

## GoodSearch – How it Works/FAQ

### How does it work?

- On the GoodSearch homepage, select Volunteer Ministry Center.
- Search the Internet just like you normally would — the site is powered by Yahoo!, so you'll get high-quality search results.
- Fifty percent of the revenue generated from the sponsored search advertisers is shared with the charity, school or nonprofit organization of your choosing.

### How much money could this generate for my charity or school?

Fifty percent of the revenue generated from the sponsored search advertisers on GoodSearch is shared with the charity, school or nonprofit organization of your choosing. We estimate that each Web search will generate approximately \$0.01 (image, video, Yellow Pages, and site-specific searches are not included). In fiscal 2006, 2007 and 2008 (October through September), each search actually earned 1.3 cents (however, with the soft economy and falling advertising rates in 2009, we expect this number to be lower). It quickly adds up! Here's an example of how much your organization can earn:

Charity or School Size	Number of Supporters	Average Searches Per Day	Estimated Revenue/Year
Small	100	2	\$730
Medium	1,000	2	\$7,300
Large	10,000	2	\$73,000

### Where does the money come from?

Search engines make most of their money from companies that pay an advertising fee when users click on links during a search. At GoodSearch, we've patented a way to track and direct these search-generated proceeds to charities. In other words, a portion of advertiser dollars (and not your own!) earned as a result of your search, are now passed along to the organization you've chosen to support.

## **Do all of my searches count toward donations?**

All of your searches will count toward donations except for the following: 1) image searches; 2) video searches; 3) "search this site" searches; 4) searches for URL's (i.e., search terms ending in .com, .org, .net, .edu); 5) searches to sites for which the URL is well known such as HotMail, ESPN, MySpace, Facebook, GMail, AOL, etc.; 6) searches for stock quotes; 7) searches for word definitions; 8) Yellow Pages searches; 9) searches for the same term within a 24 hour period; 10) "Also Try" searches; 11) "Trending" searches (located on the left of the search results page); 12) "Related Searches – Yahoo Search Assist" (located at the bottom the search results page; 13) any searches generated from fraudulent use of the site.

## **What if I do not select a charity or school?**

Revenue raised by users who do not designate a specific charity will be used to fund operations.

## **How can I track the number of searches and revenue generated for my charity or school?**

After you have entered your charity in the "Who do your GoodSearch for?" box on our homepage, just click on the "Amount Raised" button. Here you'll see in real-time the number of searches and money raised.

## **How can I make it so my charity is already chosen each time I go to GoodSearch?**

If your computer allows cookies, the last nonprofit you designated will remain chosen. Please note, any time you or your anti-virus software clears your cookies or temporary files, you will need to return to the GoodSearch homepage and re-select your charity.

Another option is to link to GoodSearch with the following direct link, which includes your Charity ID and bypasses the "cookie": <http://www.goodsearch.com/nonprofit/volunteer-ministry-center-vmc.aspx>

## **Where do I report offensive images?**

The GoodSearch image search provided by Yahoo is defaulted to "Safe Search" mode. However, the system does not catch offensive images 100% of the time. Please report offensive images directly to Yahoo at [http://help.yahoo.com/l/us/yahoo/search/spam\\_abuse.html](http://help.yahoo.com/l/us/yahoo/search/spam_abuse.html)

**For more information go to -** <http://www.goodsearch.com/about.aspx>

## **Good Shop – How it Works/FAQ**

### **How do I raise money for my favorite charity or school with GoodShop?**

Every time you click over to one of our partner merchants from the GoodShop site and then make a purchase, your charity or school earns money. The more you shop, the more they make! Add up the money generated from all of your shopping and the shopping done by all of the other people who use GoodShop, and we can make a real difference for many worthy causes. 100% of the donation displayed on GoodShop goes to your designated nonprofit or school.

### **How does it work?**

Simply go to <http://www.goodsearch.com/> and click on the GoodShop link or go to <http://www.goodsearch.com/goodshop.aspx>. In the "Who do you GoodSearch for" box, choose from one of the thousands of charities and schools already listed in our database or add your favorite cause to our list.

Next, click through to our partner merchants (clicking on the merchant's link will open a new browser window and redirect you to their site) and start shopping! A percentage of your purchase will go to your favorite charity or school.

### **Where does the money come from?**

When you shop through GoodShop at one of our retail partners, GoodSearch is paid a commission. At GoodSearch, we've developed a way to track these shopping-generated proceeds and direct them to charities.

### **Am I paying more to shop through GoodShop? Is this any different than buying directly from the retailer?**

Absolutely not! The experience of shopping through GoodShop is exactly the same as going to the retailer directly – you receive the same prices and level of service. The retailers are responsible for collecting payment, shipping and returns.

### **Is shopping through GoodShop secure?**

Absolutely! GoodSearch does not collect any credit card or personal information such as your name or address. The entire transaction is done directly through the merchants just as if you had gone to their store directly.

### **Do all purchases qualify for a donation?**

While the majority of all purchases will generate a donation for your organization, each retailer has its own rules and some purchases may not qualify. For example, many merchants do not contribute donations for gift cards or gift certificates. You can read about restrictions by clicking on the percentage generated link under each retailer's logo on the GoodShop shopping homepage.

## **I am unable to view or link to some of the GoodShop merchants.**

There are a few reasons that this might happen and here are some possible solutions:

### **Browser security and cookie settings**

Please set your browser to accept cookies. You may also have to verify that the following domains have not been unknowingly blocked by your browser:

ad.doubleclick.net  
anrdoezrs.net  
cc-dt.com  
cj.com  
clickserve.cc-dt.com  
commission-junction.com  
connectcommerce.com  
dpbolvw.net  
goodshop.com  
jdoqocy.com  
kqzyfj.com  
linkshare.com  
linksynergy.com  
performics.com  
qksrv.net  
tkqlhce.com

### **For Internet Explorer, follow this path:**

Tools > Options > Privacy > Sites

After clicking the Sites button a window will pop up titled Per Site Privacy Actions. Scroll through the list of sites listed under Managed Web Sites to see if any of the above domains are already listed.

If yes, double-click the name and click the Allow button. Repeat for each of the above domains.

If no, enter each of the domains listed above and click the Allow button.

For Firefox, follow this path:

Tools > Options > Privacy > Cookies

If the box next to "Allow sites to set cookies" is unchecked, click Exceptions and add the domains listed above

## **SpyWare Tools**

Some anti-spyware applications such as SpySweeper, SpyBot, AdAware or security suites such as Norton or McAfee have been reported to occasionally block access to our merchants. In order to ensure that all of your purchases are recorded properly it would be best to add the sites listed above to your application's "White-list" or temporarily disable the application while shopping through GoodShop. Please refer to your program's Help feature and search under terms like:

Cookies

Privacy

Approved sites

Exceptions

The intent is to find out whether any of the domains listed above are being blocked by one of these programs. Disabling this setting should use similar language — "Always Allow," "Allow Site," "Exceptions," etc.

Please be aware that some programs may overwrite these settings even after you have set them. If the difficulties suddenly return, your troubleshooting should begin by checking these programs' settings.

## **Pop-Up Blockers**

Some pop-up blockers may also block your ability to link from GoodShop to the merchant's site. Try turning off your pop-up blocker temporarily.

## **Firewalls**

If you use any firewalls such as Zone Alarm, Norton Internet Security or some other such Firewall, then you need to keep the "Ad Blocking" turned off. You may also need to allow access to the URLs listed above through your firewall.

**For more information go to - <http://www.goodsearch.com/about.aspx>**

## **Good Dining– How it Works/FAQ**

### **What is the GoodDining Program?**

The GoodDining Program allows members to earn donations for the cause of their choice at thousands of participating restaurants, bars and clubs. When you register for GoodDining, a % of your restaurant bill will automatically be donated to the charity or school of your choice, at no extra cost to you!

### **How do I enroll?**

Enroll online by completing our secure enrollment form. The form includes setting up a GoodDining Login ID and password so that you'll be able to log in to our website and begin earning donations. Only when you log in with your GoodDining Login ID and password will you be able to view recent transactions, your dining balance and gain access to our full list of participating restaurants, bars and clubs. By providing us with your email address and marketing permission, you will be eligible to earn donations. If you do not provide us with an email address and marketing permission, you will not be eligible to earn donations in the GoodDining program.

### **When I join, am I automatically eligible to begin earning donations for dining and how much can I earn?**

Yes. Completing one easy online enrollment form, which provides us with your email address and marketing permission, will entitle you to begin earning in the GoodDining Program when you visit participating restaurants, bars and clubs. For an overview earning donations see the Good Dining Membership Chart below

### **What information do I need to provide when I enroll?**

When you enroll online, you need to provide your name, address, email address, contact phone number, and a credit or debit card number. To complete enrollment online, you must set up your account, which includes creating a GoodDining Login ID and password. Members enrolling must provide a valid, deliverable email address and acknowledge that they will receive information by email regarding the GoodDining Program in order to be eligible to earn donations.

### **Why do I have to register a credit/debit card with the GoodDining Program?**

Our goal with the GoodDining Program is to provide members with an easy-to-use rewards program that is totally discreet. We have special processing technology that tracks the use of credit and debit cards registered with us when they're used at participating restaurants, bars and clubs. We can then track members' spending and automatically deposit donations into the designated GoodDining account. This way, there are no ID cards to present or coupons to clip. The restaurant, bar or club will not know about you earning donations. Please note that the GoodDining Program will never charge your credit/debit card without your permission.

## **Is my credit card information safe and secure?**

Yes. Using our system is actually safer than making a purchase online because you don't have to provide your expiration date nor do you have to provide the CVV number.

We receive your credit card and debit card information in a secure format, and we store that information in a secure, encrypted environment that meets payment card industry security standards.

Additionally, our partner Rewards Network already services over 3 million accounts today through dining loyalty programs for major airlines. Their process includes:

- Security protocols that meet or exceed Payment Card Industry standards
  - PCI DSS Type II, SSAE 16 certified
  - All Credit/Debit card information is encrypted when received and stored.
- Security audits (Rewards Network, third-party, partner, etc.) are conducted on a recurring basis to ensure the security and privacy of our registered card platform
- 24-7 monitoring of our environment to ensure we have the latest, tested security patches.

## **How do I register additional credit/debit cards?**

You can add or change credit and debit cards, and update any of your other personal membership information by visiting your "My Account Center" located on the website. You can register up to 5 credit/debit cards in total.

## **Why do I need to create a GoodDining Login ID and password?**

Creating a GoodDining Login ID and password allows you to log in to our website. You must be logged in to see details about when you can earn donations at our participating restaurants, bars and clubs. When you log in, you can also access your personalized and secure "My Account Center" to do the following:

- Update and change your membership information online (name, address, credit/debit card number or expiration date, email address, etc.)
- Track your dining transactions and current donation balance
- Fast-track your search for restaurants, bars and clubs in select locales
- View the latest updates on new merchants and opportunities to earn bonus donations
- Skip the search and get immediate access to favorite restaurants, bars and clubs
- View restaurant reviews

## **How does my dining activity get tracked?**

When you pay your bill for a qualified dine at a participating restaurant, bar or club using a credit/debit card you've registered with us, we track your total transaction amount and award donations based on your current Membership Level, which are automatically deposited into your GoodDining account.

## Do I need to let the restaurant know I'm a member of the GoodDining Program?

No. The GoodDining Program is a totally discreet way to earn donations, with the following features:

- No ID card to present
- No special coupon to redeem
- No membership number to remember
- No one knows you're using the GoodDining Program

## Can you use the Discover Card?

Yes, GoodDining recognizes Visa, MasterCard, Discover and American Express as valid forms of payment at restaurants.

## Can I use gift card and still earn rewards?

As far as a pre-paid visa/MasterCard, etc., yes, as long as it has been registered with the program. As far as a restaurant gift card, the card cannot be registered as a valid card in member's profile, however, they can earn donations if they use a registered card to cover the balance of the ticket.

Note: they will only earn donations on the portion that was paid with the registered credit/debit card.

## GoodDining Membership Chart

MEMBERSHIP LEVEL	REQUIREMENTS	DONATIONS
<b>VIP Diner (Very Important Philanthropist)</b>	You provide a valid, deliverable email address and you elect to receive emails from GoodDining. <b>AND</b> You have dined after spending \$750 at program locations within each Membership Year.	Earn 5% in donations per dollar spent at participating locations  Review Bonus: Earn an additional 1% donation for each restaurant review submitted within 30 days of your dine
<b>Good Diner</b>	You provide a valid, deliverable email address and you elect to receive emails from GoodDining. <b>AND</b> You have spent less than \$750 at program locations to date within a Membership Year.	Earn 2.5% in donations per dollar spent at participating locations  Review Bonus: Earn an additional 1% donation for each restaurant review submitted within 30 days of your dine
<b>Inactive Diner</b>	You have not provided a valid, deliverable email address and have not elected to receive	No donations may be earned

## Currently Participating Knoxville Area Restaurants

- ✓ Check the website to make sure that the restaurant you are dining at is participating on that day. Not all restaurants make donations every day.
  - Restaurant Linderhof
  - Archer's BBQ
  - Brixx Wood Fired Pizza – Parkside & Kingston Pike
  - Don Gallo Mexican Grill – Hardin Valley & Emory Rd.
  - Pero's On The Hill
  - Romano's Macaroni Grill
  - Ray's ESG
  - Rouxbarb
  - The Orangery
  - Agave Azul Mexican Grill
  - Sangria's
  - Latitude 35
  - The Urban Bar & Corner Cafe

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