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Web Developer at Electronic Frontier Foundation

https://www.eff.org/



# What's the Electronic Frontier Foundation?









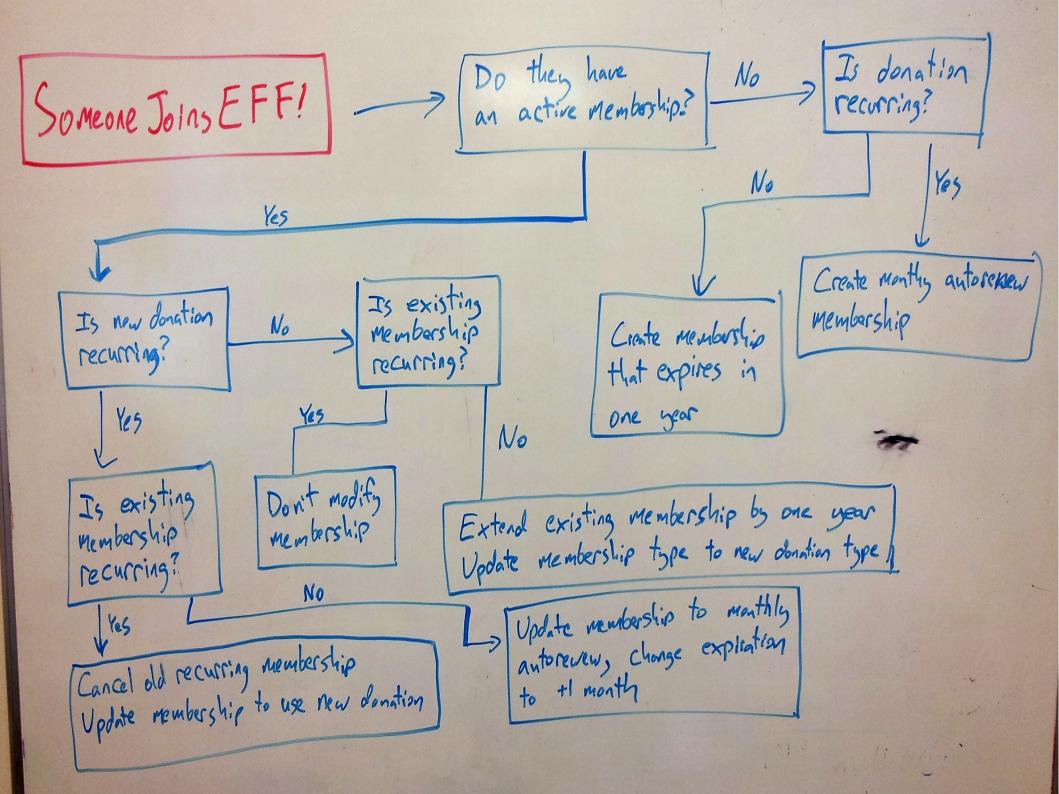
# What's the Electronic Frontier Foundation?

- US-based non-profit full of lawyers, technologists and activists
- Focuses on digital civil liberties
- We've been using and loving CiviCRM since October 2011

- Issues include:
  - Free Speech
  - Fair Use
  - Privacy
  - Security
  - DRM
  - Internet Freedom
  - Jailbreaking
  - Encryption, anonymity, etc.

# EFF Has Special Needs

- Membership logic is crazy
- The same premiums are offered at various prices
- We make tons of donate pages for different purposes
- Donate pages must be cached
- Design and simplicity are very important
- **PCI Compliance** is obnoxious



Recurring Ove-Time Gift \$5 \$25 EFF Sticker Pack \$ 10 \$65 EFF Issues Shirt \$ 10 \$100 EFF "SWAT" HAT \$ 100 \$10 Script Kitty Shirt \$25 \$250 Donor Combo

Membership	Period	Fixed Start	♦ Minimum Fee	Duration	Auto-renew Option	Related	<b>♦</b> Visibility	▲ Orde	er	<b>♦ Enabled?</b>			
Major Donor	rolling		\$ 1,000.00	1 year	No		Public	1	±	Yes	Edit	Disable	D
Copper Recurring	rolling		\$ 5.00	1 year	No		Public	Ŧ ↑ ↓	±	Yes	Edit	Disable	D
Gold Recurring	rolling		\$ 10.00	1 year	No		Public	<u>+</u> + 1	ŧ	Yes	Edit	Disable	D
Titanium Recurring	rolling		\$ 25.00	1 year	No		Public	Ŧ ↑ ↓	±	Yes	Edit	Disable	D
Rare Earths	rolling		\$ 500.00	1 year	No		Public	<u>+</u> + 1	ŧ	Yes	Edit	Disable	D
Titanium	rolling		\$ 250.00	1 year	No		Public	Ŧ ↑ ↓	±	Yes	Edit	Disable	D
Gold	rolling		\$ 100.00	1 year	No		Public	Ŧ ↑ ↓	±	Yes	Edit	Disable	D
Copper	rolling		\$ 65.00	1 year	No		Public	Ŧ ↑ ↓	±	Yes	Edit	Disable	D
Silicon/Student	rolling		\$ 25.00	1 year	No		Public	Ŧ ↑ ↓	±	Yes	Edit	Disable	D
Rare Earths Recurring	rolling		\$ 50.00	1 year	No		Public	<del>1</del> ↑ 1	±	Yes	Edit	Disable	D
Major Donor Recurring	rolling		\$ 100.00	1 year	No		Public	Ŧ ↑ ↓	±	Yes	Edit	Disable	D
Silicon Offline	rolling		\$ 0.00	1 year	No		Public	<u>+</u> + 1	ŧ	Yes	Edit	Disable	D
Copper Offline	rolling		\$ 0.00	1 year	No		Public	1 t 1	ŧ	Yes	Edit	Disable	D
Gold Offline	rolling		\$ 0.00	1 year	No		Public	4 ↓ ↑	Ŧ	Yes	Edit	Disable	D
Titanium Offline	rolling		\$ 0.00	1 year	No		Public	Ŧ ↑ ↓	ŧ	Yes	Edit	Disable	D
Rare Earths Offline	rolling		\$ 0.00	1 year	No		Public	Ŧ ↑ ↓	±	Yes	Edit	Disable	D
Major Donor	rolling		\$ 0.00	1 year	No		Public	Ŧ ↑ ↓	<u>+</u>	Yes	Edit	Disable	D

# Some Hacks We Had in Place

- Three versions of every membership type (one-time, recurring, variable price)
  - Total of 17 membership types in CiviCRM
- Three versions of every premium (one-time, recurring, variable price)
  - We have 7 different premiums
  - But we store 21 different premiums in CiviCRM



# Too much traffic, too little caching

- On each CiviCRM contribution page load:
  - Loads Drupal into memory
  - Loads CiviCRM into memory
  - Takes lots of server resources
  - Takes lots of time
- EFF's popular action alerts get 30,000 signatures
  - 30,000 signatures = 30,000 thank you page loads = 30,000 Drupals and CiviCRMs loaded into memory (~240 gigabytes of RAM?)
  - 1 crashed web server :(
- **Caching** solves this problem



# Lots of Donate Pages

- We want to know contribution sources, but we don't track email clicks for privacy reasons
- We used to have separate donate and join pages
- We used to have four versions of each contribution page: Donate, Donate PayPal, Join, Join PayPal (CiviCRM 4.2 fixes this, yay!)
- We create a new donate page for each:
  - Fund-raising campaign about a specific issue
  - Fund-raising appeal email
  - Action alert thank you page



# Ugly Hacks

- Way too many custom templates
- Hundreds of Drupal URL aliases
- Stupidly complicated node id in URL
- Hooks, hooks, hooks!
- Tons of custom JavaScript that changes everything
  - But horrible experience for NoScripters
- Skip confirmation page hack (now in CiviCRM 4.2!)
- I spoke about this at CiviCon SF in April 2012



HOME

**ABOUT** 

**OUR WORK** 

**DEEPLINKS BLOG** 

PRESS ROOM

TAKE ACTION

SHOP



### **HTTPS Everywhere**

HTTPS Everywhere is a Firefox and Chrome extension that encrypts your communications with many major websites, making your browsing more secure.

Encrypt the web: Install HTTPS Everywhere today.

**HTTPS Everywhere** 

FAQ

Creating HTTPS Everywhere Rulesets

Hack On The Code

How to Deploy HTTPS Correctly

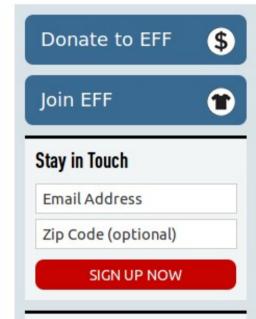


Install in Firefox
Version 2.2 Stable



Install in Chrome
Alpha Version

HTTPS Everywhere is produced as a collaboration between The Tor Project and the Electronic Frontier Foundation. Many sites on the web offer some limited support for encryption over HTTPS, but make it difficult to use. For instance, they may default to unencrypted HTTP, or fill encrypted pages with links that go back to the unencrypted site. The HTTPS Everywhere extension fixes these problems by using a clever technology to rewrite requests to these



### Follow EFF

Pioneer Awards celebration in just 2 days! Join us in SF for drinks & bytes with the winners and @EFF staff. Tix: http://eff.org/r.2ajK

SEP 18 @ 10:56AM

Humble Indie Bundle 6 is live! Name your price for 6 games—a portion of funds go to fight for a free & open Internet https://eff.org/r.lamc

CED 10 0 10 3CAM



### EFF is the leading organization defending civil liberties in the digital world.

Donate **now** and every dollar you give will provide **two** dollars to help EFF! Thanks to such strong support for the campaign, we were happy to offer three separate \$10,000 matching grants since Thursday that provided a 4x power up. The Brin Wojcicki Foundation will continue to match donations 2x as part of their \$500k EFF on Mission challenge grant.

First Name	
Last Name	
Email	
	Yes, keep me updated by email.
Street Address	
City	
Country	United States
State	- select -
Postal Code	
Why I'm	
Contributing	
Fop Heroes Name	

want credit.

### Pay with PayPal instead

	Top 10 Heroes	Donation
1.	lakelady	\$5000.00
2.	davesf	\$3000.00
3.	@dualcoremusic (that's \$9001.00)	\$2250.25
4.	Boota	\$1337.00
5.	@AlSweigart	\$1200.00
6.	ttuttle	\$1024.00
7.	elly	\$1024.00
8.	darrin	\$1001.00
9.	lunaslide	\$1000.00
10.	mlcatl	\$1000.00

Heroes	Donations	
1102	\$113141.51	

# STRIKE AGAINST CENSORSHIP Stop the Internet Blacklist Bills

First Name Last Name Email
Street City Zip

Yes, I would love to get occasional news and alerts about threats to the Internet and digital rights

### TAKE ACTION NOW

The Internet blacklist legislation—known as PROTECT IP Act (PIPA) in the Senate and Stop Online Piracy Act (SOPA) in the House—invites Internet security risks, threatens online speech, and hampers innovation on the Web. Urge your members of Congress to reject this Internet blacklist campaign in both its forms! Read More





# Farewell, Authorize.net

- If you accept Authorize.net, you have to be PCI complaint (and pay auditors tons of money to find security false positives with automated tools)
- Authorize.net refuses to fix their bugs, even after we spend hours on the phone with them explaining their problem and how they can fix it (just ask Leez)
- We wanted better rates, better customer service, better development environment

# Hello, Stripe!

### Why you'll love using Stripe













### Full-stack payments

You don't need a merchant account or gateway. Stripe handles everything, including storing cards, subscriptions, and direct payouts to your bank account.

Stripe.js lets you build your own payment forms while still avoiding PCI requirements.

### An API that gets out of your way

It's so easy, we've embedded a bunch of examples right here. Copy some of these requests into your terminal and check out what happens.

With wrappers in Ruby, PHP, Python and more, you can get started in minutes. Learn more •



# Note about Stripe

- We're now using Stripe on our donate pages!
- Joshua Walker (drastik) recently wrote a CiviCRM Stripe payment processor http://civicrm.org/extensions/stripe-payment-processor
- It's brand new! (we still need to test it)
- Our online store uses Ubercart, with no good Stripe module yet (we're working on it)
- They have run fun hacker challenges, just google for "stripe ctf"



# So we decided to REINVENT THE WHEEL

(sort of)



# Donate Pages Outside of CiviCRM?!

- If we build our own system
  - We have 100% control over look and feel
  - We can cache our donate pages so they can sit behind load balancers, reverse proxies, content delivery networks, clusters galore! (we don't actually do all of this, but it's nice that it's an option)
- CiviCRM has a great API
  - Easy to push contributions into the database
  - We can go crazy with membership logic
  - Premiums however we want them? Sure.









https://donate.wikimedia.org/w/index.php?title=Specia ☆ ▼





















### From Wikipedia founder Jimmy Wales

Google might have close to a million servers. Yahoo has something like 13,000 staff. We have 679 servers and around 100 staff.

Wikipedia is the #5 site on the web and serves 470 million different people every month - with billions of page views.

Commerce is fine. Advertising is not evil. But it doesn't belong here. Not in Wikipedia.

Wikipedia is something special. It is like a library or a public park. It is like a temple for the mind. It is a place we can all go to think, to learn, to share our knowledge with others.

When I founded Wikipedia, I could have made it into a for-profit company with advertising banners, but I decided to do something different. We've worked hard over the years to keep it lean and tight. We fulfill our mission, and leave waste to others.

If everyone reading this donated \$5, we would only have to fundraise for one day a year. But not everyone can or will donate. And that's fine. Each year just enough people decide to give.

Donation amount.							
	\$5 0 \$10 0 \$20 0 \$25						
	\$50 \$100 \$250 Other						
	Donate by credit/debit card						
	Donate via PayPal						

### Where your donation goes

Donate via Amazon

Technology: Servers, bandwidth, maintenance, development. Wikipedia is the #5 website in the world, and it runs on a fraction of what other top websites spend.

People: The other top 10 websites have thousands of employees. We have 138 employees, making your donation a great investment in a highly-efficient not-for-profit organization.

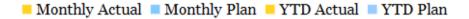
By donating, you are sharing your information with the Wikimedia Foundation, the nonprofit organization that hosts Wikipedia and other Wikimedia projects, and its service providers in the U.S. and elsewhere pursuant to our donor privacy policy. We do not sell or trade your information to anyone. For more information please read our donor policy.

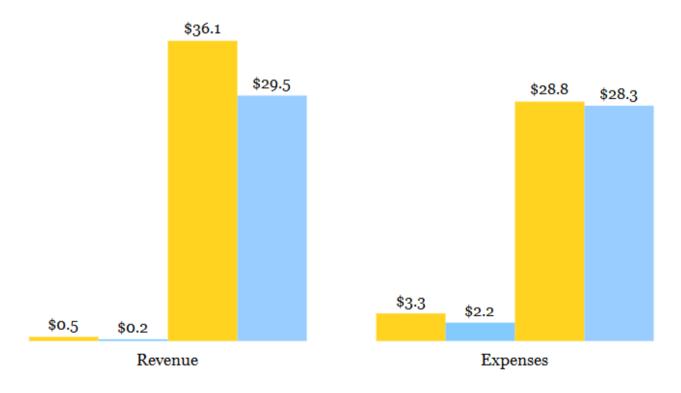
Problems donating? Other ways to give



# 2011-12 Revenue and Expenses Compared with 2011-12 Plan

All amounts in USD, in millions

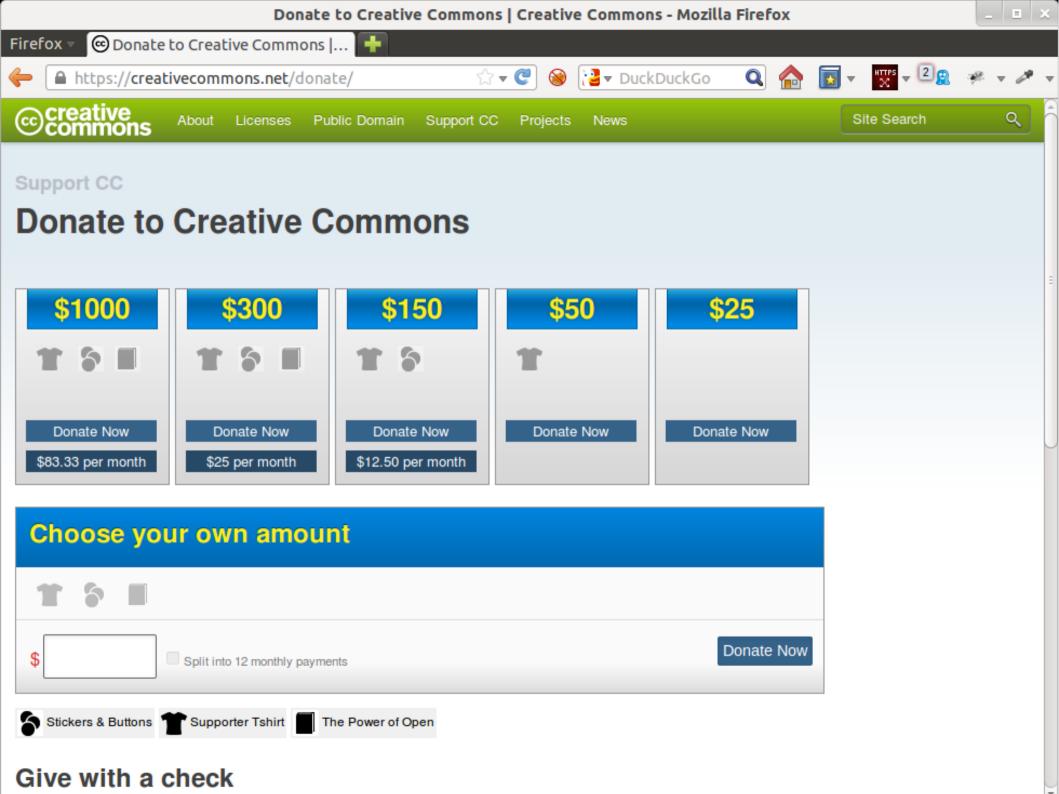


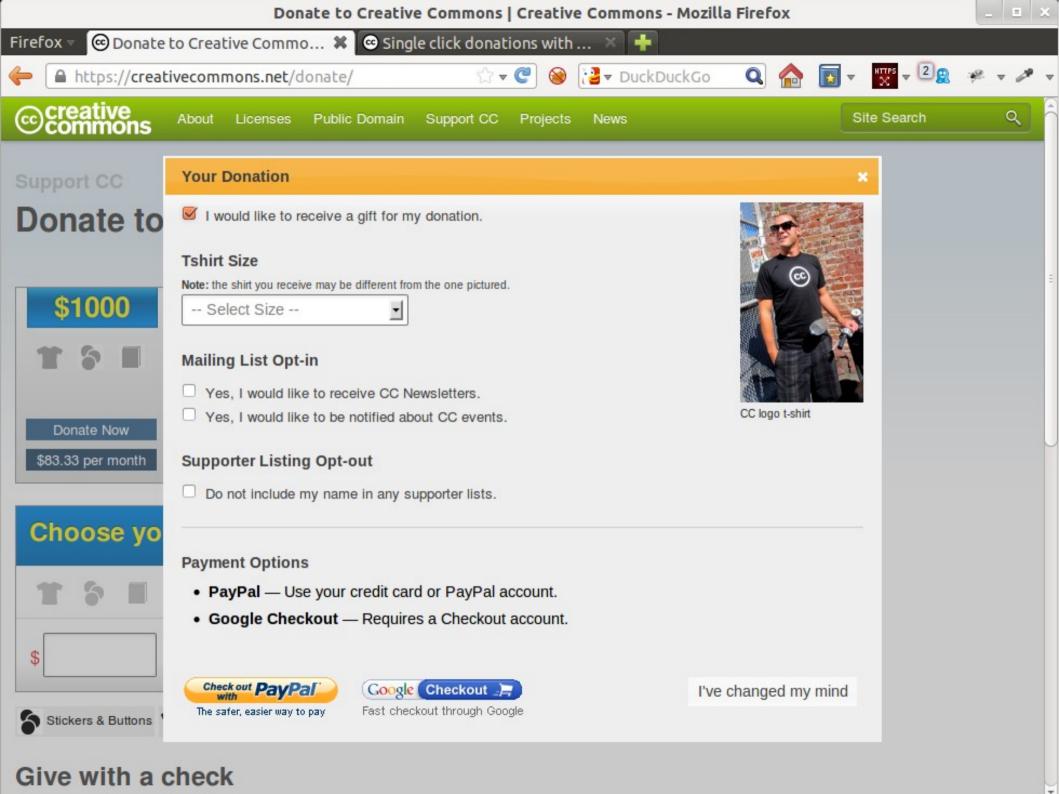


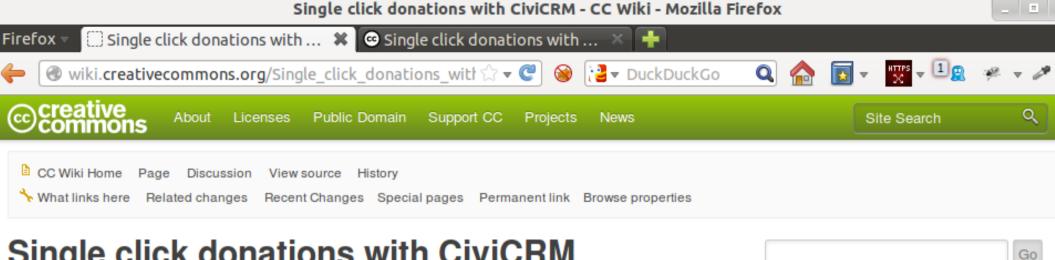
Revenue and expenses reflect unrestricted funds only.

I find this chart confusing, but those numbers are in millions USD!









# Single click donations with CiviCRM

Log in / create account (OpenID)

Contents

2 Special Considerations

3 Configuring CiviCRM for use with

[hide]

1 Summary

OneClick

5 Usage

4 Variables

6 Sweeping up with

ContributionProcessor.php

### Summary

Creative Commons has developed a modified donation process using CiviCRM which can potentially send a contributor off to the payment processor with as little as a single click. All of the donation buttons on CC's donation page utilize this process.

There are a number of possible benefits to using this method as opposed to regular contribution pages in CiviCRM:

- The contributor (potentially) makes a single click to donate on your site. The less clicks/keystrokes the better chance someone will complete a contribution. I believe this has been empirically tested and demonstrated (??).
- You are no longer limited to designing your contribution pages within the confines/scope of Drupal and CiviCRM. You can create pages the way you want, wherever you want. This is especially nice for widgets, or anyone else wanting to help your campaign. Potentially, people can create their own donate links on their own sites ... it doesn't matter. And if you run multiple sites, you can place Donate links wherever you want on any of those sites, and it makes no difference whether it's run by Drupal, Wordpress, Joomla, or even made with static HTML.
- Tired of Pending (Incomplete Transaction) contribution statuses and bogus contacts for people who never completed a transaction? This method virtually eliminates those because a contact/contribution is not created in the CiviCRM database until an IPN/notification is received from the payment processor.
- . As long as the "one-click" scripts are in place, the state of your CiviCRM install doesn't really matter from a user perspective, at least as it relates to contributions. This has been useful for CC when upgrading -- not having to worry about disrupting live contributions should an upgrade encounter problems.

The system is currently comprised of two files: a class file which contains all the code, and a simple router/wrapper script which receives and routes incoming requests:

http://wiki.creativecommons.org/Single\_click\_donations\_with\_CiviCRM (thanks, nkinkade!)



# What We Came Up With

- Creative Common's OneClick code, heavily hacked, customized, and added Stripe support
- Drupal content types: Donate Page, Premium
- Custom panels panes defined in code, including donate form that displays, validates, and hooks into OneClick
- Panels **node\_view variants**: Donate Page, Action Alert Thank You Donate Page
- Lots of JavaScript, CSS, and images



♠ https://supporters.eff.org/donate











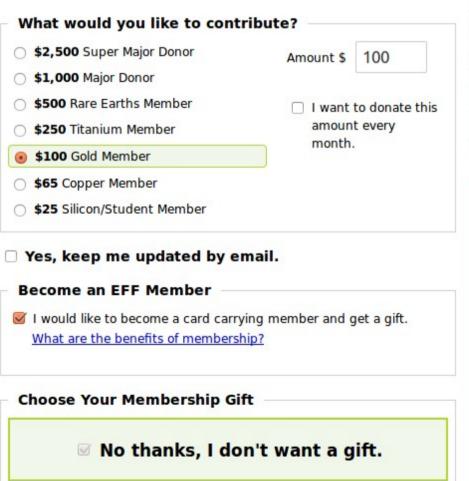








### Donate to EFF



**EFF Sticker Pack** 



"Nobody does more lasting good for the Internet with less. Every penny you donate makes change for the better."

Cory Doctorow

### What We Do:

**Defend free speech** for bloggers, journalists, dissidents and ordinary people online.

**Protect your privacy** by fighting warrantless electronic searches and surveillance.

Advocate for copyright and patent laws that promote rather than chill innovation.

Educate the public about policy and legislation that threaten online freedom around the world, such as SOPA, ACTA, and TPP.

### Where Your Money Goes:



Administrative Expenses (16%)

Fundraising Expenses (11%)





















### Thank you for standing up for location privacy.

# TELL YOUR FRIENDS!











A new law would protect the privacy of millions in CA. Californians, please ask @JerryBrownGov to sign it. https://eff.org/r.a6kG /via @EFF



"Nobody does more lasting good for the Internet with less. Every penny you donate makes change for the better."

Cory Doctorow

EFF is a 501 (c) (3) nonprofit organization. Our tax ID number is 04-3091431. Your gift is tax deductible to the full extent provided by law, less the fair market value of any substantial gifts chosen at the time of your donation. To view our financial records, please visit Guidestar or Charity Navigator.

## SUPPORT OUR WORK

<ul><li>\$2,500 Super Major Donor</li></ul>	Amount \$	100
\$1,000 Major Donor		
\$500 Rare Earths Member	☐ I want	to donate this
\$250 Titanium Member	amoun month	,
• \$100 Gold Member	month	
\$65 Copper Member		
\$25 Silicon/Student Member		

### Become an EFF Member

I would like to become a card carrying member and get a gift. What are the benefits of membership?

### Choose Your Membership Gift

No thanks, I don't want a gift.

♠ https://supporters.eff.org/donate/thanks

















### Thanks for Supporting Digital Civil Liberties!

Thank you for donating to the Electronic Frontier Foundation (EFF)! Your contribution means a great deal to EFF and enables EFF attorneys, technologists, and activists to continue to protect free speech, fair use, innovation and privacy in the online world.

If you have made a recurring monthly donation and would like to update your credit card information, please contact us at (415)436-9333 x120 Monday through Friday, 9-6 PM Pacific Time.

### Help EFF Without Spending a Dime!

You could **double** the impact of your donation at no additional charge! Use our matching donation search tool to see if your employer matches your charitable gifts, or inquire with your human resources department. Learn even more ways to help preserve our digital rights on our site.

On behalf of our Board, staff, and volunteers, thank you for your contribution and for helping to protect digital freedom.

Sincerely, Aaron Jue

### Why Do You Support EFF?

They keep the Internet free and open

59

Why I donated to @EFF: They keep the Internet free and open https://eff.org/donate



**Share on Twitter** 

### Edit Donate Page When the Government Comes Knocking, Who Has \

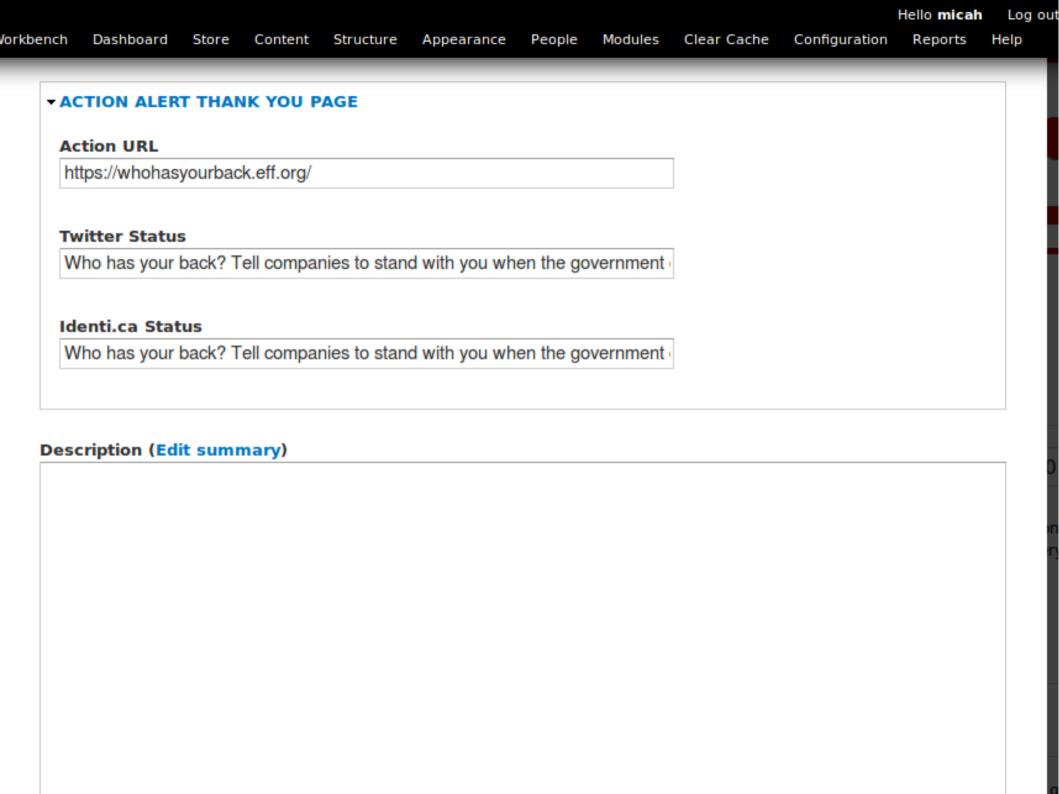
VIEW

**EDIT** 

Home » When the Government Comes Knocking, Who Has Your Back?	
Title *	
When the Government Comes Knocking, Who Has Your Back?	
Contribution Source	
This is the "Source" of the contribution in CiviCRM. If you leave this blank the title of	of this donate page will be used as the source.
Header String	
This will be displayed as the donate page header. If it's left black, the Title will be us	sed instead.
Theme * Action Alert •	

### Endorsement \*

- Cory Doctorow
- O Birgitta Jonsdottir
- O Bruce Schneier
- Trevor Eckhart



# **ELECTRONIC FRONTIER FOUNDATION**

DEFENDING YOUR RIGHTS IN THE DIGITAL WORLD

# Victory Over Cyberspying!

would you like to contribute?

00 Super Major Donor

00 Major Donor

Rare Earths Member

Titanium Member

Gold Member

Copper Member

Silicon/Student Member

Amount \$

100

I want to donate this amount every month.



Photo credit: Ann De Wulf

"FFF is the voice of reason in today's debates about privacy, security, and the rights of individuals."

- Bruce Schneier,

renowned security technologist and author of Applied Cryptography and Beyond Fear

### keep me updated by email.

### ne an EFF Member

ld like to become a card carrying member and get a gift. are the benefits of membership?

### e Your Membership Gift

### No thanks I don't want a gift

### What We Do:

### Defend free speech for

bloggers, journalists, dissidents and ordinary people online.

Drotect your privacy by fighting

### Where Your Money Goes:

- Program Expenses (73%)
- Administrative Expenses (16%)
  - Fundraising Expenses (11%)

### Edit Premium EFF Issues T-Shirt

VIEW

**EDIT** 

Home » EFF Issues T-Shirt

Title \*

Workbench

EFF Issues T-Shirt

### Description

Show your support for Privacy, Free Speech, Transparency and more! <a data-fancybox-type="iframe" class="fancybox" href="/sites /all/modules/custom/eff\_donate\_pages/html/shirt\_sizes.html">Size chart.</a>

Log or

- Embeds like YouTube and iframes will be prevented from grabbing visitors' data without their permission.
- · Web page addresses and e-mail addresses turn into links automatically.

Content

### Price One-Time \*

Dashboard

Store

65.00

Workbench

How much of a one-time contribution you need to make to be eligible for this premium

Structure

### Price Recurring \*

10.00

How much of a recurring contribution you need to make to be eligible for this premium

### Market Value \*

9.70

Required for tax reasons

### Image Thumbnail \*



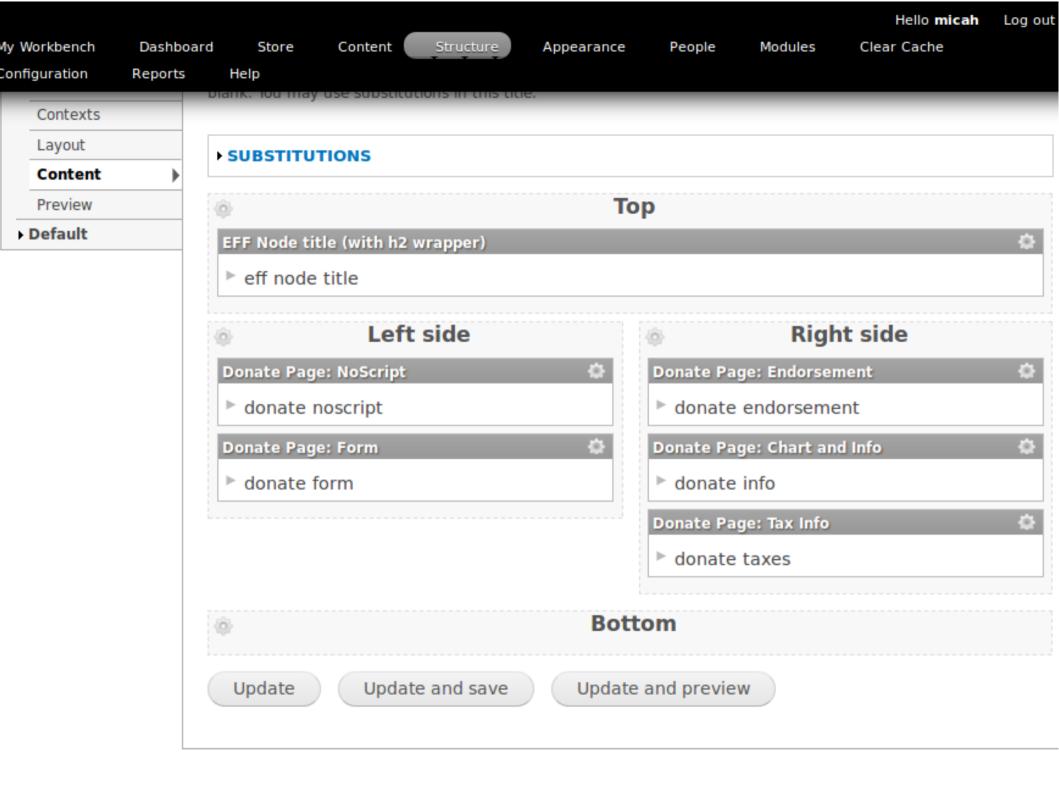
shirt issues thumb.png (1.9 KB)

Remove

Upload a 50x50 image

### Image Full \*







### Donate to EFF

### JavaScript is required to donate

Please enable JavaScript to use the EFF.org donation form and see member gift options.

Alternatively, you can donate directly from your PayPal account or Google Wallet. Check out EFF's Supporter Info Page for even more ways to contribute to the cause!





"Nobody does more last good for the Internet wi less. Every penny you o makes change for the b

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**Protect your privacy** by fighting warrantless electronic searches and surveillance.

Advocate for copyright and patent laws that promote rather than chill innovation.

### Where Your Money Go

- Program Expenses (73
  - Administrative Expens
  - Fundraising Expenses



# Demo Time

# Open browser and show off all the fancy JavaScript