation status has been marked as 'Ready for export' using the Pennies Post Donation API and should be scheduled to run daily.				
Pennies - Solicitation Reporting	This job posts the order totals to Pennies and should be scheduled to run daily.				

Import File: **site_template\jobs.xml** (*Please note, importing jobs xmls work only in replace mode*) *NOTE: Please change the site-id to the correct site id before importing. As this is scheduled job, please check and update the frequency as per merchant requirements.*

Generate Pennies Donation Report Job Configurable Parameters

Parameter	Mandatory	Туре	Description
ReportStartDate	N	Date	This parameter is indicating the start date when the report has to be generated based on date range
ReportEndDate	N	Date	This parameter is indicating the end date when the report has to be generated based on date range
FileNamePrefix	Y	String	File name prefix for the generated report

IMPEXFolderPath	Υ	String	Folder path relative to IMPEX where		
			the report should be generated		

"Pennies" site preference group has been created for this cartridge

Name	Purpose				
Pennies Donation Integration Enabled	Indicates if the pennies integration has been enabled on the site. The client can switch off/on the pennies integration feature.				
Pennies Access Token	Access token provided by Pennies				
Pennies Merchant ID	Merchant ID Provided by Pennies				

ISML Changes

Search this snippet

<iscomment>Start Pennies donation Changes</iscomment>

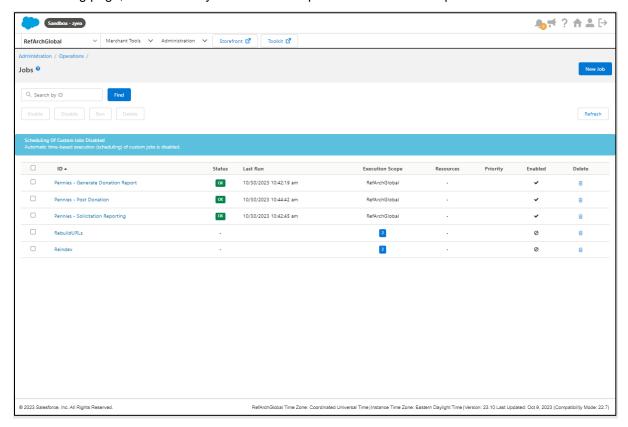
<iscomment>End Pennies donation Changes</iscomment>

in the following files and integrate it into your ISML

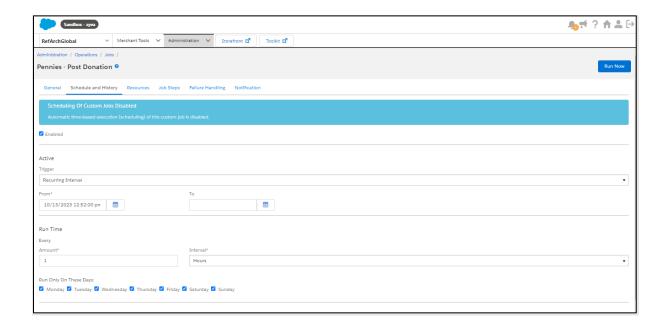
- o templates/default/common/htmlHead.isml
- o templates/default/common/scripts.isml
- templates/default/cart/cart.isml
- templates/default/cart/cartTotals.isml
- templates/default/checkout/checkout.isml
- o templates/default/checkout/orderTotalSummary.isml
- o templates/default/checkout/confirmation/confirmationOrderTotal.isml

Configuration - Reporting

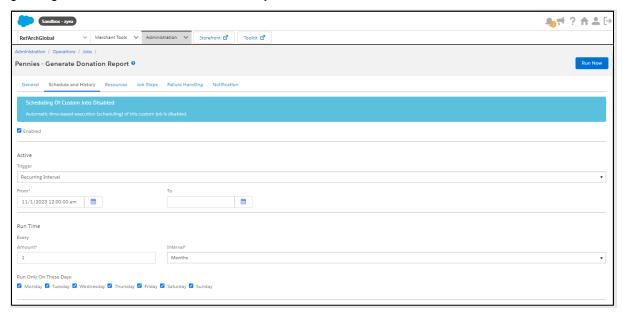
In the Salesforce control panel under Ref Arch Global - Administration/Operations/Jobs, you will see the following page, this is where you need to set up the two automated reports.



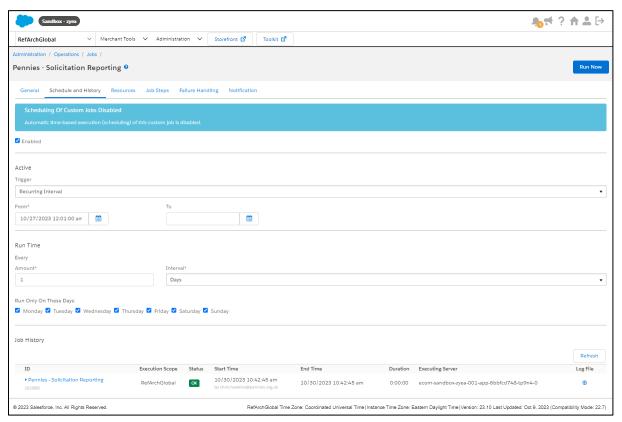
Set up the **Post Donation** to run each hour, every day. This logs your donations with Pennies. The "Post Donation" job exports the pennies donation details to pennies via api calls. This is used to verify and send the donation amounts on completed orders.



Set up the **Pennies Generate Donation Report** to run monthly at 12:00 am on the first of the month. This gives your finance team the data they will need to move the donations collected to Pennies for granting to the merchants nominated charity.

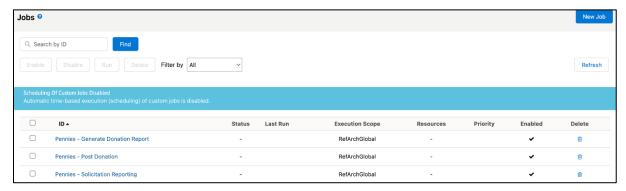


Lastly set the Solicitation Reporting to run once every day.



Reports

Reports can be generated via the three jobs in Administration > Operations > Jobs. The "Generate Donation Report" generates a transaction report in a timestamped CSV file in the following format (example PenniesDonationReport_11-07-2023_133358.csv) in src/pennies. The CSV lists transactions with the donation amount in pennies.



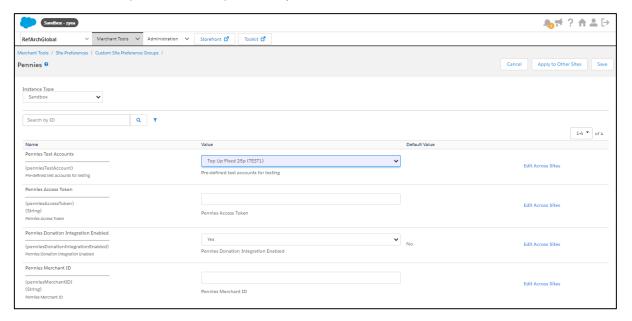
The "Post Donation" job exports the pennies donation details to pennies via api calls. This is used to verify and send the donation amounts on completed orders. This should be scheduled to run daily.

The Solicitation report sends the total order count to pennies api and this should be scheduled to run daily.

Configuration – Front end, charity, and donation proposition

NOTE: Please ensure any and all testing is done in sandbox setting. Any test donations made in the live environment will be recorded as actual donations.

In Merchant Tools/Site Preferences/Custom Site Preference Groups/Pennies you will see the Pennies Preferences area. Here you can enable and select the test or live environment. In the Test or sandbox environment you can choose one of four preset configurations to test the appearance, or enter in merchant specific details if provided by Pennies.



For taking donation on a live site, Pennies will onboard the nominated charity and provide an ID and token to use. This will be configured to give the relevant options (donation type and charity information).

To go live - enter your unique Pennies credentials once provided, and switch to live

Testing and the Sandbox Environment

In the drop down list, choose the sandbox option, if selected, any donations collected, will not be granted to the fictional charity, if used in conjunction with the SFRA test bank, then no funds will be taken from the card holders account either. This facility allows you to see the donation journey and test functionality.

There are four test accounts, each calculates the donation value differently and shows a different charity:

Top Up Fixed 25p

Fixed value donation, regardless of the basket value of £0.25. The value can be decided by the merchant.

Round Up to Pound

The donation value rounds the basket value up to the nearest pound. i.e. a basket value of 9.99 would create a 1 penny donation value solicitation

Flexi to pound or fixed 25p

A combination of the above two models, where the donation value is normally a round up to the nearest pound based on the basket value, but if the value is already a round value, a fixed donation of 25pence is solicited.

Banded

Based on basket size, the donation value will change, for example under £5 no donation is solicited, between £5.00 and £9.99, 25 pence and from £10.01 upwards £5 is the given option. Rules for donation value are set by Pennies based on the merchants wishes.

If you wish to have specific donation requirements, please let Pennies know and these can be created and a test Pennies ID and Token can be issued. Select None in the test account, but ensure you have the Sandbox environment selected before entering in the ID and token and saving the details.

Live Environment

When you have nominated the charity to Pennies that you wish to support and been given a Pennies ID and Token, you can enter these in and save the details. Change the environment to live and save the settings. After this point any donation logged will be seen as real and requested for granting.

Styling CSS

Styling can be edited (via the Pennies Cascading Style Sheet). If you wish to do this, please contact Pennies for guidance and to arrange testing to ensure legal wording etc is clear and legible.

Usage: Front end UX

The Pennies Cartridge adds a display banner to the checkout page allowing the user to click the donate button to add the donation amount to the line totals.



The user will also receive the donation amount and soundbite (both configured by Pennies to your requirements) at the bottom of the email



Reconciliation and Granting

Reporting

Once you have set up the Pennies "Generate Donation Report", as detailed above, the report will be created and written to the src/pennies folder on your system.

This report will be useful in a merchant's finance reconciliation process.

Here is an example of the file contents (from Sites/Impex/src/pennies that can be accessed from the control panels Administration / Site Development / Development Setup – Folder Browser). It shows each donation made, with the value the order ID, and the time and date.

Order Id	Transaction Post Date	Transaction Post Time	Donation Amount (in pennies)
301	13/10/2023	20:13:55	25
258	12/10/2023	12:13:55	85
221	12/10/2023	11:23:55	65
201	12/10/2023	11:13:55	25
157	10/10/2023	14:31:03	25
104	09/10/2023	16:23:54	65
100	09/10/2023	14:18:25	37
90	09/10/2023	14:06:14	25
2	09/10/2023	14:01:15	125

Finance

Accounts and Finance teams are as much a part of a Pennies project as the IT and Retail teams. They are critical in moving the donations to Pennies for granting to the charities. Reporting requirements will need to be gathered. If PO numbers are required in Settlement Requests, please ensure that these are communicated to Pennies.

Typically, Pennies will send the Settlement Request on or around the 5th of each month for the previous calendar months donations. If required, this can be changed to a weekly or if dates are provided to a bespoke interval of the merchant's choice. Examples of reports and data that Pennies will send can be found on the following page.

Settlement and Reconciliation

On a predefined schedule, typically once a month, on or around the 5th, Pennies will email a Donation Request (similar in many ways to an invoice) to the merchants Accounts Payable/Finance Team requesting the donations collected in the previous period are transferred electronically to Pennies. A weekly or other pre-arranged interval can be arranged for the transmission of these requests.

The email will contain two files (examples below), one is a PDF containing the daily and monthly total of donations and their value, the second is a CSV containing donation level information (again please see examples below).

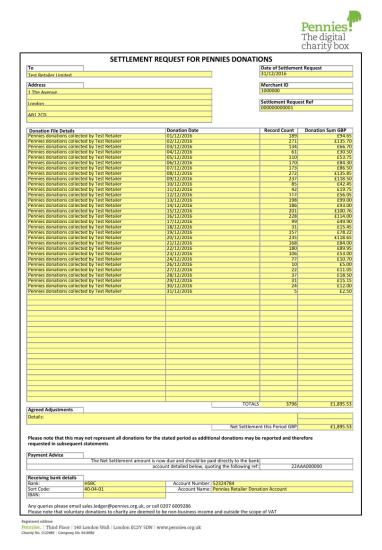
With this in mind a merchant system report showing the numbers and values of donations will be required so that merchants Finance teams are able to check and agree the values to be transferred to Pennies.

In some cases, the payment systems portal logs all donation values and can be used to aid reconciliation processes, for online and applications, it should be built into the back-end reporting systems.

Reporting systems should be able to from a specified date range, provide numbers showing the numbers and values of donations and to aid support to show to a donation level the time etc the donation was logged.

Some accounts systems will require Pennies to be set up as a supplier, if this is the case then the Pennies Account Manager should be asked for the prerequisites. During an implementation, the Accounts personnel should have been introduced to their counterpart at Pennies so questions and queries can be raised and answered promptly.

Settlement request example



CSV settlement request example

Merchant ID	Merchant	Store ID	Store Name	Terminal ID	Donation Date Time	Donation Amt	Pennies Invoice Number	Donation File	
12345678	Penny and Sons	0	GBP	0	20/04/2018 09:50	0.25	!	5386	0
12345678	Penny and Sons	0	GBP	0	20/04/2018 10:17	0.25	!	5386	0
12345678	Penny and Sons	0	GBP	0	23/04/2018 09:53	0.25	!	5386	0
12345678	Penny and Sons	0	GBP	0	24/04/2018 11:49	0.25	!	5386	0
12345678	Penny and Sons	0	GBP	0	24/04/2018 15:57	0.25	!	5386	0
12345678	Penny and Sons	0	GBP	0	24/04/2018 17:24	0.25	!	5386	0
12345678	Penny and Sons	0	GBP	0	25/04/2018 11:35	0.25	!	5386	0
12345678	Penny and Sons	0	GBP	0	25/04/2018 15:21	0.25	!	5386	0
12345678	Penny and Sons	0	GBP	0	26/04/2018 16:10	0.25	!	5386	0
12345678	Penny and Sons	0	GBP	0	27/04/2018 11:12	0.25	!	5386	0
12345678	Penny and Sons	0	GBP	0	30/04/2018 09:40	0.25	!	5386	0
12345678	Penny and Sons	0	GBP	0	30/04/2018 15:47	0.25	!	5386	0
12345678	Penny and Sons	0	GBP	0	03/04/2018 13:23	0.25	!	5386	0

Operations, Maintenance, and Support

Failover / Recovery Process

In case the Pennies service is unavailable, the customer will not see donate to Pennies option during checkout.

The service availability can be tracked in SFCC using the Service Status.

Technical support

For any issues, help or support – please contact Pennies: ecommerce@pennies.org.uk