

# CharitiesQ

Become the focal point of giving in your communities!



## Help local charities and grow your audience and revenue

People who are active in charities are also very likely newspaper readers. They are engaged in the community. They are passionate about their causes. Many of our media clients in small and midsize markets are also already leaders in giving back. So we looked for ways to expand and reinforce those charitable connections.

**CharitiesQ** gives you an opportunity to become the focal point of the charity niche in your market.

It gives you the option to take the lead in the growing "cause marketing" trend, too.

You can use it to engage new users and as a carrot to entice people to

post content to your site.

The system is very customizable and can be used in a variety of ways. Here's how it works:

- Charities register, creating a landing page on your site about their charity.
- Charities can use the site to post calendar items, tell their story, sell things or ask for things they need: a piano, chairs, volunteers, etc.
- Users sign up to support their favorite charities. They earn points for their charity by registering or posting their own content to your site. We track their activity.
- You can put your own content on the site. You sell advertising and

sponsorships on the site. Advertisers can sponsor a town or a charity.

- Each charity's page can list the people and advertisers who are supporting them.
- The site can also take credit card donations from users and help people register to help or donate items to charities that are on your site.
- A share of revenue can be dedicated to the charities that participate, divided by the activity of their supporters. The more often their supporters come to your site, the more money they earn for the charity. This encourages viral marketing as charities encourage their supporters to use and support your sites.



Call (401) 455-1555 for a demo or e-mail [bill@creativecirclemedia.com](mailto:bill@creativecirclemedia.com)

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Click to post your news – it's free!

You're earning points for Framingham Public Library  
[CHANGE THIS](#)



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## How does xtra xtra work?

You can earn points for your favorite local charity by being active in your xtra xtra community.

**10**  
points

Register

**6**  
points

Post a story

**8**  
points

Upload photos or video

**2**  
points

Comment on a post

**4**  
points

Add a community event

Your points can add up fast!

## Your points turn into money for your charity.

Our advertisers and sponsors contribute to our **Donation Bank**.



Each quarter, the money in that Donation Bank will be divided among the local charities on this site, based on their point totals.

Your community news turns into cash for the local causes you believe in!

## Xtra xtra is where charity begins

### Got something gathering dust?

Find a local group that could use it!  
Check the charities' wish lists of things they need, like canned goods, folding chairs or a piano.

### Want to contribute directly?

You can make a credit card donation to any non-profit on our site, and every cent goes directly to that group.\*  
\* AFTER CREDIT CARD FEES

### Do you own a local business?

You can provide additional support for your favorite local charity by advertising on their xtra xtra page!

## Get some credit, too!

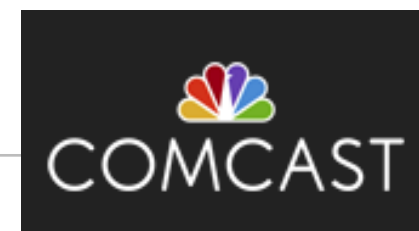
Your user name is listed on your non-profit's page to show everyone that you're earning points for that group.

[Register your charity](#)

[Start earning points](#)

Still curious? [Learn more about xtra xtra](#)

Search site



SPONSOR OF LOCAL NON-PROFITS

### Local non-profits

[NON-PROFIT GROUPS JOIN](#) | [LOGIN](#)

**Metrowest Humane Society**  
347 points

**Framingham Public Library**  
261 points

**Pearl Street Cupboard & Cafe**  
130 points

**Framingham High School Marching Band**  
98 points

**Metrowest Humane Society**  
77 points

[VIEW MORE](#)

Are we missing your favorite local cause?

[Vote](#) to add a group to this list. It's free!

### Shop local

#### Give your child the gift of a good education

High Values. High Achievement. A Private Catholic College Preparatory School, 1000 McNeilly Road, Pittsburgh, PA 15226 412-561-3583 Ext. 129 [MORE](#)

#### REGISTER NOW FOR GYM CAMP!

December fun-Back handspring & tumbling clinic; mini-gym camps & Saturday afternoon holiday fun activities: [www.gymdandy](#) or call 724-745-5558 [MORE](#)

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Huge selection of yarns, needles and hooks for your skill level and budget. 3323 Washington Road, McMurray (724) 942-1025 [MORE](#)

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