

JUMPSTART

CAUSEFORCE FUNDRAISING PLATFORM DISCOVERY & RECOMMENDATION

OCTOBER 2, 2020



AGENDA

1. BACKGROUND
2. EXECUTIVE SUMMARY
3. FUNDRAISING LANDSCAPE
4. FUNDRAISING PLATFORM ANALYSIS
 - a. BEST PRACTICES
 - b. ANALYSIS
 - c. PRICING
 - d. RECOMMENDATION



BACKGROUND

CAUSEFORCE FUNDRAISING PLATFORM DISCOVERY & RECOMMENDATION

On September 17, 2020, CauseForce conducted a discovery session with Canadian Tire's Jumpstart team including Ashley Curran and Rebecca Sandiford.

The purpose of this discovery was to gain an understanding of the organization's current fundraising needs and fundraising platform capabilities.

The information obtained from the discovery and through additional research has helped to inform our recommendations on backend infrastructure to support future fundraising efforts for Canadian Tire's Jumpstart Foundation.



EXECUTIVE SUMMARY

GM/BEV/VINA

Just summarize our presentation:

Based on the brief/background as well as the current fundraising landscape, we did a deep dive in reviewing the industries best practices and chose to focus our analysis on the following three platforms:

- AKA Raisin
- Blackbaud Luminate Online
- NeonOne Rallybound

We can include what we evaluated them against or just summarize that based on industry best practices, as well as capabilities, innovation, management, cost, and overall platform offerings, Rallybound is the optimal choice for Jumpstart.

FUNDRAISING LANDSCAPE

FUNDRAISING FOR LONG TERM SUCCESS



EMPOWERING SUPPORTERS

KEY LEARNINGS

Customer and User Experience is Key

- Investing in customer experience drives revenue growth and increases customer loyalty with fundraisers, donors and all supporters of the foundation, ensuring long-term success.

Donor Centric

- Focus should be on donor relations, which leads to deeper connection between donors, fundraisers and your organization. This should be based on trust, transparency, and your sincere gratitude for their generosity.

Ease of Technology

- Implement fundraising technology and tools to broaden and ease accessibility to donations.



TYPES OF FUNDRAISING CAMPAIGNS



- **Donations:** direct funds received through one-time, monthly, reoccurring of major gifts, donation campaigns, etc.
- **Tributes, Honorary & Memorial:** request for donations to be made in honor or in memory of someone who is not the donor.
- **Endurance:** fundraiser where organizations partner with new or existing endurance events like marathons, triathlons or cycling events to raise funds for a cause.
- **DIY/Fundraise Your Way:** fundraiser where the supporter defines the activity, the location and the timing and proceeds are donated to a cause.
- **Special Events:** fundraiser such as galas, golf tournaments and dealer conventions where the proceeds from ticket sales and funds raised during an event are donated to a cause.

PEER TO PEER FUNDRAISING

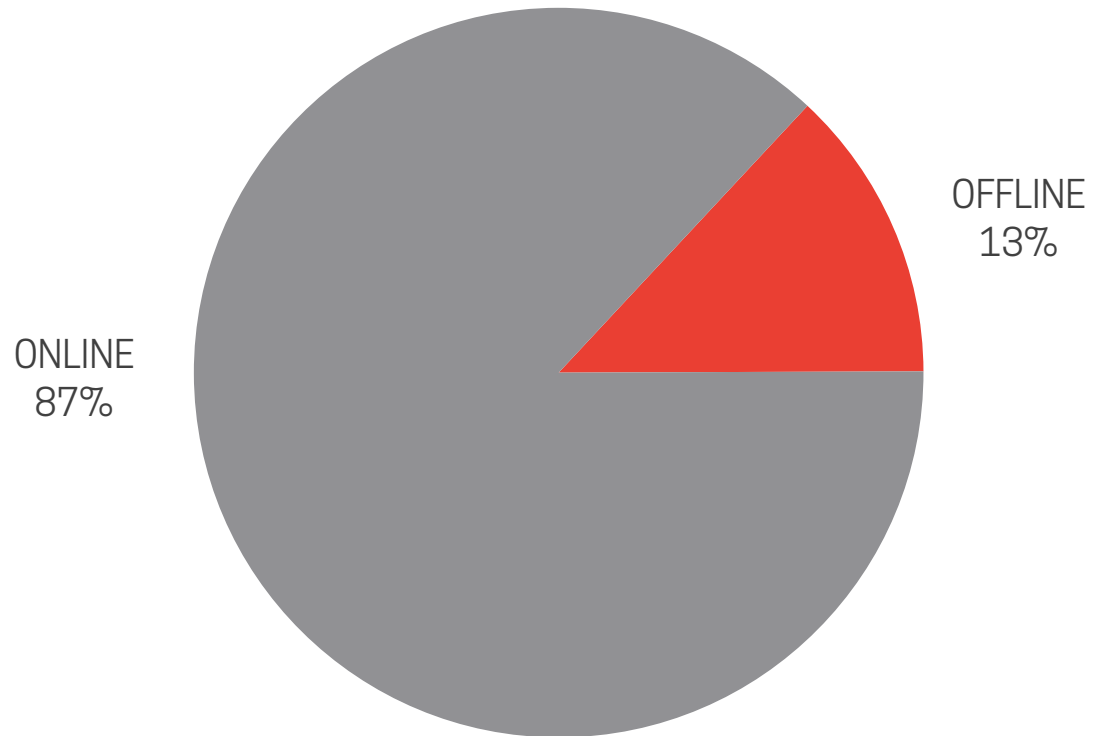
VIRTUAL EVENT LANDSCAPE

- Good news! Online giving is growing at three times the rate of overall giving.
- Online giving is now the preferred way to give
- Charities are quickly looking to transition to digital technologies to fundraise virtually which makes it easier for their supporters
- Participation rates and fundraising can be higher due to fewer barriers in a virtual event setting

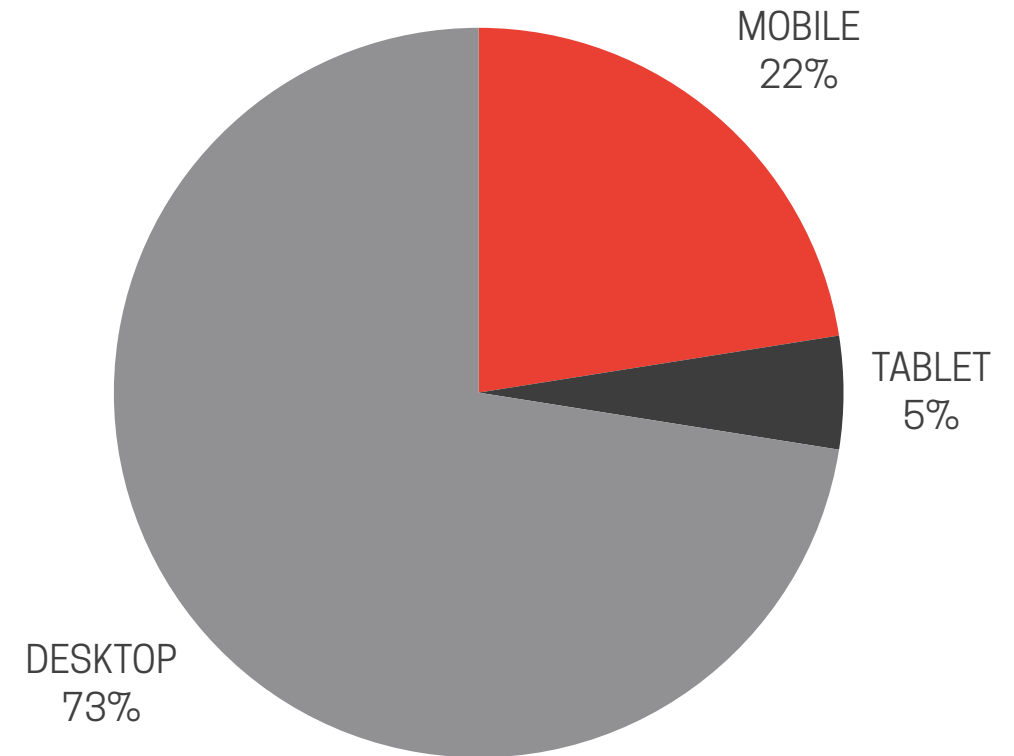
PEER TO PEER FUNDRAISING

VIRTUAL EVENT EXAMPLE

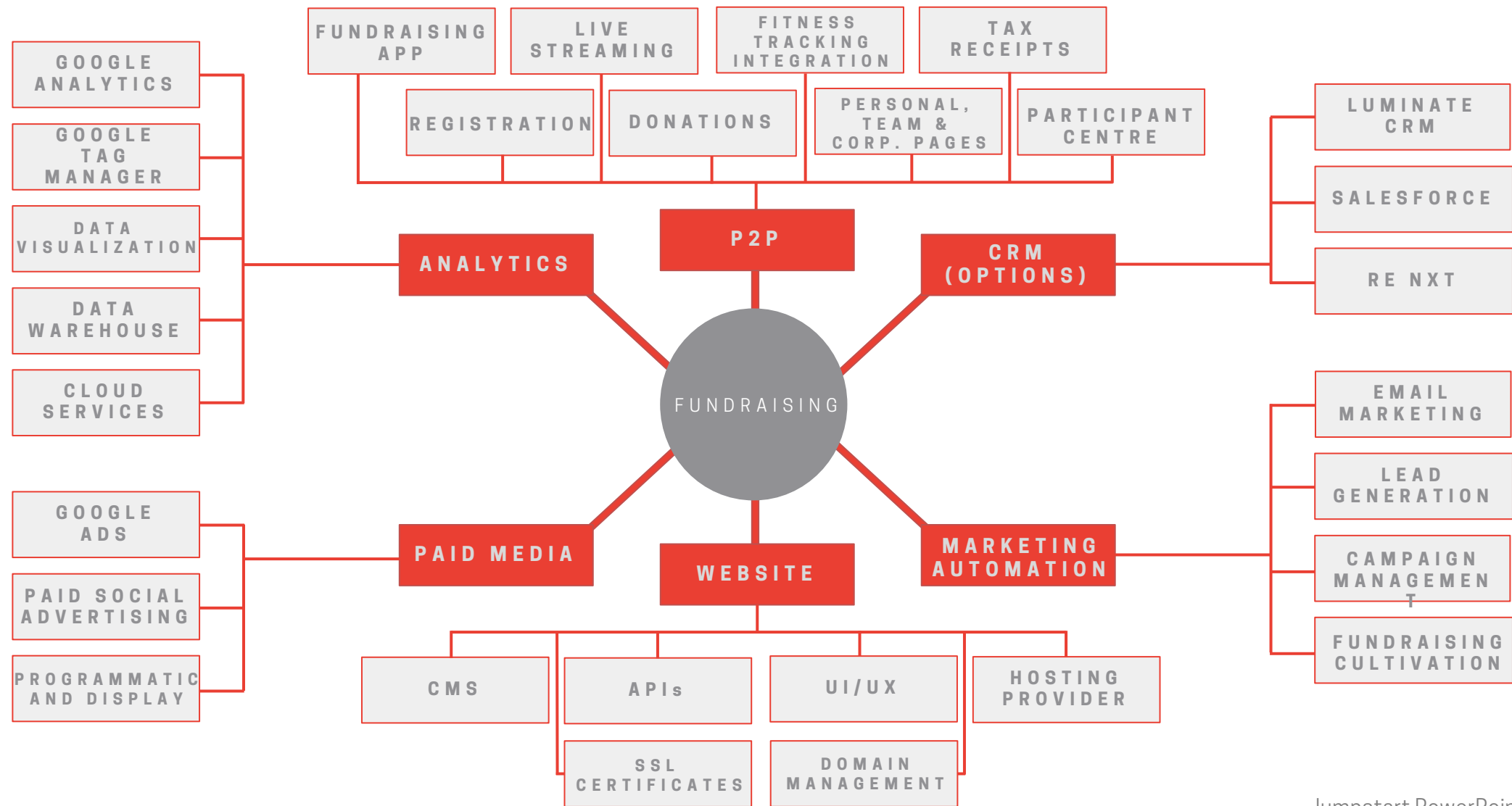
VIRTUAL EVENT TRANSACTION BREAKDOWN



VIRTUAL EVENT ONLINE TRANSACTIONS BY DEVICE



DIGITAL FUNDRAISING ECOSYSTEM



FUNDRAISING PLATFORM BEST PRACTICES



DESIGN & BRANDING BEST PRACTICES

SEE CHART FOR PLATFORM COMPARISON

Branded & Responsive Website

- Website pages can be branded with the platform's branding, or the client's branding.
- Event pages are mobile responsive.

Custom Coding

- The platform provides tools for advanced users to create custom pages and functionality using HTML, CSS, JavaScript, etc.

Custom Secure Domain

- The platform has a secure operating domain. (e.g., <https://platform.com>)
- The platform should also provide users the option of using custom or vanity URLs for their event websites. (e.g., <https://support.nonprofit.org>)

Standalone Campaign Sites

- The platform allows for the creation of landing pages for campaigns.

KEVIN



FUNDRAISING ENGAGEMENT BEST PRACTICES VINA

SEE CHART FOR THE COMPARISON OF P2P FUNDRAISING ENGAGEMENT CAPABILITIES

Participant Centre

- Fundraisers need a robust and intuitive Participant Centre or dashboard where they can customize their personal page and/or team page and have a step by step information and tools for them to reach their fundraising goal.

Sample Fundraising Emails

- Fundraisers need a suite of customized and templated emails for them to send out to their family, friends and colleagues.
- The more a platform provides tools and samples to help a participant, the more they tend to fundraise.

Social Media Sign-up

- Fundraisers should have an option to sign up using their social media credentials to make it more convenient for them to register.
- This feature streamlines the registration process by providing a one-click registration process or by auto-filling biographical information.

Team Fundraising

- Fundraisers need to have capabilities to create a team, join a team and search for team members within the fundraising site.
- Members of teams typically raise more than individual participants.

Events Ticketing

- Promoting and selling tickets for special events helps drive fundraising engagement. Supporters can purchase tickets or RSVP to help promote the cause and raise more funds for the organization's programs and initiatives.

FUNDRAISING ENGAGEMENT & INNOVATION BEST PRACTICES

VINA

SEE CHART FOR THE COMPARISON OF KEY
ENGAGEMENT INNOVATION CAPABILITIES

Fundraising App

- A fundraising App lets participants raise more money by connecting their social, mobile and email channels to reach more donors wherever they are.

Social Media Fundraising

- Social media is becoming a main point of contact between friends and family, but it is still good to give your participants options on how they want to spread the word.

Livestreaming

- Fundraisers can livestream from Facebook, YouTube, and Twitch as another medium to raise more funds for their cause.

Fitness Tracking

- Fitness Tracking integration gets fundraisers on the move. Through Strava, fundraisers can track their physical activity and monitor fundraising progress at the same time.

Endurance Challenge

- Endurance Challenges is a great way to bring out fundraisers' best effort by engaging them in an endurance activity to help boost their advocacy and, in turn, increase their fundraising.

USER INTERFACE BEST PRACTICES

SEE CHART FOR THE COMPARISON
OF USER INTERFACE FEATURES

VINA

Registration

- The platform offers an intuitive participant registration with standard features: basic and additional information, waiver acceptance, and registration fee payment.

Donations

- The platform allows participants and donors to have a seamless donation experience across multiple devices.
- The platform offers mobile check-out.

Personal, Team & Corporate Pages

- The platform streamlines the experience of returning users by allowing past participants to "reclaim" their existing personal pages.
- Personal and Team pages need to be intuitive enough to drive donations and supporters.

Thermometers & Leaderboards

- The platform has built-in tools to implement thermometers and leaderboards on personal and team pages to help users keep track of progress.

Gamification

- The platform offers badges and milestone trackers to enhance user experience.

Multilingual

- The platform allows users to easily toggle between English and French languages.

ADMIN INTERFACE BEST PRACTICES

SEE CHART FOR THE COMPARISON
OF ADMINISTRATIVE INTERFACE FEATURES

KEVIN/SCOTT

CMS (Content Management System)

- The platform provides tools to store images and assets, create and manage websites pages, and manage digital content.
- The tools should be accessible and easy to use for both technical and non-technical users.

Event Management

- Having access to the modules you need and the flexibility to customize access on a case-by-case basis helps facilitate a good customer experience for your staff and your constituents.

Custom Reports

- Not all standard reports will meet the needs of every organization. Combining multiple reports to suit your needs can be time consuming and increase the chance of errors. A custom reporting option can resolve this by letting the support team tailor the report criteria to their needs and allows administrators to create custom reports for use by non-technical people.

Currency

- While merchant vendors can accept credit cards based on different currencies, it is important to know what currency(s) the platform can report on and track.

Canadian Tax Receipting

- Supporting the tax receipting guidelines for your organization is essential for financial security for you and your donors.

TURN-KEY & SCALABILITY BEST PRACTICES

SCOTT

SEE CHART FOR THE COMPARISON
OF SCALABILITY INTERFACE FEATURES

Multiple Events

- Creating multiple types of fundraising events in one platform gives your team flexibility to provide a "fundraise your way" experience to your supporters while maintaining control in an all-in-one platform.

Blueprint & Templates

- Blueprinting save time and effort for your team. Create a one-time event that meets most of your usual criteria and copy and paste the event blueprint to use for multiple current or future events to maintain continuity year-over-year.
- Templating within the platform will increase the speed at which your team can turn around projects and provide a consistent experience for your supporters.

Fundraising Options

- Giving your supporters varied options in how they want to fundraise allows them to fundraise in a manner they find most comfortable.
- One-Time, Recurring Gifts, Donation Campaigns, Tributes (Honorary and Memorial), Endurance Events, Fundraise your Way (DIY), Special Events, etc.
- **Data Management / Custom Fields**
- If your event needs additional fields which are non-standard, this will allow you to be more flexible with the demographic information you collect from the platform, thereby increasing the effectiveness of your marketing capabilities.
- Custom fields allow you to tailor the data you capture to meet your analytical needs and add additional data items as needed for future expansion of critical demographics.

INTEGRATIONS BEST PRACTICES

SEE CHART FOR THE COMPARISON OF P2P FUNDRAISING PLATFORM INTEGRATION

VINA/SCOTT/KEVIN

CRM (Customer Relationship Management)

- Does the platform integrate with a customer or constituent management system like Blackbaud's Raiser's Edge or Salesforce for Fundraising Cultivation?

Data Integration

- Integrating your data into a CRM allows for greater control over the outcome of your analysis. Having a good partner to guide you through the process ensures standards are maintained and best practices will be followed, avoiding common pitfalls.

Email Marketing

- The platform provides built-in email marketing tools to ensure email campaigns have the widest reach possible.
- In cases where clients already have a robust email marketing ecosystem in MailChimp and other email marketing platforms, the platform provides first or third party integrations with those platforms.

Matching Gifts

- Matching gifts are a great method to boost fundraising. Get the most from your platform by integrating with a matching gift program to boost your event donations.

Google Analytics

- The platform seamlessly integrates with Google Analytics without the use of custom created code, enabling embedded website tracking statistics.

APIs

- The platform offers custom development frameworks to facilitate developing custom programs that can interface with the P2P platform.

COMPLIANCE & SECURITY BEST PRACTICES

SCOTT

SEE CHART FOR THE COMPARISON OF HOW PLATFORMS
HANDLE DATA & TO WHICH STANDARDS THEY ADHERE

Payment Security

- The Platform offers secure payment processing and payment information data security.

Encryption

- One of the best methods for protecting data is to make that data unreadable from outside sources, this is the part encryption plays in data security.
- Having good process for data breaches ensures your data will not be used by outside sources if it is ever exposed outside the platform.

Compliance

- There are many compliance standards to which an online platform system should adhere, all play a part in making your platform more secure and ensure you are operating within regulatory guidelines.

Security Audit

- Security is of utmost concern in today's high-tech environment. A regularly scheduled system wide security audit can be key to staying at the forefront of compliance certification.

CLIENT SUPPORT BEST PRACTICES

SEE CHART FOR COMPARISON



Training

- The platform's training resources are robust and easy to navigate for end users to educate themselves on platform operations.
- Example: Videos, guides, etc.

Support

- The platform should have first class responsive support systems.
- Example: responsiveness and usefulness of tickets, calls, chat capabilities, etc.

Documentation

- The platform is well-documented and has an extensive knowledge base on how to effectively use the platform.
- Example: knowledge base, FAQs, etc.

Account Management

- The platform provides account manager representatives and/or retainer services to support the client in platform administration.

FUNDRAISING PLATFORM ANALYSIS

COMPARISON OF RAISIN, LUMINATE ONLINE & RALLYBOUND



PLATFORM CHOSEN FOR ANALYSIS

RAISIN, LUMINATE ONLINE & RALLYBOUND

As Jumpstart no longer wishes to use Artez as their online fundraising platform, CauseForce was asked to review the alternative platform initially considered by Jumpstart, AKA Raisin.

Based on the size and breadth of Jumpstart's fundraising activities, as well as implementing a platform for long-term scalable use, CauseForce has evaluated Blackbaud Luminate Online and NeonOne Rallybound, as well as Jumpstart's initial consideration, AKA Raisin.

Blackbaud product is considered by many to be the leading peer-to-peer fundraising platform. Blackbaud acquired Convio in 2012, and along with it the Luminate Online, Luminate CRM (based on the Salesforce platform) and TeamRaiser products. TeamRaiser has consistently had the most campaigns in the Peer to Peer Professional Forum's Top 30 since its inception. While TeamRaiser offers the bells and whistles required to support multimillion-dollar campaigns, it also is accessible to small and mid-size organizations.

Rallybound provides a customizable peer-to-peer fundraising platform for organizations of all sizes to create and manage events or campaigns. It integrates with more than 30 applications, including MailChimp and WordPress, and offers real-time syncing with Salesforce. It can be embedded into a nonprofit's existing website to create a seamless fundraising experience.

Rallybound supports standard events, such as bike rides and walk-a-thons, campaigns honoring loved ones or fundraising for a birthday, custom donation pages, and ticketed events like galas and golf tournaments. Rallybound gives nonprofits of any size a modern digital fundraising platform that is clean, fresh, powerful, and easy to use. Nonprofits across North America, including the Canadian nonprofits, trust Rallybound to power all of their online fundraising needs.

DESIGN & BRANDING CAPABILITIES

PLATFORM COMPARISON

PRODUCT	BRANDED & RESPONSIVE WEBSITES	CUSTOM CODING	CUSTOM SECURE DOMAIN	STAND-ALONE CAMPAIGN SITES
Raisin	W	★★☆	VW	W
Luminate Online	C	★★★	W	C
Rallybound	W	★★★	W	W

See [best practices](#) for more details.

Legend:

★★☆ - Poor

★★★ - OK

★★★ - Good

C - Custom

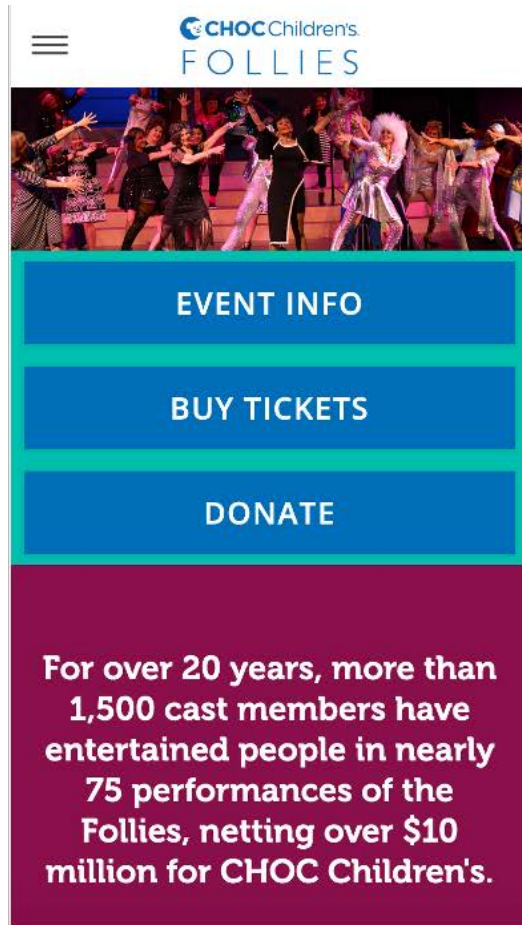
W - White label (branded with the client's brand)

VW - Platform branding or white label branding (white label may cost extra)

ADD LINK TO BRING TO APPENDIX

DESIGN & BRANDING CAPABILITIES

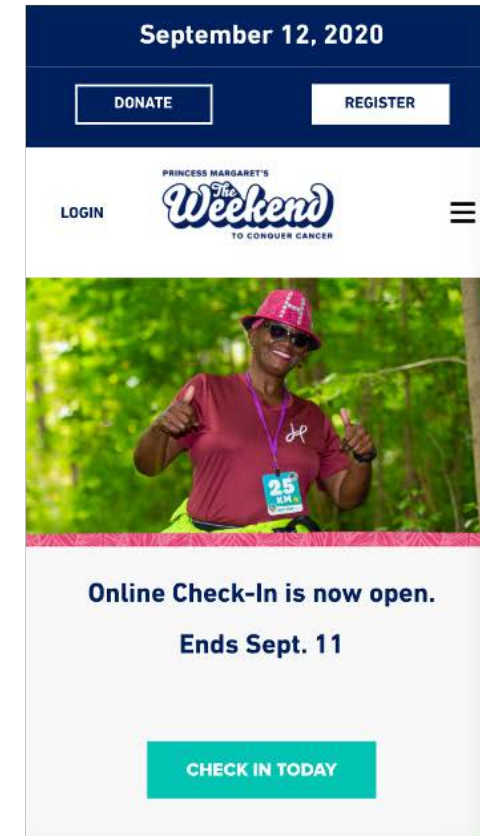
PLATFORM WEBSITE EXAMPLES



Rallybound



Luminate Online



Luminate Online

FUNDRAISING ENGAGEMENT CAPABILITIES

PLATFORM COMPARISON

PRODUCT	PARTICIPANT CENTRE	FUNDRAISING EMAILS	SOCIAL MEDIA SIGN-UP	TEAM FUNDRAISING	EVENT TICKETING
Raisin	★★★	★★☆	✓	✓	✓
Luminate Online	★★☆	★★★	✓	✓	✓
Rallybound	★★★	★★★	✓	✓	✓


See [best practices](#) for more details.

Legend:

- ★☆☆ - Poor
- ★★☆ - OK
- ★★★ - Good
- ✓ - Available

PARTICIPANT CENTRE

PLATFORM WEBSITE EXAMPLES



My Cool Fundraiser
John Doe

DONATE

DASHBOARDMY PAGEEMAILCONTACT BOOKSHAREREPORTSMY INFOMY TEAM

\$277

RAISED OF \$1,111 GOAL

Donations

RECENTALL TIME

7

TEAM MEMBERS

SEND EMAIL

Recent Donations

View All

SF	Sf@Aa.Com	12/19/2018	\$140.00	N/A
SF	Sf@Aa.Com	12/18/2018	\$100.00	

Complete these tasks to jump-start your campaign!

92% complete

- ✓ Create Custom URL
- ✓ Create or Join a Team
- ✓ Upload Photo
- ✓ Personalize My Page
- ✓ Donate to Your team
- ✓ Import Your Contacts
- Send a Fundraising Email
- ✓ Post a Message to a Social Network
- ✓ Update Goal Amount
- ✓ Update Account Details
- ✓ Registration for Role Reg Test
- ✓ Add Offline Donation

Rallybound

COMPLETE PROFILE

Personalize your fundraising page

Import your contacts

Send an email asking for support

Share on social to raise awareness

25%

You're getting there, only 3 more steps to go!

Dashboard

PERSONALCAMPAIGN STATSTEAM

Achieved

\$356

Personal goal \$475

12

Number of donations

Thank donors

24

Emails sent

Send follow-ups

15

Shared on social media

Create post

Get donations

Email contacts

or share on social

To-do items

Update fundraising page

Email 16 contacts

Raisin

PC 3 TestRunner

English United States

Help Log Out

American Health Society - Participant Center

HomeEmailProfile

What to do next?

Set up your Personal Page

Add Contacts to Your Address Book

Send an Email

Thank your Donors

Set a Goal

Recent Activity

You joined PC 3 TestRunner

You donated \$5.00

Contacts

All Contacts

Never Emailed

Needs follow-up

Unthanked Donors

Donors

Non-Donors

My

Your Fundraising Progress

\$0.00

\$10,000.00

Badges

Personal Page

Personal Page URL:

Title

Luminate Online

FUNDRAISING ENGAGEMENT & INNOVATION

PLATFORM COMPARISON

PRODUCT	FUNDRAISING APP	FACEBOOK FUNDRAISING*	LIVESTREAMING	FITNESS TRACKING	ENDURANCE CHALLENGE
Raisin	N/A	N/A	N/A	✓	N/A
Luminate Online	✓	N/A	✓	C	N/A
Rallybound	✓	N/A	✓	✓	✓

See [best practices](#) for more details.

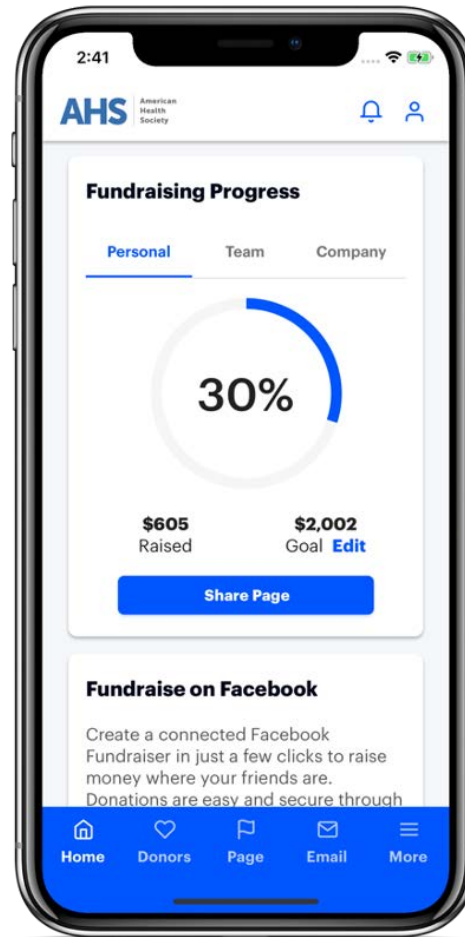
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- ✓ - Available
- C - Custom
- N/A - Currently not available

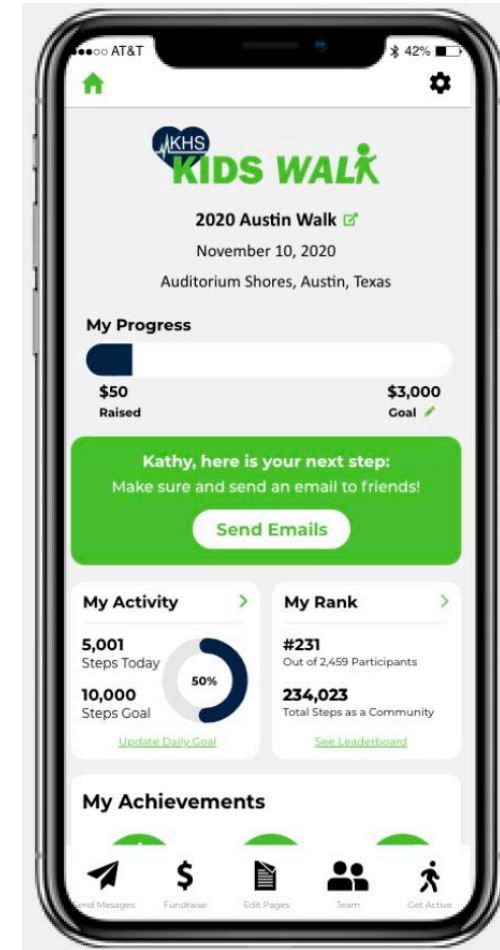
*Direct Facebook Fundraising Integration is not yet available in Canada.

FUNDRAISING APPS

PLATFORM APP EXAMPLES



Luminate Online



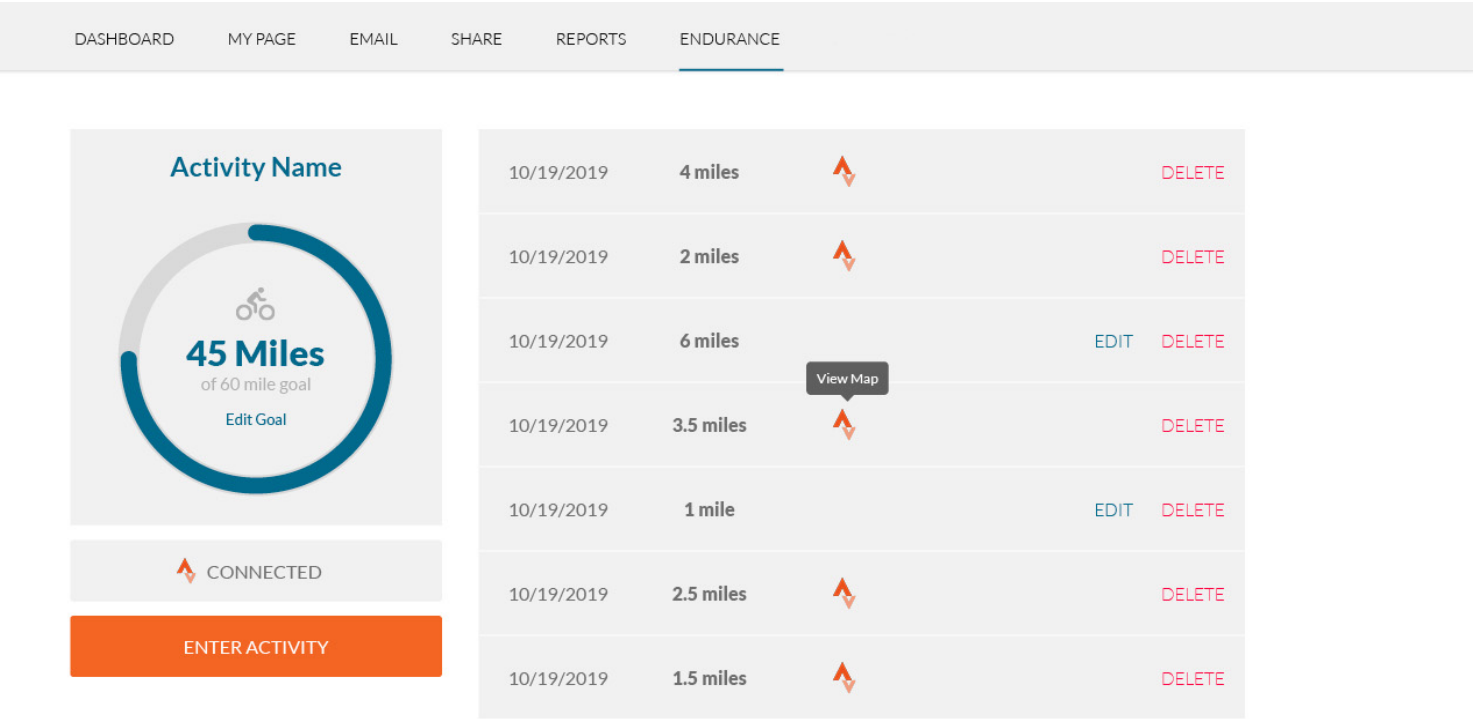
Boundless Fundraising

FITNESS TRACKING & ENDURANCE CHALLENGE

PLATFORM WEBSITE EXAMPLES



Strava



Rallybound

USER INTERFACE

PLATFORM COMPARISON

PRODUCT	REGISTRATION	DONATIONS	PERSONAL, TEAMS & CORP. PAGES	THERMOMETERS & LEADERBOARDS	GAMIFICATION	MULTILINGUAL
Raisin	★★★	★★★	P, T	✓	N/A	✓
Luminate Online	★★★	★★★	P, T, C	C	✓	✓
Rallybound	★★★	★★★	P, T	✓	✓	✓

See [best practices](#) for more details.

Legend:

★☆☆ - Poor

★★★ - OK

★★★ - Good

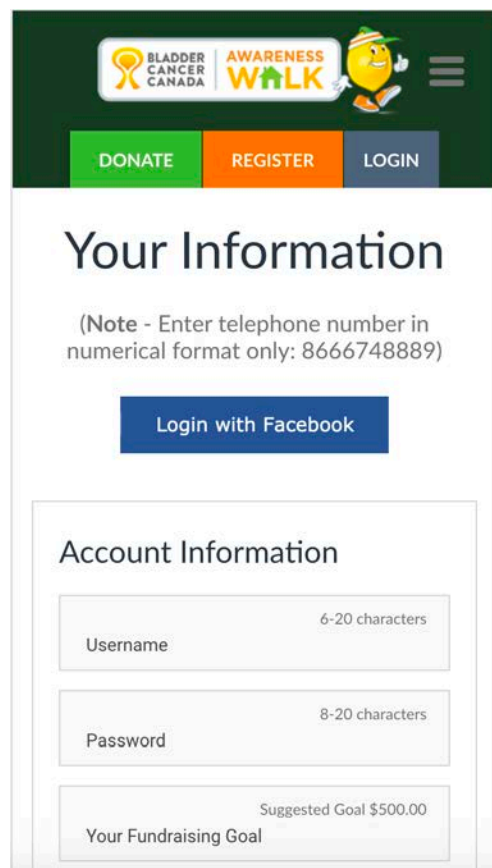
✓ - Available

C - Custom

N/A - Currently not available

USER INTERFACE

PLATFORM INTERFACE EXAMPLES



BLADDER CANCER CANADA AWARENESS WALK

DONATE REGISTER LOGIN

Your Information

(Note - Enter telephone number in numerical format only: 8666748889)

Login with Facebook

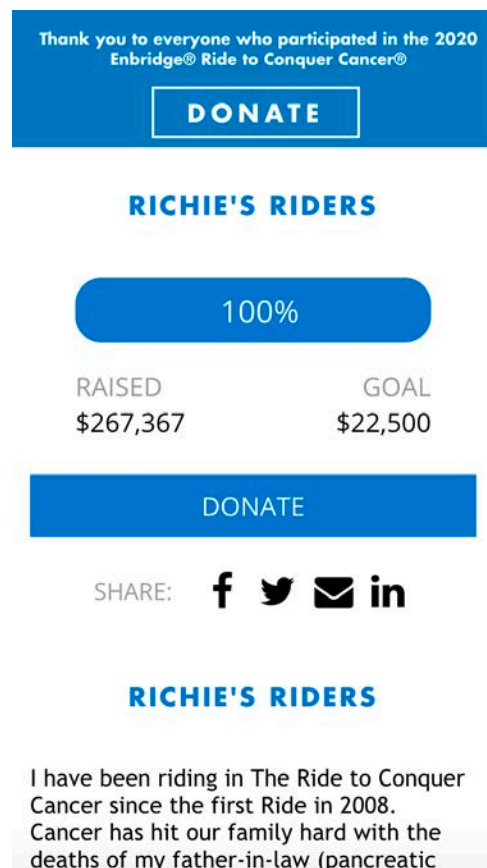
Account Information

Username 6-20 characters

Password 8-20 characters

Your Fundraising Goal Suggested Goal \$500.00

Raisin



Thank you to everyone who participated in the 2020 Enbridge® Ride to Conquer Cancer®

DONATE

RICHIE'S RIDERS

100%

RAISED \$267,367 GOAL \$22,500

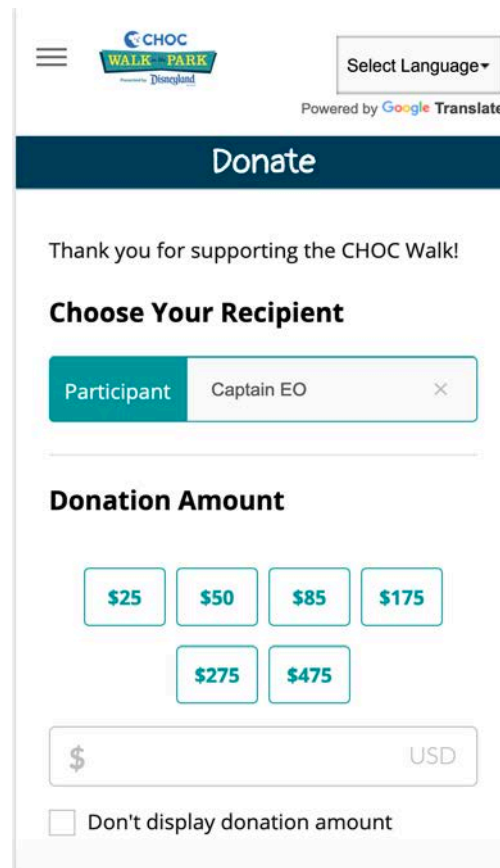
DONATE

SHARE: f t e in

RICHIE'S RIDERS

I have been riding in The Ride to Conquer Cancer since the first Ride in 2008. Cancer has hit our family hard with the deaths of my father-in-law (pancreatic

Luminate Online



CHOC WALK PARK

Select Language

Powered by Google Translate

Donate

Thank you for supporting the CHOC Walk!

Choose Your Recipient

Participant Captain EO

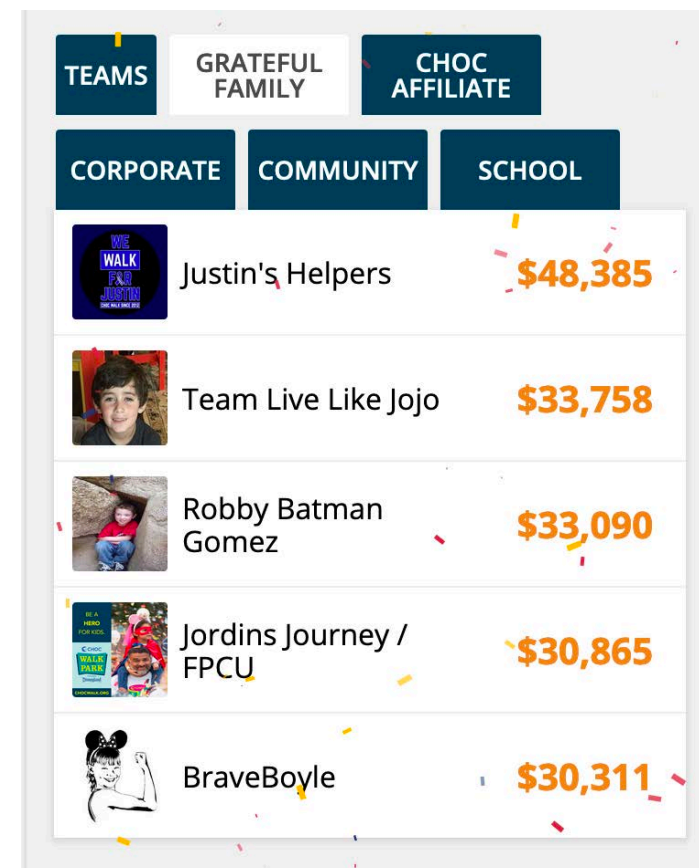
Donation Amount

\$25 \$50 \$85 \$175 \$275 \$475

\$ USD






☐ Don't display donation amount

Rallybound



TEAMS GRATEFUL FAMILY CHOC AFFILIATE

CORPORATE COMMUNITY SCHOOL

	Justin's Helpers	\$48,385
	Team Live Like Jojo	\$33,758
	Robby Batman Gomez	\$33,090
	Jordins Journey / FPCU	\$30,865
	BraveBoyle	\$30,311

ADMIN INTERFACE

PLATFORM COMPARISON

PRODUCT	CMS	EVENT MANAGEMENT	CUSTOM REPORTS	CURRENCY	TAX RECEIPTING
Raisin	★★☆	★★☆	\$	CAD	✓
Luminate Online	★★☆	★★★	✓	CAD	✓
Rallybound	★★★★	★★★★	✓	CAD, USD	✓

See [best practices](#) for more details.

Legend:

★★☆ - Poor

★★★ - OK

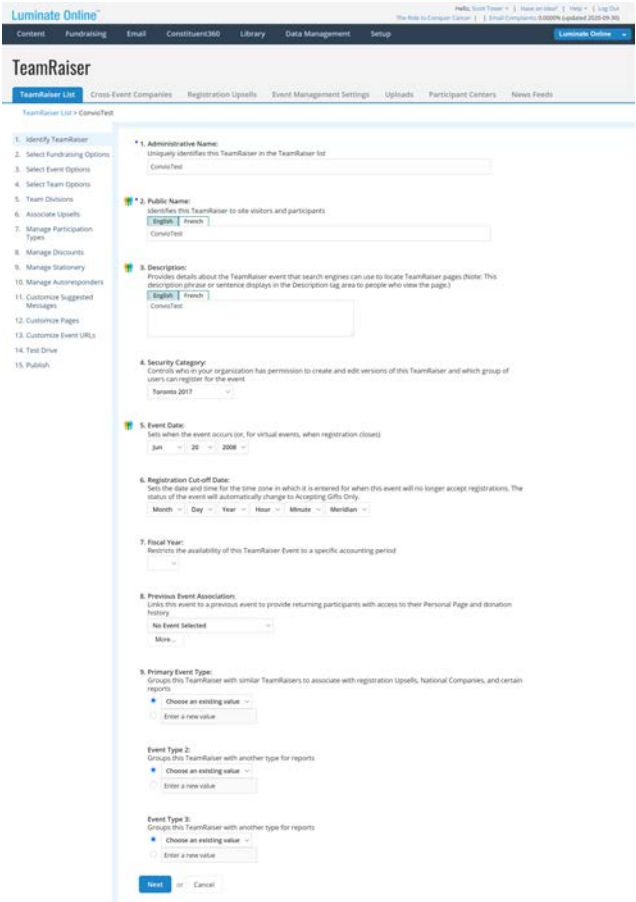
★★★★ - Good

✓ - Available

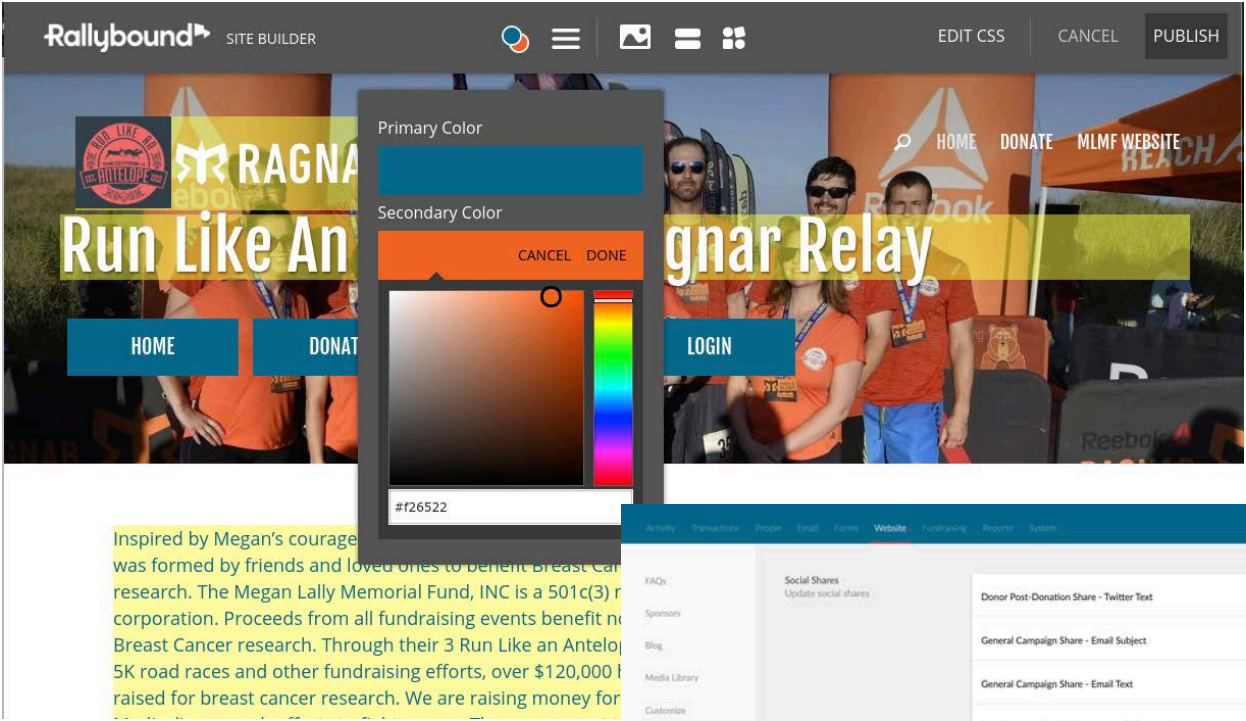
\$ - Available for a fee

ADMIN INTERFACE

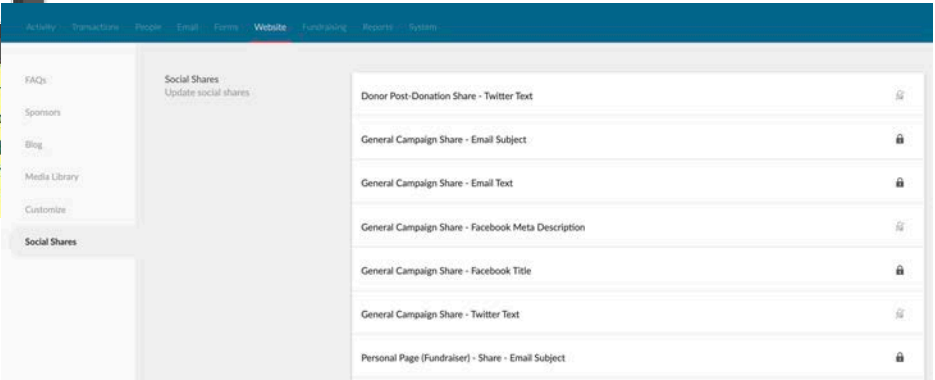
PLATFORM INTERFACE EXAMPLES



Luminate Online



Rallybound



TURN-KEY & SCALABILITY

PLATFORM COMPARISON

PRODUCT	MULTIPLE EVENTS	BLUEPRINT & TEMPLATES	FUNDRAISING OPTIONS	DATA MANAGEMENT / CUSTOM FIELDS
Raisin	✓	N/A	★★★	Very limited
Luminate Online	✓	✓	★★★	Robust but limited
Rallybound	✓	✓	★★★	Unlimited

See [best practices](#) for more details.

Legend:

★☆☆ - Poor

★★★☆☆ - OK

★★★★ - Good

✓ - Available

N/A - Currently not available

INTEGRATIONS

PLATFORM COMPARISON

PRODUCT	CRM	DATA INTEGRATION	EMAIL MARKETING	MATCHING GIFTS	GOOGLE ANALYTICS	APIs
Raisin	Raiser's Edge, Salesforce	JMG	MailChimp, Constant Contact, Marketing Automation	Double the donation	✓	✓
Luminate Online	Raiser's Edge, Salesforce	RELO, Omatic	Integrated Digital Marketing Tool	N/A	C	★★★☆☆
Rallybound	Raiser's Edge, Salesforce	Omatic	MailChimp, Constant Contact, Marketing Automation	Double the donation	✓	★★★★

See [best practices](#) for more details.

Legend:

★☆☆ - Poor

★★★☆☆ - OK

★★★★ - Good

✓ - Available

C - Custom

N/A - Currently not available

COMPLIANCE & SECURITY

PLATFORM COMPARISON

PRODUCT	PAYMENT SECURITY	ENCRYPTION	COMPLIANCE	SECURITY AUDIT
Raisin	✓	✓	PCI, CRA, HIPAA, WAF	System wide audit upcoming
Luminate Online	✓	✓	PCI, CRA, NIST, HIPAA, GDPR	Completed system wide audit in 2020
Rallybound	✓	✓	PCI, CRA, HIPAA, GDPR	Completed system wide audit in 2020

See [best practices](#) for more details.

Legend:



- Available

NIST - National Institute of Standards and Technology

WAF - Web application firewalls

PCI - Payment Card Industry Data Security Standards

CRA - Canada Revenue Agency

HIPAA - Health Insurance Portability and Accountability Act

GDPR - General Data Protection Regulation

CLIENT SUPPORT

PLATFORM COMPARISON

PRODUCT	TRAINING	SUPPORT	DOCUMENTATION	ACCOUNT MANAGEMENT
Raisin	★★★	★★☆	★★☆	★★★
Luminate Online	★★★	★★★	★★☆	★★★
Rallybound	★★★	★★☆	★★★	★★★

See [best practices](#) for more details.

Legend:

- ★☆☆ - Poor
- ★★☆ - OK
- ★★★ - Good

PLATFORM PRICING

FOR LUMINATE ONLINE, RALLYBOUND & RAISIN



PLATFORM PRICING

PLATFORM COMPARISON

VINA

PRODUCT	IMPLEMENTATION COST	LICENSE FEES PLATFORM	TRANSACTION FEES	PAYMENT GATEWAY FEES	CONTRACT TERMS	CAUSEFORCE COST
Raisin	\$1,550	\$2,100 USD for first year \$4,200 USD / year thereafter	3.25% per transaction	Client will retain same agreement with Moneris	2 years	\$9033.75
Luminate Online	\$4,655	\$0 CAD	2.75% per transaction	One-time setup fee of \$99 CAD + \$0.10 CAD/transaction + \$25 CAD/month	2 years	\$9033.75
Rallybound	\$4,655	\$15,000 USD/year	3.00% per transaction (volume dependent)	Client will retain same agreement with Moneris	2 years	\$9033.75

PLATFORM PRICING

PLATFORM COMPARISON

PRODUCT	RAISIN	LUMINATE ONLINE	RALLYBOUND
Implementation Cost	\$1,550	\$4,655	\$4,655
License Fees	\$2,100 USD for first year	\$0	\$19,925 per year
Transaction Fees	\$41,000	\$27,398	\$36,530
Payment Gateway Fees	-	\$5259.48	-
Contract Terms	2 years	1 or 2 years	2 years
Platform Whitelabeling		\$1,528	\$2,657
CauseForce Implementation Cost		\$9,044	\$9,044
Total Cost	\$44,650	\$47,875	\$58,521

PLATFORM RECOMMENDATION

CHOOSING BETWEEN RAISIN, LUMINATE ONLINE & RALLYBOUND



AKA RAISIN REVIEW

VINA/SCOTT/KEVIN

Why We Support Raisin

- Good out of box feature set
- CMS has robust tools for non-technical users to quickly build event/landing pages

Why We Don't Support Raisin

- Limited website functionality without additional customization
- Scalability is limited
- Less innovative capabilities



RECOMMENDATION

SEE CHART FOR PLATFORM COMPARISON

VINA/SCOTT/KEVIN

Capabilities

- Rallybound capabilities' for both end and admin users provides ease of use of technology and reduces pain points, so organizations is well supported with a suite of tools for fundraising success.
- Rallybound is a best-of-both-worlds combination of Raisin and Luminate Online capabilities and scalability for long-term fundraising success.

Innovation

- Rallybound consistent platform innovation is one of their key goals to serve fundraisers and non-profits.

Management

- Rallybound overall administrative management is turn-key, scalable and intuitive for internal users of the organization.

Cost

- Rallybound released and continues to develop key innovation capabilities to keep up with today's fundraising demands of the users and organization.

Overall

- Our overall recommendation is Rallybound due to meeting all the necessary standards, features, capabilities for both end-user and admin users plus the innovation of the platform.

RECOMMENDATION

PLATFORM COMPARISON

KARINE/VINA

PRODUCT	CAPABILITIES	INNOVATION	MANAGEMENT	COST	OVERALL
Raisin	★★★☆☆	★★★☆☆	★★★☆☆	\$	★★★☆☆
Luminate Online	★★★★	★★★☆☆	★★★★	\$\$	★★★☆☆
Rallybound	★★★★	★★★★	★★★★	\$\$\$	★★★★

Legend:

- ★☆☆☆☆ - Poor
- ★★★★☆ - OK
- ★★★★★ - Good

RECOMMENDATION

PLATFORM COMPARISON

KARINE/VINA

PRODUCT	CAPABILITIES	INNOVATION	MANAGEMENT	COST	OVERALL
Raisin	★★★☆☆	★★★☆☆	★★★☆☆	\$	★★★☆☆
Luminate Online	★★★★	★★★☆☆	★★★★	\$\$	★★★☆☆
Rallybound	★★★★	★★★★	★★★★	\$\$\$	★★★★

Legend:

- ★★★☆☆ - Poor
- ★★★★ - OK
- ★★★★ - Good

THANK YOU!

QUESTIONS?

