

Greater *Good.*com
Shop where it matters.™



SHARE OUR STRENGTH
Conference

August 10, 1999

Doing Well (and Good) Online

Not-For-Profit Organizations

Principals of Success

1. Mission-based and constituency driven
2. Integration versus isolation of program functions
3. Balanced sources of support

Important Trends

E-commerce is growing at an unprecedented adoption rate

- U.S. Internet population: 110 million, 41% of Americans have Internet access from the home or office *Iconocast*
- Consumer online e-commerce sales are projected to grow from \$8 billion in 1998 to \$108 billion by 2003 *Forrester*
- Between now and 2004, online sales are projected to grow 50.2% annually -- contrasted with total retail sales growth rate of only 3.6% a year *Direct Marketing Association*
- First mover advantage and great execution will be key to Internet marketing success *Morgan Stanley Dean Witter, 1999*

Important Trends

Support for good causes is an important factor in consumer spending decisions

- Giving increased 11% in 1998: \$175 billion was given to not-for-profit organizations in the United States

The Chronicle of Philanthropy, June 1999

- 77% (\$135 billion) was given by individuals *Giving USA, 1998*
- 2 out of 3 Americans will switch brands or providers to one supporting a not-for-profit organization if price and quality are equivalent *Cone/Roper Cause-Related Marketing Study, 1999*

Important Trends

Not-for-profits are striving to find the best way to use the Internet to:

- Strengthen ties with supporters
- Increase exposure to organization's mission
- Offset increasingly high costs of traditional direct mail marketing
- Develop new, sustainable sources of revenue



Who Is GreaterGood.com?

- GreaterGood.com is the world's leading cause-related e-commerce company
- GreaterGood.com markets and manages over **350 customized Internet shopping villages** for charitable and educational organizations
- GreaterGood.com online shopping villages include brand-name merchandise offered by over **45 leading Internet retailers** including Amazon.com, eToys, OfficeMax, J. Crew, 1-800-Flowers, drugstore.com, and JCPenney



Who Is GreaterGood.com?

(continued)

- GreaterGood.com shares fifty percent (50%) of affiliate fees earned from shopping village with a **five percent (5%) minimum guarantee for not-for-profit partners**
- GreaterGood.com invests in actively marketing our not-for-profit partner's online shopping villages, developing customized marketing plans, promotions, and special offers tailored to each partner's constituents



GreaterGood.com's Online E-commerce Program

- Offers both customized shopping villages on your site *and* featured presence on our central site for introducing your mission to new potential supporters
- No minimum purchase levels -- always a 5% guarantee of revenue
- Marketing programs designed to drive traffic to our not-for-profit partner's Web site
- No financial requirements or risks for not-for-profit partners
- No set up or maintenance fees
- Shoppers at your site pay no more than they would when shopping directly with that same online retailer



GreaterGood.com's Online E-commerce Program

(continued)

- Ability to choose merchants that are of most value to your constituents
- Flexibility to include unique, specialty online retailers
- Online auction capability
- 24 hour/7 day a week in-house Customer Service team
- Comprehensive reporting system



Security, Privacy, and Product Liability

Issues We Take Very Seriously at GreaterGood.com

- **Ethical Standards:** GreaterGood.com is the only cause-related marketing site to initiate a consumer's Bill of Rights, leading the industry in an ethical effort to educate and protect both the consumer and not-for-profit organizations
- **Security:** We only select and partner with online merchants who offer the latest in highly secure transaction technology
- **Privacy:** We will never share a shopper's name with a third party without the consumer's explicit permission
- **Product Liability:** In the extremely unlikely event that a GreaterGood.com partner would be found liable for a product purchased from a third party via their site, we provide our partners with up to \$5 million of liability insurance, at no extra cost

GreaterGood.com: Shop Where It Matters - Microsoft Internet Explorer

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Address http://www.greatergood.com/cgi-bin/WebObjects/GreaterGood.woa/13



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Want to select your not-for-profit?
Choose one below:

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SHOP WHERE IT MATTERS

Buying things online already? Simply [shop here](#) or at your favorite not-for-profit's Web site, and at least 5% of every purchase benefits the cause of your choice. Have you registered yet? We'll donate \$3 when you [register](#).

FEATURED NOT-FOR-PROFIT

Rails-to-Trails Conservancy



is dedicated to creating a nation-wide web of trails and greenways that connect towns and cities, link people to parks and other special places, and bind communities together in ever-expanding networks of green. At over 10,000 miles and growing, a critical mass of rail-trails has already been built. As this new "green infrastructure" continues to emerge in the first decade of the new millennium, communities will be healthier and more livable with the real hope of sustaining these qualities into the future. Rails-to-Trails Conservancy is the

→ Tell a friend!

Change Your Preferences

Information for Not-for-Profits

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Address <http://www.strength.org/home.html>



SHARE OUR STRENGTH

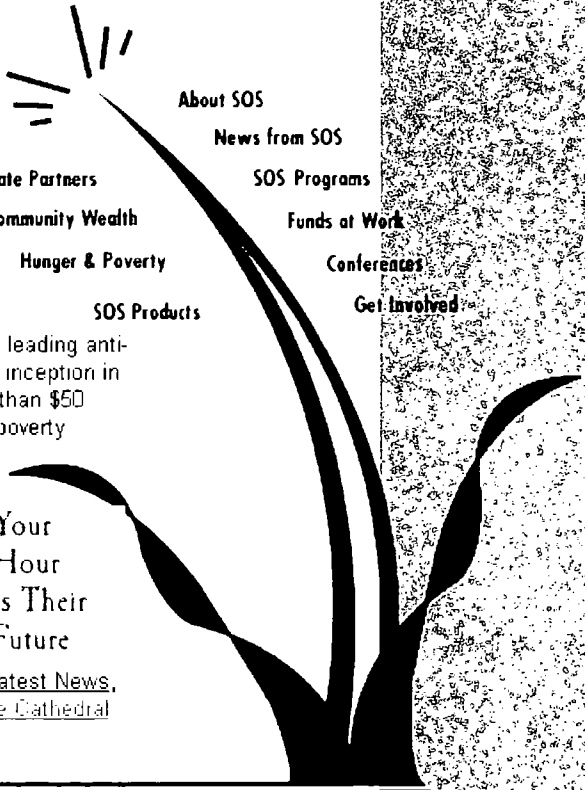
"It Takes More Than Food To Fight Hunger"

Share Our Strength (SOS) is one of the nation's leading anti-hunger and anti-poverty organizations. Since its inception in 1984, Share Our Strength has distributed more than \$50 million to more than 1,000 anti-hunger and anti-poverty efforts worldwide.

Share Our Strength
733 15th Street, NW, Suite 640, Washington, DC 20005
(800) 969-4767; (202) 393-2925

 **Your Hour is Their Future**

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Web Design, Software, and Hosting by

Not-For-Profit Partner Home Page with Link

Shopping Directory - Microsoft Internet Explorer

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Address http://www.strength.greatergood.com/cgi-bin/WebObjects/GreaterGood

Welcome to **Share Our Strength's** "shopping village". At least 5% of every purchase here will benefit **Share Our Strength**. The Shopping Village was created in partnership with GreaterGood.com, a cause related e-commerce company that manages the village at no extra cost to you or them!

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SOS
SHARE OUR STRENGTH

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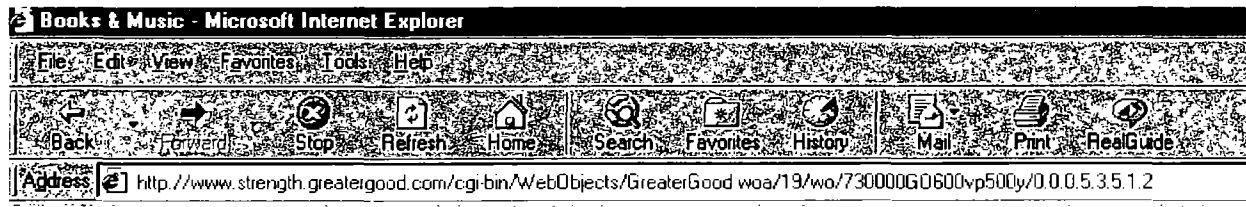
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Amazon.com:Music

1-800-FLOWERS

1-800-FLOWERS

Online Shopping at JCPenney
JCPenney

Not-For-Profit Partner Custom Shopping Village





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Books & Music

Amazon.com Books

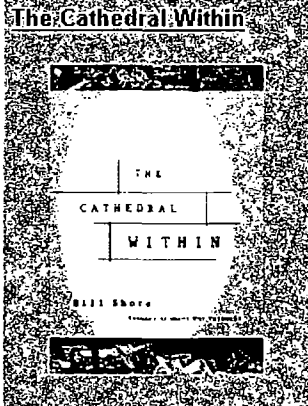
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Amazon.com Music

Amazon.com is the most successful online book and music store, with over nine million customers and competitive pricing on CD's, books, videos, and more.





The Cathedral Within

Bill Shore, executive director for Share Our Strength, profiles leaders across America at the forefront of a new movement of public entrepreneurs who are tapping the vast resources of the private sector to improve community life and the future for our children. Proceeds benefit Share Our Strength.

Shopping for Share Our Strength! - Microsoft Internet Explorer

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Address  http://www.strength.greatergood.com/cgi-bin/WebObjects/GreaterGood.woa/19/wo/730000G0600vp500y/2.2

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Shopping



Partnering with GreaterGood.com

- Generate a new, recurring revenue stream -- one that will increase with the explosive growth of online shopping.
- Receive 5% or more of all purchases made through an online shopping village of leading internet retailers branded with your organization's name. All with added security, privacy and around-the-clock customer support.
- Offset increasingly high costs of traditional direct mail marketing.
- Provide a new way for your patrons and friends to support your organization when they do their everyday shopping online.



Partnering with GreaterGood.com

- Increase traffic to your organization's Web site, bringing your supporters closer to your mission and message.
- Enjoy the ease and security of using a complete "turn-key" marketing package that drives supporters to your site.
- Receive payments, reports and marketing tips regularly.
- No size or financial requirements to join.
- All at no cost or risk to your organization and at no additional cost to your supporters!

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