

# THE GUILFORD BUILDING NEWS

in its 13<sup>th</sup> year of publication

## SWEET DEALS WITH CHARITY IN THE BARGAIN BUSINESSES CONNECTING WITH CUSTOMERS ON THE WEB AND MORE.....

Save for a Cause is a daily deal website hooked up with local non-profits; GetYouFound connects businesses and customers through the Internet. Both companies collocate in suite 401 at The Guilford Building under the leadership of Peter Raines, a 16-year veteran owner of online marketing and web development agencies.

**SAVE**  
FOR A CAUSE

Fat discounts on attractive services or products with part of the purchase price going to a local charity – great for budget-minded shoppers and non-profits and excellent for businesses aiming to entice new customers. Here are some deals that recent buyers found at [saveforacause.com](http://saveforacause.com): a \$300 chiropractic package for \$30; a \$168 pest and mosquito Terminix treatment for \$68; a \$40 mobil oil change for \$20; and a \$40 shampoo, cut, style, and blow dry for \$20.

### How It Works

Each day Save for a Cause partners with a local business to feature one big deal. The business specifies

a non-profit that it wants to support as part of the deal. Upon a sale, the business receives its portion of profit from the daily deal. Then Save for a Cause donates 10% of the remaining proceeds to the selected non-profit.



Since 2008, GetYouFound has been helping businesses reach out to local customers through online marketing solutions which include creation and development of websites, updating existing websites, search engine optimization packages, managed business listings, and web traffic analytics.

“We always customize our marketing help to a business,” explains Peter Raines. “We offer a personal touch, a tailored approach, and we get measurable results for our clients. Contact us today at 336-790-6735 to find out more about Save for a Cause and our other marketing services. Or email me directly: [peter.raines@getyoufound.com](mailto:peter.raines@getyoufound.com).”



Fun-loving and Internet-savvy, they love what they do.

Left to right: KIP REYNOLDS, small business promotions manager for Save for a Cause and GetYouFound; DONNA RASMUSSEN, community outreach coordinator for Save for a Cause; PETER RAINES, senior marketing consultant and vice president for Save for a Cause and GetYouFound; MELISSA KAMMERER, SEO and social media specialist for GetYouFound; and LIZ CROMWELL, SEO and PPC specialist for GetYouFound.

The Guilford Building will be closed on Monday, July 4, 2011,  
in celebration of Independence Day.