

# Is Yahoo the New Apple?

Contributed by Taylor's Dad  
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## Is Yahoo the New Apple? School Shake Down

Any of us that have kids in school know what it is like to be shaken down almost every week for money via a fund raiser. Bake sales, school plays, Father's Day sales, Mother's Day Sales, class trip, after school activities and the like head the flyers our kids bring home each week. All for raising money so our children can take part in a school activity or program. This, after the countless millions we pay in taxes to fund our school systems. There are better, more affordable ways to raise money for your school, that don't cost us anything. Yahoo Donates Money to My Kids School via Good-Search. I don't think Apple gives free computers anymore.

With Yahoo's launch of Good Search over a year ago it is very reminiscent of Apple's old ways. Years ago Apple would donate computers to schools in hopes that the children, having been brought up on their system would make the logical jump from the school to the home. It is obvious that when the time came to shop for a computer that the kid would say, lets get that one (Apple) that's the one we have in school. The concept did not, however work out that well for Apple. Cost, about \$500 per system, I would gather at about 1 per 50 students or \$10 per kid. Not to bad, their break even could have been about 50:1. Apparently Apple stopped donating computers to schools. I suppose they eventually realized that kids convincing their parents to buy Macs to compliment their iPods worked out better. Now may be a better time than ever for Apple to start giving free Macs to the schools again.

## Enter Yahoo Good Search

Yahoo now has Good Search , a search engine that allows you to choose a non-profit organization to reap in the benefit of sharing part of the proceeds generated by Yahoo's PPC (Pay Per Click) revenue stream.

{mosgoogle}Yahoo, What a Great Plan.

No as opposed to going to your (old) favorite search engine, you feel compelled to go to Good-Search to enter a search that will produce money for your favorite Non-Profit Organization. In this case my kids school. By clicking here and entering a search and clicking on a sponsored search result, Yahoo Good Search will donate a portion of the profits to my kids school. You can also enter another non-profit organization of your choice in the settings to pick another recipient. In my experience they usually donate about \$0.01 per click. I also know from my experience in managing PPC campaigns through Yahoo's Overture PPC that they could be making anywhere from \$.05 to \$5.00 and up per click. So there cost lies between 5:1 and 500:1, much better than Apple's for you piece of mind and benevolence. How Does it Add up for Good Search and My School?

Well here is how it plays out. Considering about 500 students (in an elementary probably about 200 are of Search Engine Using age), 100 faculty, and about 1,000 parents, I figure about 1300 potential users, negating family and friends. I use the internet all day and search engines as well. I can do about 50-100 searches a day, but I will be conservative and average 5 for the rest of my constituents. At that rate we are looking at 1300 x 10 x \$0.01 or about \$130.00 PER DAY in funding for my kid's school or about \$47,000 a year. This is \$47,000 per year for something you already do in your daily routine. If each family can get 2 non-child supporting friends and family members to jump in you may easily break the \$100,000 mark. What does this all mean?

Well, if your school can raise a conservative \$50,000 a year with no labor, no shake down and no asking for money, that may add up to about \$100 per kid. I see it as this:

- 1 Discounted Broadway show with transportation
- 2 Books (that's about 1000 for the whole school)
- A few influential guest speaker assemblies
- 1 Computer for every classroom
- 2 Plays
- Several After School Programs
- and A New Playground Center Piece each year.

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Before you enter your organization, click on this link and replace an otherwise unfunded search with one for my kids school, just for me introducing you to this great discovery.