

Giving Day Check-in

October, 2012

November 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				Mock Giving Day 1	2	3
4 	5 	6	7	8	9	10
11 	12	13  \$500K	14  \$100K	15  \$13M  \$400K	16  \$500K	17
18	19 Code push for holiday release	20	21	22 	23 	24
25	26 	27	28	29  \$150K	30	

December 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	<div>Give Jewishly</div> <div>\$1.5M</div>	13	14	15
16	17	18	<div>  COMMUNITY FOUNDATION OF WESTERN MASSACHUSETTS </div> <div>\$1M</div>	20	21	22
23	24	25	26	27	28	29
30	31					

#1 Riverside

When: Tuesday November 13
AKA: The Community Foundation
Target: \$ 500,000
URL: givebigriverside.razoo.com
Timezone: Pacific
Freeze date: Tuesday October 30

- Support Hours – CM
- Prize money - CM
- Preferred causes (Not Finalized) - CM
- Live and Post Pages – CM provides content MW produces
- Custom Terms of Use and Privacy – CM, BL, BM
- Custom share page (post donation) content not setup - MW
- Custom Mobile site not setup – MW
- Email receipt permissions text (additional % fee) – CM
- Check processing fee is correctly setup – BM
- Send email to Godwin when ready to QA - CM

#2 Maryland



When: Wednesday November 14

AKA: Give Big Maryland

Target: \$ 100,000

URL: mdbiggive.razoo.com

Timezone: Eastern

Freeze date: Wednesday October 31

- Support Hours - CM
- Live and Post Pages – CM gets, MW produces
- Custom share page (post donation) content not setup – MW
- Send email to Godwin - CM

#3 Lexington



When: Thursday November 15

AKA: Give Big Lexington

Target: \$ 400,000

URL: givebiglexington.razoo.com

Timezone: Central

Freeze date: Thursday Nov 1

- Note: 1 org with project pages
- Support Hours – CM
- Prize money - CM
- Live and Post Pages – CM gets, MW produces
- Custom share page (post donation) content not setup – MW
- Preferred causes (Not Finalized) – CM
- Number of golden tickets, type and time slots – CM
- Send email to Godwin - CM

#4 GiveMN



When: Thursday November 15

AKA: Give To The Max

Target: \$ 13,000,000

URL: givemn.razoo.com

Timezone: Central

Freeze date: Thursday Nov 1

- Preferred causes – CM
- Support Hours - CM
- Prize money – CM, GE to verify
- Live and Post Pages – CM gets, MW produces
- Custom share page (post donation) content not setup – CM, MW
- Special requirement for golden tickets. Our system cannot handle this. We need to create new stories.
 - 2 scripts – one for all, one for schools – MC, WS to understand
- Leaderboards with Colleges and Universities removed
 - Approach to take – WS, MC (by Oct 17)
 - Caution: list changing, blacklisting, etc
- Custom Event Page for Itasca – CM, MattC
 - Caution: redirects
- Send email to Godwin – CM
- Build web VMs and get rackspace to config – WS
- Make sure we have enough delayedjob workers – WS, MC to verify
- Visualization finalization - RC

#5 Park City



When: Friday November 16

AKA: Live PC, Give PC

Target: \$ 500,000

URL: livepcgivepc.razoo.com

Timezone: Mountain

Freeze date: Friday November 2

- Support Hours - CM
- Preferred causes (Not Finalized) – CM
- Live and Post Pages – CM, MW
- Custom share page (post donation) content not setup – CM, MW
- Custom Mobile site not setup- MW
- Send email to Godwin - CM

#6 Phelps County



When: Thursday November 29

AKA: Give2Grow

Target: \$ 150,000

URL: give2grow.razoo.com

Timezone: Central

Freeze date: Thursday November 15

- Support Hours - CM
- Preferred causes (Not Finalized) - CM
- Live and Post Pages – CM, MW
- Custom share page (post donation) content not setup - MW
- Golden ticket time slots – CM
- Send email to Godwin - CM

#7 Western MA



When: Wednesday December 12

AKA: Valley Gives

Target: \$ 1,000,000

URL: valleygives.razoo.com

Timezone: Eastern

Freeze date: Wednesday November 28

- Caution: multiple leaderboards
- Support Hours - CM
- Preferred causes (Not Finalized) - CM
- Live and Post Pages – CM, MW
- Custom Mobile site not setup – MW
- Design needed - MattC
- Custom share page (post donation) content not setup – MW
- Send email to Godwin – CM

#8 Give Jewishly



When: Wednesday December 12

AKA:

Target: \$ 1,500,000

URL: ?.razoo.com

Timezone: ?

Freeze date:

- Might not happen
- Worksheet – CM
- Design - CM

If something goes bang...

- Call tree
 - Call on-call person
 - Escalate - Will
 - Escalate - Mike
 - Escalate - Jeremy
 - In that order
- MC to create on-call list
 - Add list of who is on customer service (get from LisaS)
- WS – distribute primer on how to handle diagnose and report

Previous issues

- Misconfiguration (human error)
- 3rd-party systems (Yahoo! Email)
- Edgecast
- Rackspace DNS

Single points of failure

- Authorize.net
 - Symptom: email flood, orders stop processing
- Rackspace (no geographic redundancy)
 - Symptom: timeout, garbled responses
- UltraDNS
 - Symptom: browser says can't find xxx.razoo.com
- GoDaddy
 - Symptom: whois lookup fails
- No DDOS protection

Other

- White-list brand for day in Kount – BM
 - Pre-scheduled rules list
- NFS failover test – WS
- Takeout Snapengage code – MC
- Remote /admin access as required – WS
- Disable org admin CSV downloads – MC
- Tell Kount and Authorize.net to expect high volume - BM

Mock Giving Day

- Define objectives and create plan– MC, GE
- Nov 1 tentatively