



## Why Market a Deal with GoodTwo?

**Great Cause Association:** Compared with a traditional deal a day site, GoodTwo provides an added bonus: being part of a fundraiser. Customers purchasing the deal will remember that you're helping support a cause or charity they believe in, providing you with valuable cause association without the added difficulty or paperwork of organizing a fundraiser on your own.

**Meaningful, Loyal New Customers:** GoodTwo purchasers are not necessarily hunting for a deal; they're looking to support a cause they believe in. Many GoodTwo users have never purchased from a group buying site before. It's not simply a daily deal site promoting your deal to subscribers. GoodTwo's structure means that your business gets exposure to a wider and more invested audience than ever before, developing a loyal new customer base with money to spend.

**A Tried and Trusted Platform:** "Deal a day" websites like CoupMe® and Groupon® have proven to be extremely popular marketing tools for new businesses. Because our parent company, CoupMe, has been running a successful deal a day site since 2009, we know how to work with businesses to create the kind of deal that will bring new customers through the door.

**Performance Based Advertising:** GoodTwo is a performance-based tool, so every time someone purchases one of your deals from a customized fundraiser raising money, we pay you 50% commission and the rest is divided between the charity and GoodTwo. Two good things are happening here: you're getting paid and growing your customer base.



## What is GoodTwo?

**goodtwo™** is a free fundraising platform that allows nonprofits, schools, community groups and individuals raising money for a cause to present fantastic deals from businesses like yours, with a portion of the proceeds from each deal sold going to the fundraiser. Featuring your business with GoodTwo is similar to running a deal on popular group buying sites like CoupMe® or Groupon® with one key difference: we partner your business with great organizations and help them raise money, resulting in a unique, feel-good marketing tool that associates you with a good cause while driving new customers to your business.

### Step 1

#### MAKE A DEAL

We work with you to come up with a deal for 50% or more off goods and services for your business.

### Step 2

#### FEATURE WITH FUNDRAISERS

Your deal is added to the options for GoodTwo fundraisers. A fundraiser creates a custom page for his or her cause and can list up to three deals on it.

### Step 3

#### BRING IN CUSTOMERS

Fundraisers promote their deals to family, friends and donors. Each time a deal is sold, you receive 50% of the sale price, a new customer and valuable cause association.