

Pennies Salesforce Cartridge Guide

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

Document Version 1.02

Code Version 24.1.4

Thank you for downloading the free Pennies Salesforce Extension. We're excited to welcome you to the micro-donations movement and help you raise vital donations for your nominated charity partners.

Important Information

Pennies is a small charity with limited resources. **Currently, we can only support retailers who can raise a minimum of £25,000 a year.**

To help work out how much you could raise, our e-comm partners typically see a donation added to 10% of their eligible transactions.

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	Author	Date	Changes
Doc 1.01 / Code 24.1.4	CMH	October 2023	Documentation updates Solicitation, soundbite and title fields Transaction ID to reporting call EUR/USD currency Solicitation Reporting Module frontend code reworked for simpler customisation Test Accounts Tested on SFRA 6.3.0
Doc 1.02 / Code 24.1.4	DT	February 2023	Revised document structure

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.

1. 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.

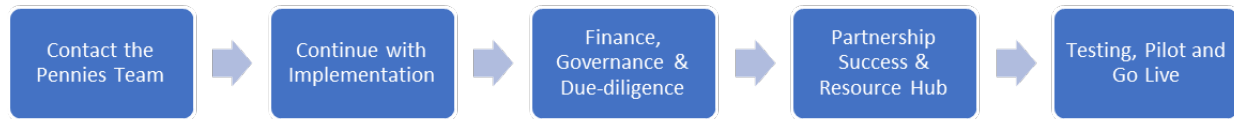


In an increasingly cashless society, Pennies' digital charity box gives customers paying by card or digital wallet a simple, affordable, and data-free way to add a small donation to their purchase – in-store, online and in-app. 100% of funds raised going to charity.



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.

2. How to go live with Pennies: Recommended project steps



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

- With 14 years' experience and 150+ live brands, the Pennies team are on hand to offer their free expertise and impartial advice, and 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 minute phone call, they will ask a few simple questions to better understand your business, e-comm architecture, ESG strategy and charity partnerships – 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.
- The Pennies team are on hand to answer any questions you have throughout the process. They can even host roundtables with your Developers and Finance Teams to ensure everyone is happy with the end-to-end process for reconciling donations.
- **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 sets 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. The Pennies Marketing & Charities Team are also on hand to support with any launch and customer engagement plans you have. They can also share best practice recommendations from 14 years' experience working with 150+ high street and e-commerce brands.

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. Pennies like to offer AB testing to help you find what donation settings are most effective.

3. Overview and Features

3.1 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
 - 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
 - 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).

Pennies extension in the checkout

The screenshot displays a checkout interface with the following elements:

- Login Section:** A blue button labeled "Continue as guest" and a link "Already have an account? Sign in". Below these are two buttons: "Login with Google" and "Login with Facebook".
- Shipping and Payment:** Two input fields labeled "Shipping" and "Payment".
- Donation Prompt:** A section titled "Would you like to make a donation to support Salesforce Charity (Round up to £1.00)?" with a green button labeled "DONATE 8P TO CHARITY". Below the button, small text states: "Every penny you give goes to charity: 90% to the (TEST Salesforce Charity (Round up £1.00)) (Registered Charity No 9999012) and 10% to Pennies (registered charity no. 1122489)".
- Charity Logo:** A logo for "CHARITY FOUNDATION" with a colorful circular graphic.
- Pennies Logo:** The "Pennies!" logo with a green hand icon.
- Order Summary:** A table on the right side of the page showing the following details:

Each	Quantity	Total
£81.92	1	£81.92



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.

3.2 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 do not apply to the cartridge and are not relevant.
- The extension provides data on conversion which our Business Development Manager can share with you to improve the donation take up on your site.

4. 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.

N.B.Site Genesis is no longer maintained by Salesforce and is provided as a legacy version.

5. Pennies Cartridge Installation

5.1 Overview

This guide provides a comprehensive process for integrating the Pennies cartridge with Salesforce Commerce Cloud (SFRA), covering installation, configuration, testing, and going live. The cartridge is a folder structure that contains the code and resources.

Key Components:

- **Cartridges:** Files required for integration (int_pennies_SFRA, int_pennies_core).
- **Configuration Templates:** Preloaded configurations, metadata, and services.
- **Testing Environment:** Sandbox for validation and testing.
- **Final Setup:** Steps to switch to live mode.

5.2 Cartridge Installation Steps

Step 1: Download the Installation Files

- Access the files from GitHub: [GitHub - PenniesProduct/pennies-sfra](#)
- Files include:
 - **Cartridges:**
 - int_pennies_SFRA, (SFRA specific changes required for Pennies integration).
 - int_pennies_core, (storefront changes, Integration framework and Service framework (Pennies API call).
 - Int_pennies_controllers
 - **Site Template:** These XML files contain pre-configured variables and Merchant accounts. This is also where the Live/Test domain is set as the Cartridge's target
 - **Documentation:** Includes this guide.

Step 2: Upload Cartridges

- Use WebDAV or Business Manager to upload the following cartridges:
 - **int_pennies_SFRA** (for storefront changes).
 - **int_pennies_core** (for backend integration, API calls).

Step 3: Configure Cartridge Paths

Cartridge Paths are an ordered list which determines the priority of resources and the order in which the code is executed.

- Navigate to: *Business Manager > Administration > Sites > Manage Sites > [Site Name] > Settings > BM Cartridge Path*

[Administration](#) > [Sites](#) > [Manage Sites](#) > RefArchGlobal - Settings

General **Settings** Cache Site Status Page Meta Tag Rules

RefArchGlobal - Settings

Click **Apply** to save the details. Click **Reset** to revert to the last saved state.

Instance Type:

Deprecated. The preferred way of configuring HTTP and HTTPS hostnames is by using new features of the site aliases configuration ("SEO > Aliases Configuration"). The HTTP/HTTPS

HTTP Hostname:

HTTPS Hostname:

Instance Type: All

Cartridges:

Effective Cartridge Path: int_pennies_SFRA:int_pennies_core:app_storefront_base:plugin_apple_pay:plugin_facebook:plugin_payments

Session Timeout: Minutes

Add the cartridges to the beginning of the Cartridge Path in the below order, this is actioned in Business Manager:

- **Site Cartridge Path:** int_pennies_SFRA:int_pennies_core.
 - Note: Site Cartridge paths are used to define the cartridges that are used by the storefront to handle user facing operations (e.g. the display of the Pennies banner). This is configured in the Business Manager:
- **BM Cartridge Path:** int_pennies_core
 - Note: This is the main Admin area for the Salesforce site.

Step 4: Verify Installation

- Confirm files are uploaded and paths are configured correctly.

5.3 Backend Configuration

The metadata import process is a crucial step in configuring the Pennies extension. It ensures that necessary settings, services, and configurations are properly registered in Salesforce Commerce Cloud.

5.3.1 Importing Metadata Files

- Navigate to the import tool:
 - *Business Manager > Administration > Site Development > Import & Export*
- Select MetaData Import
 - Choose the **Import tab** under Metadata
- Upload Metadata Files:

- Import the following four metadata files from the site_template directory.

[Administration](#) > [Site Development](#) > Import & Export

Import & Export

Meta Data

[Import](#) and [export](#) your system meta data (i.e., system type extensions, custom object types, custom preference definitions).

[Import](#) [Export](#)

Geolocations

[Import](#) geolocations for a country.

[Import](#)

Import & Export Files

[Upload](#) and [download](#) your import and export files.

[Upload](#) [Download](#)

5.3.2 Services Configuration (API Setup)

- Navigate to: *Business Manager > Administration > Operations > Services.*

[Administration](#) > [Operations](#) > Services

[Services](#) [Profiles](#) [Credentials](#)

Services ?

Select All	Name	Type	Profile	Credentials	Status
<input type="checkbox"/>	pennies.calculation.http.service	HTTP	pennies.http.profile	pennies.http.credentials	Live
<input type="checkbox"/>	pennies.donation.http.service	HTTP	pennies.http.profile	pennies.http.credentials	Live
<input type="checkbox"/>	pennies.report.http.service	HTTP	pennies.http.profile	pennies.http.credentials	Live

[New](#) [Delete](#)

- Import services file: site_template\services.xml.
- This file is used to configure which domain the extension points at (Test [sandbox] or Live). (It also provisions internal services used in the extension)
- Set API URLs:
 - Test URL: <https://testapi.pennies.org.uk/v1.1/donation>
 - Live URL: <https://api.pennies.org.uk/v1.1/donation>
 - (To switch between the two, update the URL in the 'services.xml' file.)

```

3
4     <service-credential service-credential-id="pennies.http.credentials">
5       <url>https://testapi.pennies.org.uk/v1.1/donation</url>
6       <user-id></user-id>
7       <password></password>
8     </service-credential>
9

```

- This file **provisions internal services** used within the extension.
 - The API domain URL must be updated accordingly before going live.
- Ensure the following services are created

- pennies.calculation.http.service
- pennies.donation.http.service
- pennies.report.http.service

5.3.3 Job Imports (Automated Reporting)

This creates the automations of the reports to Pennies.

- **Navigate to the Jobs Tool:**
 - Go to *Business Manager > Administration > Operations > Jobs*.
- **Prepare Job Files:**
 - Ensure jobs.xml from site_template is ready for import.
 - This file provisions scheduled jobs e.g. Donation Reporting / Post Donation Job and Solicitation reporting.
 - Update site-id references in jobs.xml to the correct Merchant Salesforce Site ID (3 occurrences).
- **Import Jobs File:**
 - Import jobs.xml in "Replace Mode" to overwrite existing job definitions without affecting unrelated jobs.
- **Set Up Automated Reporting Jobs:**

After importing, configure the following jobs:

 - **Pennies Post Donation**
 - **Purpose:** Logs donation details of orders whose donation status has been marked as 'Ready for export' with Pennies by exporting donation details via API calls.
 - **Frequency:** Set the job to recurring and choose the frequency. We recommend to run **hourly**, every day (but this is configurable as you desire.)
 - **Function:** Verifies and sends donation amounts for completed orders to Pennies.

The screenshot shows the 'Pennies - Post Donation' job configuration in Salesforce. The page has tabs for General, Schedule and History, Resources, Job Steps, Failure Handling, and Notification. The 'General' tab is active, showing a blue banner that says 'Scheduling Of Custom Jobs Disabled'. Below this, there are fields for 'Enabled' (checked), 'Active', 'Trigger', 'Recurring Interval' (set to 'Hours'), 'From' (10/13/2023 12:52:00 pm), 'To', 'Run Time', 'Every' (set to '1'), 'Interval' (set to 'Hours'), and 'Run Only On These Days' (checked for Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, and Sunday). A 'Run Now' button is in the top right corner.

- **Pennies Generate - Donation Report (Monthly)**
 - **Purpose:** Generates a detailed donation report for finance reconciliation.
 - **Frequency:** Set to run at **12:00 AM** on the **first day of each month**.
 - **Function:** Provides your finance team with the necessary data to reconcile donations and ensure proper granting to the nominated charity.

Pennies - Generate Donation Report

Scheduling Of Custom Jobs Disabled
Automatic time-based execution (scheduling) of this custom job is disabled.

☒ Enabled

Active

Trigger: Recurring Interval

From*: 11/1/2023 12:00:00 am To: [Date Picker]

Run Time

Every: Amount* 1 Interval* Months

Run Only On These Days: ☒ Monday ☒ Tuesday ☒ Wednesday ☒ Thursday ☒ Friday ☒ Saturday ☒ Sunday

- **Solicitation Report**
 - **Purpose:** Logs daily order totals for donation tracking.
 - **Frequency:** Set to run **once per day**.
 - **Function:** Sends the total number of orders to Pennies for daily tracking and reporting..

Pennies - Solicitation Reporting

Scheduling Of Custom Jobs Disabled
Automatic time-based execution (scheduling) of this custom job is disabled.

☒ Enabled

Active

Trigger: Recurring Interval

From*: 10/27/2023 12:01:00 am To: [Date Picker]

Run Time

Every: Amount* 1 Interval* Days

Run Only On These Days: ☒ Monday ☒ Tuesday ☒ Wednesday ☒ Thursday ☒ Friday ☒ Saturday ☒ Sunday

Job History

ID	Execution Scope	Status	Start Time	End Time	Duration	Executing Server	Log File
• Pennies - Solicitation Reporting 1613059	RefArchGlobal	OK	10/30/2023 10:42:45 am by chris.hawkins@pennies.org.uk	10/30/2023 10:42:45 am	0:00:00	ecom-sandbox-yysa-001-app-6bbfcd748-4p9n4-0	[Log File]

© 2023 Salesforce, Inc. All Rights Reserved. RefArchGlobal Time Zone: Coordinated Universal Time Instance Time Zone: Eastern Daylight Time Version: 23.10 Last Updated: Oct 9, 2023 (Compatibility Mode: 22.7)

5.4 Front-End Configuration

- **Add the Pennies Donation Banner:**
 - Locate the ISML templates and add the Pennies code between comment tags:
 - `<iscomment>Start Pennies donation Changes</iscomment>`

- <iscomment>End Pennies donation Changes</iscomment>



- **Modify the Following Files:**
 - templates/default/common/htmlHead.isml
 - templates/default/cart/cart.isml
 - templates/default/cart/cartTotals.isml
 - templates/default/checkout/checkout.isml
 - templates/default/checkout/orderTotalSummary.isml
 - templates/default/checkout/confirmation/confirmationOrderTotal.isml
- These files are available within the Pennies cartridge
 - **Path:** *cartridges/int_pennies_sfra/cartridge/{file_name}*
 - Ensure they are correctly integrated with the existing ISML files in your site's templates.
- **Configure Custom Preferences:**
 - Go to *Business Manager > Merchant Tools > Custom Preferences > Pennies*.
 - Configure:
 - **Pennies Donation Integration Enabled:** Turn on/off the feature.
 - **Merchant ID and Access Token:** Provided by Pennies.
 - **Instance Type:** Set to sandbox or production.
 - **Service Delay:** Use to emulate API delays for testing.

NOTE: ISML is the templating language that Salesforce uses to define the structure and presentation of storefront pages. It allows developer to combine HTML with dynamic data and server-side logic.

5.5 Testing

5.5.1 Sandbox Testing

Please ensure that all testing is done in sandbox. Any test donations made in the Live Production Environment will be recorded as actual donations.

Before going live, it is important to thoroughly test your setup to ensure everything is functioning as expected. Pennies can help you as required and recommend that we complete a validation before you

go live. This is light touch and ensures you meet the Pennies and charity requirements before going live.

Sandbox - In the Sandbox, you can switch between donation methods freely to test the different donation propositions (explained above in the Features section). When you switch test accounts donation proposition will change. The charity name will update to display the chosen donation method (e.g. switching from roundup to 25p will display 25p Charity) so it is clear what you are testing. The logo will remain the same by default.

Personalised Test Credentials – If you require a bespoke test set up, like your own charity, different charity logo or a donation proposition. Please contact Pennies.

Production Credentials – Ensure you do not use in the Sandbox environment.

Test Accounts - There are five (5) test accounts, each calculates the donation value differently. These are all accessed via the config page.

1. **Switch to Sandbox Mode:**
 - a. Navigate to *Merchant Tools > Custom Preferences > Pennies*.
 - b. Set **Instance Type** to "sandbox."
2. **Use Pre-Configured Test Accounts:**

Donation Model	Description	Merchant ID
Top Up Fixed Value_25p	A fixed value donation of £0.25 is applied to the transaction, regardless of the basket value.	999011
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 £0.01 donation value solicitation.	999012
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, the extension will prompt for a fixed donation of £0.25 instead	999013
Banding	Donation value is based on basket size: <ul style="list-style-type: none">• Below £30.00: No donation solicited.• £30.00 - £90.00: £1.00 donation.• £90.01 - £149.00: £2.00 donation.• Over £149.00: Amounts determined by merchant preference.	999014

Round up with Minimum Basket	The donation rounds the basket value to the nearest pound, but is only solicited if the basket meets a predefined minimum value.	999015
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3. Validate Donation Models:

- Test each donation method to ensure proper functionality.

The screenshot shows the 'Pennies' configuration page in the Merchant Tools section. It includes a search bar and a table of settings. The table has columns for Name, Value, and Default Value. The settings are as follows:

Name	Value	Default Value
Pennies Test Accounts (<code> penniesTestAccount()</code>) Pre-defined test accounts for testing	Top-Up Fixed \$50 (TEST)	
Pennies Access Token (<code> penniesAccessToken()</code>) (String) Pennies access token		
Pennies Donation Integration Enabled (<code> penniesDonationIntegrationEnabled()</code>) Pennies Donation Integration Enabled	No	No
Pennies Merchant ID (<code> penniesMerchantID()</code>) (String) Pennies Merchant ID		

5.6 Reports

Reports are generated by the automated jobs set up in the **Job Imports** section. These reports are essential for tracking donation details, ensuring proper reconciliation, and verifying data accuracy.

5.6.1 Types of Reports

1. Donations Report

- Purpose:** Creates a monthly transaction report listing donations with the amount in pennies. Finance teams will use this to reconcile.
- Output:** Generates a timestamped CSV file in the format: `PenniesDonationReport_11-07-2023_133358.csv`.
- Location:** File is saved in `src/pennies`.

2. Donation Job Report

- Purpose:** Exports donation details via API calls to Pennies, verifying and sending donation amounts for completed orders.
- Frequency:** Scheduled to run daily.

3. Solicitation Report

- Purpose:** Sends the total order count to the Pennies API for daily tracking and reporting. This is used to calculate the donation conversion rate.
- Frequency:** Scheduled to run daily.

5.6.2 Report Validation

1. Navigate to: *Business Manager > Administration > Operations > Jobs.*
2. Verify that the three jobs (**Generate Donation Report**, **Post Donation**, and **Solicitation Report**) are executing as scheduled by checking the execution logs.
3. Review generated reports for accuracy:
 - a. Confirm the correct transaction details in the CSV files.
 - b. Verify that donation amounts are logged and posted to Pennies without errors.

5.6.3 Testing Steps

- Confirm:
 - Correct donation amounts for all models.
 - Banner visibility and proper messaging.
 - API responses and reporting.

5.6.4 Test Results Validation

- Ensure reports (e.g., Generate Donation Report) are correctly populated with test data.

5.7 Go Live

Production Credentials – when you receive a Pennies ID, it is specifically set up for the donation method and charity that you have requested for your live site and confirmed in the Charity Proposition form. If you want to switch to a different donation method, logo or charity, you will need to request this from Pennies.

When you have completed testing, we have validated, and the other projects steps explained above are also completed, you will need to follow the below steps to enable the Pennies Extension in the live environment.

Final Steps

1. Enter production credentials (Merchant ID and Token).
2. Switch environment to "Live" in preferences.
3. Validate the setup with Pennies to ensure compliance.
4. Begin live transactions.

When live Pennies will help you with AB testing to learn which option generates the most donations.

5.8 Styling and Customisation

You can edit the colour, font, the size of text, backgrounds and how elements are positioned and laid out. To add custom styling, you may want to contact a developer or someone who is competent with CSS.

- Use CSS to customise colours, fonts, and layouts.
- Editable API fields include:
 - Donation panel messages and thank-you texts.
 - Optional soundbite or charity URLs

Important – If do make changes using CSS Styling, you must contact Pennies for guidance and to arrange testing to ensure it still meets our requirements and the legal wording is clear and legible.

5.9 Pennies API editable text fields

The extension comes pre-formatted for easy integration. However, if needed, you can customize its appearance using stylesheets to align with your site's design and branding.

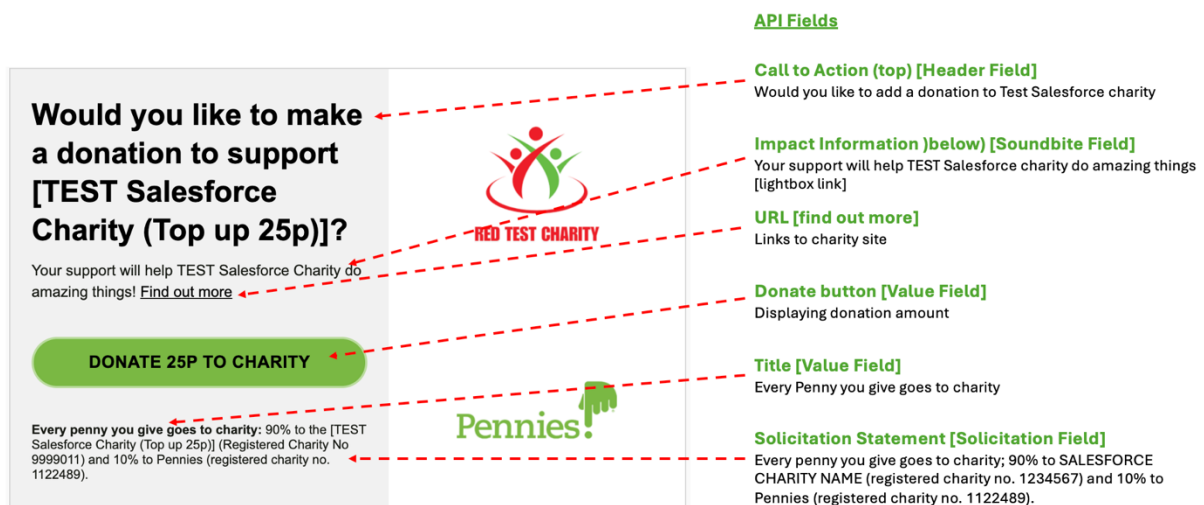
Pennies configures the following fields, which populate the donation panel within the extension:

Donation panel

The API fields in the donation panel that can be edited by Pennies are:

- **<heading>** Would you like to make a charitable donation?
- **<soundbite_message>** Your support will help TEST Salesforce Charity do amazing things..(If this isn't populated the URL won't show)
- **<url>** <https://www.testcharity.uk/> Optional.
- **<title>** Every penny you give goes to charity.
- **<solicitation_message>** 90% to The TEST Charity (registered charity number 9999905) and 10% to Pennies (registered charity number 1122489).

The Soundbite and URL are optional fields to display, we have found that some merchants don't want to include a clickable URL as this can lead the customer away from the checkout process.

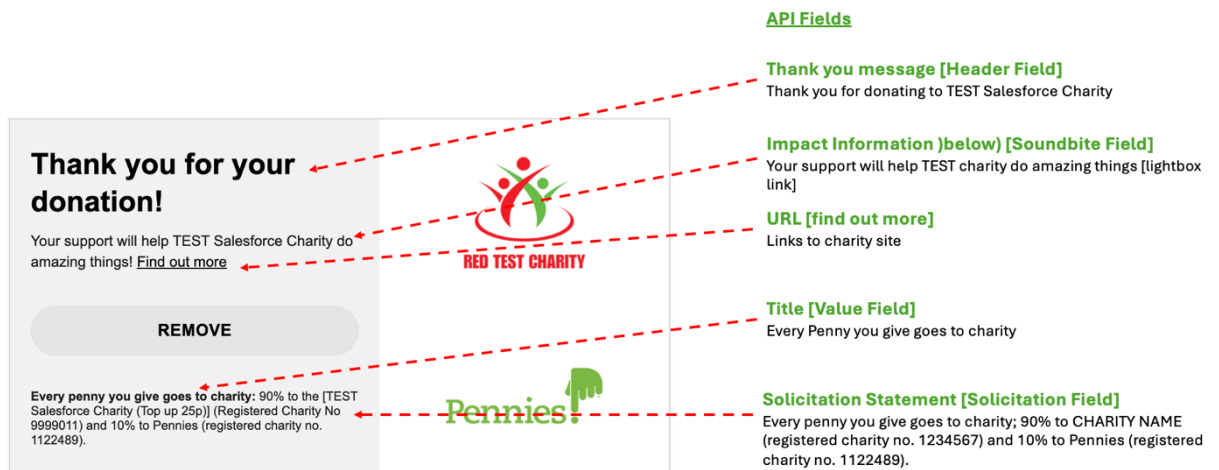


5.10 Thank you, Panel

The API fields in the thank you panel that can be edited by Pennies are:

- **<heading>** Thank you for donating to Test Salesforce Charity
- **<soundbite_message>** Your support will help TEST Salesforce Charity do amazing things. If this isn't populated the URL won't show
- **<url>** <https://www.testcharity.uk/> Optional.
- **<title>** Every penny you give goes to charity.

- **<solicitation_message>** 90% to The TEST Charity (registered charity number 9999905) and 10% to Pennies (registered charity number 1122489).



Note: The donation amount is pulled through from the API donation set-up.

5.11 Key Notes and Tips

- **Import Modes:** Use "Replace Mode" when importing jobs to avoid overwriting existing settings.
- **Testing:** Use sandbox credentials and configurations for validation.
- **Support:** Reach out to Pennies for bespoke configurations or troubleshooting.

6. Reconciliation and Granting

6.1 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

6.2 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 month's donations. If required, this can be changed to 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.

6.3 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.

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.

Reporting systems should provide data showing the volume and value of donations, from a specified date range, and show the time 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



SETTLEMENT REQUEST FOR PENNIES DONATIONS

To	Date of Settlement Request
Test Retailer Limited	31/12/2016
Address	Merchant ID
1 The Avenue	1000000
London	Settlement Request Ref
AB1 2CD	000000000001

Donation File Details	Donation Date	Record Count	Donation Sum GBP
Pennies donations collected by Test Retailer	01/12/2016	189	£94.65
Pennies donations collected by Test Retailer	02/12/2016	271	£135.70
Pennies donations collected by Test Retailer	03/12/2016	134	£66.70
Pennies donations collected by Test Retailer	04/12/2016	61	£30.50
Pennies donations collected by Test Retailer	05/12/2016	110	£53.75
Pennies donations collected by Test Retailer	06/12/2016	170	£84.30
Pennies donations collected by Test Retailer	07/12/2016	173	£86.50
Pennies donations collected by Test Retailer	08/12/2016	272	£135.85
Pennies donations collected by Test Retailer	09/12/2016	237	£118.50
Pennies donations collected by Test Retailer	10/12/2016	85	£42.45
Pennies donations collected by Test Retailer	11/12/2016	42	£19.75
Pennies donations collected by Test Retailer	12/12/2016	112	£56.05
Pennies donations collected by Test Retailer	13/12/2016	198	£99.00
Pennies donations collected by Test Retailer	14/12/2016	185	£93.00
Pennies donations collected by Test Retailer	15/12/2016	203	£101.76
Pennies donations collected by Test Retailer	16/12/2016	228	£114.00
Pennies donations collected by Test Retailer	17/12/2016	99	£49.90
Pennies donations collected by Test Retailer	18/12/2016	31	£15.45
Pennies donations collected by Test Retailer	19/12/2016	157	£78.22
Pennies donations collected by Test Retailer	20/12/2016	235	£118.65
Pennies donations collected by Test Retailer	21/12/2016	168	£84.00
Pennies donations collected by Test Retailer	22/12/2016	180	£89.95
Pennies donations collected by Test Retailer	23/12/2016	106	£53.00
Pennies donations collected by Test Retailer	24/12/2016	27	£13.70
Pennies donations collected by Test Retailer	26/12/2016	10	£5.00
Pennies donations collected by Test Retailer	27/12/2016	22	£11.05
Pennies donations collected by Test Retailer	28/12/2016	37	£18.50
Pennies donations collected by Test Retailer	29/12/2016	31	£15.15
Pennies donations collected by Test Retailer	30/12/2016	24	£12.00
Pennies donations collected by Test Retailer	31/12/2016	5	£2.50
		TOTALS	3796 £1,895.53

Agreed Adjustments	
Details:	
	Net Settlement this Period GBP £1,895.53

Please note that this may not represent all donations for the stated period as additional donations may be reported and therefore requested in subsequent statements

Payment Advice	The Net Settlement amount is now due and should be paid directly to the bank account detailed below, quoting the following ref:	22AAA000000
Receiving bank details		
Bank: HSB	Account Number: 52324784	
Sort Code: 40-04-01	Account Name: Pennies Retailer Donation Account	
IBAN:		

Any queries please email sales.ledger@pennies.org.uk, or call 0207 6009286
 Please note that voluntary donations to charity are deemed to be non-business income and outside the scope of VAT

Registered address
 Pennies! / Third Floor / 140 London Wall / London EC2Y 5DN / www.pennies.org.uk

CSV settlement request example

Merchant ID	Merchant	Store ID	Store Name	Terminal ID	Donation Date	Donation 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

7 Operations, Maintenance, and Support

7.1 Failover / Recovery Process

In the unlikely case the Pennies service is unavailable, the customer will not be prompted for a donation and the sales flow can proceed gracefully.

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

7.2 Technical support

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

7.3 Reviewing the Pennies Extension

Once live, we would be grateful if you could take a moment to leave a review on our app page. Your feedback helps us improve our service. Thank you.