

# **Effort-free Fundraising at MVUUF**

## **GoodSearch and GoodShop**

### **GoodSearch**

1. What is Goodsearch?
  - Goodsearch is an internet search engine similar to Google.
2. Why should I use GoodSearch instead of Google or some other search engine?
  - Like all search engines, GoodSearch collects money from advertisers when users click on links during searches. Unlike other search engines, it donates half of what it collects to the charities designated by its users.
  - MVUUF is one of those charities.
  - Once you designate MVUUF as your charity of choice, it receives a small amount of money each time you click on a link found by GoodSearch.
3. How much money will MVUUF get?
  - It depends on how many searches we do.
  - We get approximately one penny for each link someone clicks.
  - That may not sound like a lot, but 100 people doing 2 searches a day results in \$730 a year for the Fellowship.
  - The more people we get using GoodSearch, the more money we will raise. Users don't have to be members of the Fellowship or even adults. Anyone who designates MVUUF as their charity of choice will generate money for us each time they use GoodSearch.

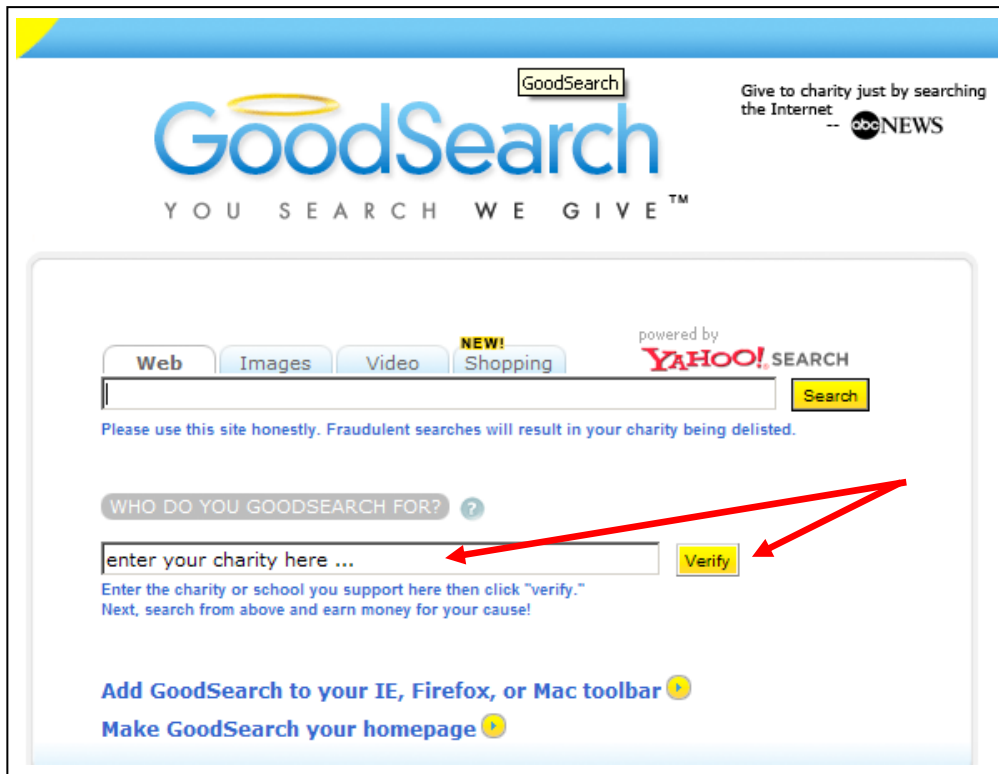
### **GoodShop**

1. What is GoodShop?
  - GoodShop is the part of GoodSearch that pays rebates to MVUUF for online purchases as long as we link to the online merchant through GoodShop.
2. Is anything different once you get to Amazon or another online merchant?
  - Absolutely not. The experience of shopping through GoodShop is exactly the same as going to the merchant directly – you receive the same prices and level of service. The retailers are responsible for collecting payment, shipping and returns. The only difference is how you get to the merchant's web site.
  - The merchant's web site knows how you got to their site. If you got there from GoodShop, it sends them a rebate for your purchase which they credit to MVUUF.
3. What merchants are included?
  - Most of the major online merchants are included. There is a list of hundreds of merchants you can select from including Amazon, Apple, Best Buy, Dell, ebay, Expedia, Home Depot, HP, iTunes, Kohls, L.L. Bean, Nike, Sears, Staples, Target, Travelocity, Walgreens, Wal-Mart, and many more.
4. How much money will MVUUF get from GoodShop?
  - It depends on how much we buy. Rebates vary by merchant but range from 1% to 30% of whatever you purchase.
  - One hundred users each purchasing \$500 per year at stores rebating 3% would give MVUUF a rebate of \$1,500 in addition to our GoodSearch rebate.

## How Do I Do It?

### One-time set up

1. Either click on this link [www.GoodSearch.com](http://www.GoodSearch.com) or open Internet Explorer and type www.GoodSearch.com into the address line.
  - If you use a web browser other than Internet Explorer such as Firefox, open it instead.
2. You should see a form that looks like this:



The screenshot shows the GoodSearch website interface. At the top, the GoodSearch logo is displayed with the tagline "YOU SEARCH WE GIVE™". To the right, there is a slogan "Give to charity just by searching the Internet" and the abcNEWS logo. Below the logo, there are search options: "Web", "Images", "Video", and "NEW! Shopping". A search bar is present with a "Search" button. Below the search bar, there is a warning: "Please use this site honestly. Fraudulent searches will result in your charity being delisted." Further down, there is a section titled "WHO DO YOU GOODSEARCH FOR?" with a question mark icon. Below this, there is a text input field with the placeholder "enter your charity here ..." and a "Verify" button. Two red arrows point from the "Verify" button to the input field. Below the input field, there is a note: "Enter the charity or school you support here then click 'verify.' Next, search from above and earn money for your cause!". At the bottom of the form, there are two links: "Add GoodSearch to your IE, Firefox, or Mac toolbar" and "Make GoodSearch your homepage".

3. In the area where it says "enter your charity here..." type "Minnesota Valley Unitarian" and click
4. The display should then look like this:

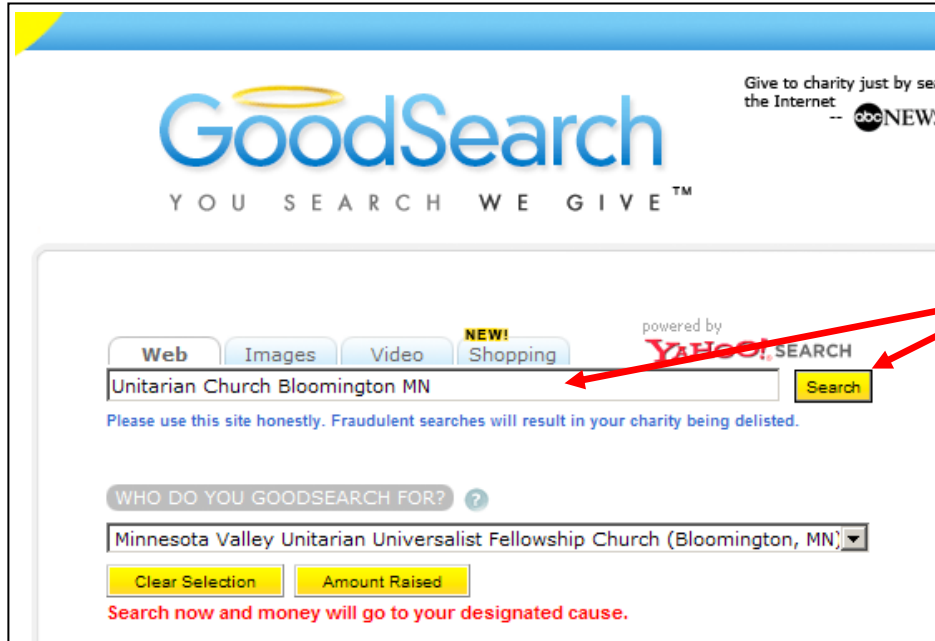


The screenshot shows the GoodSearch website interface after the charity has been selected. The "WHO DO YOU GOODSEARCH FOR?" section now displays a dropdown menu with the selected charity: "Minnesota Valley Unitarian Universalist Fellowship Church (Bloomington, MN)". Below the dropdown menu, there are two buttons: "Clear Selection" and "Amount Raised". Below the buttons, there is a red text prompt: "Search now and money will go to your designated cause."

5. That's it. You will never have to do that again. Anytime you use GoodSearch or GoodShop, MVUUF will now receive a rebate.

## **Searching with GoodSearch**

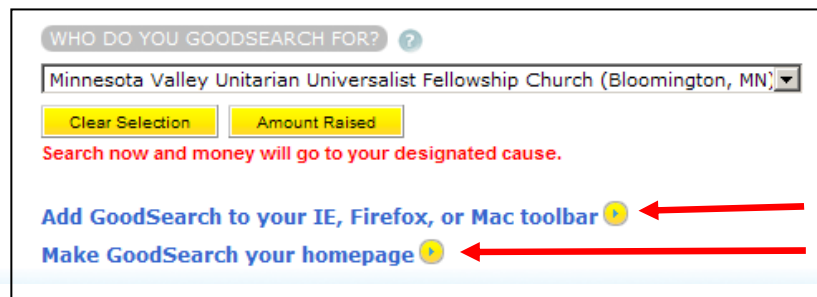
1. To search with GoodSearch, start Internet Explorer or whatever browser you use and type [www.Goodsearch.com](http://www.Goodsearch.com) into the address line. Then press Enter.
  - If you utilize your Favorites menu, it would be a good idea to add GoodSearch as a favorite by pulling down the Favorites menu and clicking "**Add to Favorites...**"
2. Enter your search criteria just like you would in Google and click . In the example below, search for Unitarian churches in Bloomington, Minnesota.




3. You may want to add GoodSearch to your browser toolbar so that you can do searches without even having to start GoodSearch. To do so, click "**Add GoodSearch to your IE, Firefox, or Mac toolbar**" as shown below and follow the on-screen instructions.

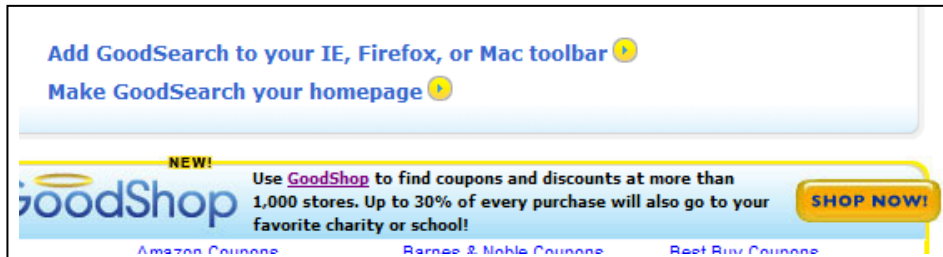
You can also make Goodsearch your home page by clicking "**Make GoodSearch your homepage.**"

However, neither of these is required.



## Shopping with GoodShop

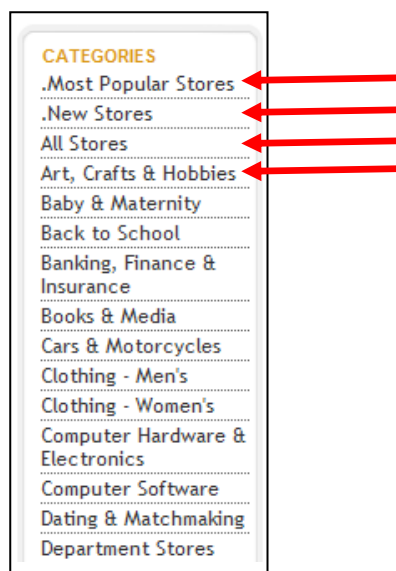
1. To make a purchase with GoodShop, simply start GoodSearch as described above.
2. Click on the  button near the middle of the screen as shown below.




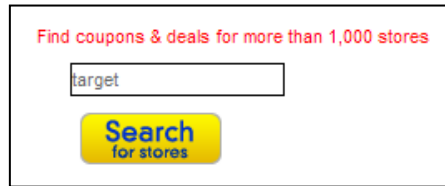
3. You can find the store you want to shop in any of the following ways:
  - a) Click on one of the stores listed near the bottom of the screen under "**Most Popular Stores**" as shown below.



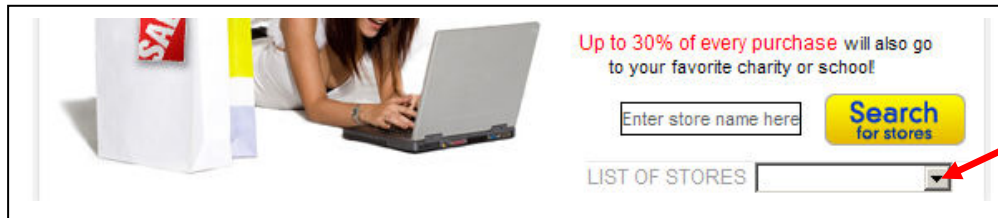
- b) Click on one of the categories near the left side of the screen as shown below. This will cause the Most Popular Stores list to be refreshed with stores in that category. Then click on the store you want to shop in that category as shown above.




c) Type the name of the store you want in the store name box and click  as shown below:



d) Click the drop-down list called **LIST OF STORES** near the top of the screen and select a store from the list. Then click 



4. Once you have selected a store to shop using any of these methods, you will see a screen similar to the one shown below. In this example Amazon was selected.

- If special coupons are available for this site, they may display at the bottom of the screen.
- Click 
- You will be sent to the selected merchant's web site and MVUUF will get a discount for anything that you purchase.

