

Walk-a-Thon Solution Proposal

prepared for:

Friendship Circle International

Bentzi Groner
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e² creative group

Introduction

e² Creative Group is pleased to present this proposal to **Friendship Circle International**, to help achieve the highest fundraising success levels with advanced, integrated online tools to create the ultimate *giving experience*.

The software platform provided is a comprehensive, easy-to-use system designed to meet the needs of nonprofit organizations. Our solution is also extensive, yet customizable and is supported by a robust, secure, highly available and scalable infrastructure. The use of modules ensures that e² Creative Group can deliver those components that you need today, in a unified fashion, and also provide for future growth.

As a unified solution, e² Creative Group can help you steward and create the ideal giving experience for your supporters. It is a proven solution that will provide your organization with the essential online capabilities to provide your supporters with:

- Instant gratification by seeing immediate reward to their interactions
- Social impact by seeing results of support through communications
- Sense of belonging by spending time interacting with your organization
- Emotional outlet to be involved with an organization they value
- Trust based on accountability by benefits of unification of data
- Relevancy, targeting, personalization and convenience
- More ways to communicate, get involved and build affinity

Walk-a-Thon Event Modules:

1. Friends Asking Friends (FAF)
2. Email Communications module

1. Friends Asking Friends (FAF)

Friends Asking Friends service is an email-based solution that acts as a virtual door-to-door solicitation and recruitment solution - event participants become fundraisers and recruiters on your behalf. FAF is particularly successful for walkathon and other “team” events. Statistics demonstrate that solicitations for support are more likely to result in favorable responses if they come from someone an individual knows - a friend, family member or colleague - than if they come from an organization.

Friends Asking Friends module features; email tools, configurable individual and team pages, online donor and participant recognition, donation support, pledging, comprehensive reporting and bookkeeping services.

In addition to the robust and dynamic tools, e² Creative Group will also direct and consult on all email and online marketing campaigns for the event. From previous experience and proven success hosting a walk-a-thon, we’ve found that our expertise in planned email campaigning helped significantly in mass targeting, raising participation and ultimately donations. Apart from online donation assistance, we will also provide assistance collecting and documenting offline donations. Even though FAF is a very user-friendly system, we will still provide training/materials to administrators, volunteers, and participants to utilize FAF to its maximum potential.

Improves Your Events Success and Empowers Your Participants

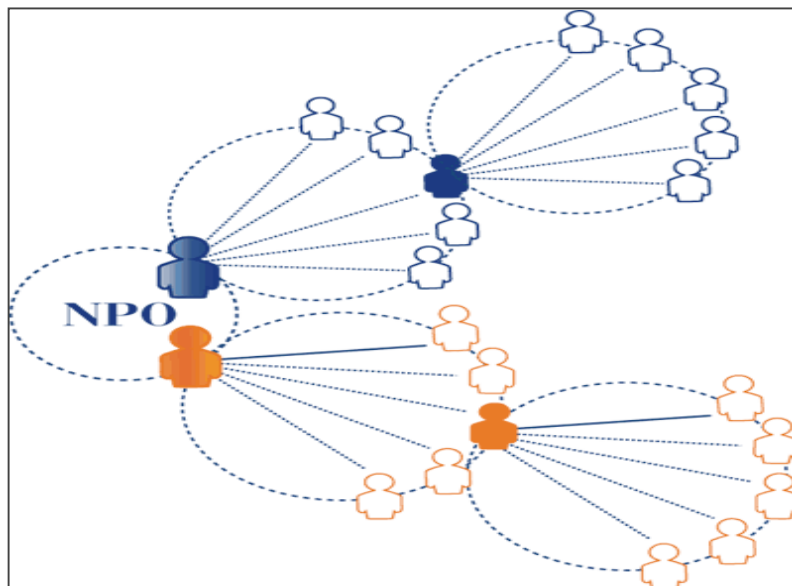
- **Personalized Fundraising Pages** - Event participants utilize the intuitive front-end tools to set up, manage and monitor their personal fundraising page.
- **Increase Your Reach** - Participants can import personal e-mail address books and create personalized invitations to friends and family to make a donation or become a member of their team.
- **Report Access** - Give participants access to donation and email communication reports which detail activity on their personal fundraising page.
- **Repeat Participation** - Recognize returning participants and automatically load their personal e-mail address book, e-mail history and donation history into future event sites, which encourages repeat participation.

Your Event Reflects Your Organization

- **Event Specific Websites** - Promote events online by using our intuitive user interface to design and launch your event site.
- **Customize Involvement** - Specify default tools and activities for participants, including e-mails, polls, quizzes, donor honor rolls, bulletin boards, stores, online auctions, customized registration packages and more.
- **Visitor Donations** - Create a contribution area for site visitors who are unable to attend events.

Real Time Reporting

- **Standard and Custom Reports** - Utilize standard real time reports or customize reports to fit your organization's needs for informed, data-driven decisions and save them for future use.
- **Thorough Event Reviews** - Report on progress of participant fundraisers and overall event success, budget for upcoming years, review year-over-year results and analyze giving trends.
- **Manage Participants** - Track corporate teams, team captains, individual participants and donors.
Track Progress - Access event data real-time to view progress of an e-mail campaign or activity of your constituents.



2. Email Communication Module

Email communications module allows you to reach donors, members and other supporters, and to develop stronger relationships within and between these communities and your organization. This module features an easy-to-use WYSIWYG (What You See Is What You Get) editor for quickly creating HTML, text and AOL emails, e-Newsletters and more. Content can be conditional based on segmentation categories, or on a multitude of demographic or profile data, thereby providing highly personalized and targeted emails.

All responses are recorded in the Kintera Sphere CRM, enabling you to build a comprehensive profile database that delivers clear insights into who your supporters are, their interests, and how best to generate positive responses.

Email Highlighted Features:

Email Creation Made Simple

- **WYSIWYG (What You See Is What You Get) editor with Microsoft Word like features** – Enables non-technical staff to create dynamic HTML or text emails.
- **Automatic Emails** – Create automatic emails such as membership renewals or pledge reminders.
- **Template Library and Email Copy** – Choose from a variety of customizable templates or create and save your own with Email Copy.

Higher Delivery Rates

- **White List Status** – To help ensure email is not rejected by SPAM filters, status is secured with all of the major ISPs, including AOL, MSN, and Yahoo.
- **Superior Capacity** – Schedule large mailings (up to 500,000 emails per hour).
- **Double Opt-In** – This optional feature promotes cleaner lists, more relevant information, and higher involvement rates over the long term.

Targeting and Personalization

- **Query Manager** – Use a simple folder interface to create lists based on database fields. Lists can be previewed and saved.
- **Insert Mail Merge Fields** – Personalize your emails by inserting data from database fields, such as name or giving history.
- **Dynamic Content** – Display tailored content based on demographics, interests, behavioral or other data in your database.
- **Secure Auto-fill for Gift Renewals** – Match payments to donor records by providing secure auto-fill on forms.

Advanced Reporting

- **Comprehensive Statistics** – Analyze open rates, click throughs, bounces, form completions, donations, transactions, unsubscribe and more.
- **Split List Testing** – Easily measure the effectiveness of different messages, such as one subject line versus another.
- **Dashboard Report** - Access a list of recipients within a detail report, such as those who did or did not click on a specific link.
- **Activity Tracking** - View all mailings sent to a recipient so you have a single view of your communication history with that individual.

Friendship Circle Walk-a-Thon Itemized Price Sheet

Friends Asking Friends (FAF) Module - \$3,500 annually

- Includes all Software and Templates
- 5 hours of Technical/ Customer Service
- 5 hours Customization
- 3,000 Contacts

Email Module: \$800 (Optional)

- Up to 30,000 emails monthly
- Up to 10 email campaigns monthly

Online Training Software: \$300 annually (Optional)

Creative Design/Customer Service Package:

Packages available in 5 hour increments – Packages must be purchased in advance

- Discounts given on larger packages*

- 5 hour package \$500 (5 x \$100 = \$500)
- 10 hour package \$950 (10 x \$95 = \$950)*
- 20 hour package \$1,700 (20 x \$85 = \$1,700)*

Design Services: Web design, Print design, PR, Identity & Branding.

Please call 310-205-0736 for a full list of services.

Transaction Fee Information

7% Kintera fee assessed on all transactions made online.

2.598% + \$.23 to the credit card processing company
Visa, MasterCard, Amex

Printing Services – Posters, Flyers, Banners, etc.

Please call 310-205-0736 for quote.