Why is the merchant partner campaign not working?

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The Merchant Partners tool has been discontinued as interest from our partnered organizations and participation from retailers in the program has declined over the past few years. We have found the tool to be obsolete and does not serve as a valuable stream of revenue for our clients.

If you still want to use a tool like this, I would recommend Amazon Smile. 55% of all online shopping searches begin on Amazon.com. Amazon Smile is great because it remembers that a specific shopper’s purchases should always be credited back to your organization (so they don’t have to start in a special location just for it to count). Amazon Smile automatically has an account for every organization registered in Guidestar. You should definitely take advantage of this! We recommend making sure you are set up to receive your contributions on Amazon Smile and then add a button that links to Amazon on your site.