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Yahoo! Helps Children's Charity Search Engine For Christmas

DonorsChoose.org and DonorsChooseGift.org got a visit from a purple-clad Santa this week.

In place of the gifts they usually give to their high-end customers, Yahoo! turned to the charity search engine and sent gift cards of donations to the charity of your choice.

The people seeking donations are various school based requests for aid that teachers from around the US make through the Donors Choose interface.

"Teachers ask. You choose. Students learn." is the slogan.

The cobranded card congratulated the recipients. "you have received a DonorsChoose gift certificate. At our not-for-profit web site, public school teachers submit proposals for materials or experiences their students need to learn. These proposals become classroom reality when concerned individuals like you choose one to fund," the card read.

The site allows you to search proposals by location or area of interest. Simple but clever, this idea could take off - after I used the gift card donation code I went back and gave a little more.

Hopefully this one becomes contagious.

Posted by Frank Watson on Dec. 18, 2006 | [Permalink](#)

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