



## NationBuilder / SimCog Conversation

### Data, Engagement and Subscriptions for the Media Consortium

#### April 2014

NationBuilder and Simulated Cognition LLC (“SimCog”) are proposing integration among three software platforms: NationBuilder, Salesforce.com and Subscription Genius to bring a modern, cloud-based data management solution for data, engagement, and subscriptions to members of the Media Consortium, publishers of digital and print media.

It is envisioned that the proposed integration among these systems would be managed via an interface in NationBuilder, to be built by SimCog. We view Salesforce.com as the database of record, with NationBuilder providing outward-facing engagement, community, social networking, fundraising, and other features, and Subscription Genius powering the digital and print subscription management functionality via its robust API (application programming interface). What follows is a select list of features of each platform as well as pricing options.

#### NationBuilder ([www.nationbuilder.com](http://www.nationbuilder.com)) - features

##### 1. People:

- **Dynamic profiles** — effortlessly capture people’s contact information, automatically match email addresses to Facebook and Twitter, and find your most influential supporters with Klout.
- **Nobody falls through the cracks** — automatically set follow-up reminders or assign a specific point person when someone contacts you, or takes any action on your website.
- **Targeting** — Use tags, lists and filters to track information about your supporters and send communications based on who they are.
- **You own your data** — the information in your database belongs to you and is never shared unless you do it yourself. You can export everything if you choose to cancel.
- **Importing & exporting** — easily download a complete snapshot of your database as a CSV. Import and export contact information, email lists, and donation histories.
- **Supporters & Prospects** — Keep track of supporters and prospects, and watch as prospects become more engaged with your nation.
- **Chapters & local groups** — Share themes and website templates across all chapters. Supporter data from sub-nations feeds up into your central database.
- **Goals** — Set goals for fundraising, donors, tweets, petition signatures, signups, volunteers, followers, endorsements, event RSVPs, survey responses, suggestions and more.
- **Leaderboards** — Award virtual currency for actions taken by supporters and recognize top recruiters and contributors.
- **Public profiles** — Supporters get their own public profile page, showing social networks and website activity or fundraising efforts.
- **Log contacts** — Log contacts and outreach with supporters and prospects.
- **Mapping & turf cutting** — Map all your people geographically. Create lists by visually segmenting your people on a map.
- **Big data** — effectively manage big data, share and sync information between accounts, apps, and other databases.



## 2. Website:

- **Still building your site on a CMS?** NationBuilder helps you build a fully interactive desktop and mobile sites focused on action.
- **Custom** — your website on your custom domain, complete with responsive design and hundreds of styles. Fully customizable with HTML, Javascript, Liquid and CSS. Use your own editor with Theme Sync for Mac.
- **Built-in action pages** — Create events, online fundraising and recruitment and signup pages. Information entered is automatically synced to your database. No coding required.
- **Chain pages together** — easily create a flow from action to action to take supporters up the ladder of engagement.
- **Mobile** — with responsive design and mobile-optimized themes, your website looks good on any device without the need for additional customization.
- **Referral tracking** — every action taken can be tracked back to the original recruiter, and leaderboards help recognize top performers.
- **Tags & activity streams** — use tags to efficiently sort through website content, and view real-time activity streams for individual pages or your website as a whole.
- **Blogging** — run as many blogs as you want. Set up RSS feeds and schedule posts for future dates. Easily publish to Facebook and Twitter with a single click.
- **Events** — coordinate events including all volunteering, ticketing, and fundraising activities. Supporters can host their own events and list them on your website. RSVPs sync to Facebook to maximize social sharing.
- **Visitor interaction** — easy sign-in with Facebook, Twitter or email address on all feedback pages. Admins have control over moderator tools and spam blocking, and can disable user-generated content entirely.
- **Reliable** — secure hosting and unlimited scaling ensures you won't go down when the world comes to your site. Uptime is public at [status.nationbuilder.com](http://status.nationbuilder.com).
- **Website analytics** — Google Analytics just works, with email campaign and donation tracking built in. Set up goals for any action on your website. Chartbeat hooks included.
- **Search engine optimization** — customizable, clean URLs, canonical tagging, and full control of page titles and meta tags. Page-level Facebook Open Graph excerpt and image setup for social sharing.
- **Custom fields** — Use custom form fields to capture the data that makes your community unique.

## 3. Communications:

- **Consolidate** — all your communications in one system.
- **Manage high volumes of incoming email** — Host your email on your own domain and get unlimited mailboxes for your staff.
- **Centralize your organization's email** — Every staff members sends and receives email in one place, increasing transparency and making sure nothing falls through the cracks.
- **Email blasting & newsletters** — Send targeted email blasts with exceptional deliverability scores using one of our beautiful themes or create your own.
- **Text messaging** — Use text blasting to communicate with people where they're most likely to see it - on their phones. Set up auto responses and collect contact info when someone texts in.



- **Text keywords** — set up text keywords to allow people to take action in the moment by signing a petition, RSVP'ing for an event, or signing up to volunteer via text.
- **Social media** — manage multiple Facebook and Twitter accounts in one place and integrate with LinkedIn, Meetup and Klout. Social sliders that feature your supporters available on any action page.
- **Virtual phone numbers** — Incoming calls and voicemails are automatically logged in your database for quick response times.
- **Schedule anything** — any type of communication can be schedule for publishing including blog posts, email blasts, text blasts, Facebook posts, and tweets.

#### 4. **Finances, Donations, Members (the Donors and Members add-ons are free!):**

- **Fundraise** - accept donations online with no additional transaction fees.
- **Secure donations** — Customizable secure donation pages. No merchant account required.
- **Crowdfunding** — Set goals and ask supporters to help raise money for projects.
- **Personal fundraising** — every supporter gets their own fundraising page with goals.
- **Fully integrated** — fully integrated with your people database. All donation activity is tracked.
- **Sell tickets** — Sell tickets to events at different levels and price points.
- **Customer invoices** — Create customer invoices payable directly through your website. Apply discounts to any invoice and assign credit to point people for generating revenue.
- **Import & export donations** — Export all donations to Excel. Import past donation history.
- **Use memberships** to collect dues, manage your members, and give them access to premium content on your website.
- **Membership levels** — create multiple membership levels and customize any of the pages on your website to be available to members only.
- **Paid memberships** — Configure multiple membership price points and durations and link your nation to a bank account.
- **Recurring donations & memberships** — Create memberships that automatically collect recurring fees or donations.
- **Track member growth** — Use tags, lists and filters to identify your members and view how your memberships grow over time.
- **Everything you need** to accurately manage your fundraising and donations.
- **Full customizable, secure donation pages** — Start accepting donations on your site in minutes using one of our donation processors. No merchant account required.
- **Donation tracking** — all donation activity is automatically logged in your database. Get the full picture of your fundraising progress using tracking codes.
- **Personal fundraising** — Engage supporters in recruitment and fundraising drives with personal fundraising goals and leaderboards to spark competition.
- **Fully integrated** with your people database — organize your donors with tags, lists and filters. Reach out to those who haven't given recently or those who could give more.
- **Importing & exporting** — Export all donation information to Excel and import your past donation history



## 5. Nation Builder Pricing

| Number of people in your database | Number of emailable people in your database | Per month |
|-----------------------------------|---|-----------|
| 2,000                             | 200   | \$19      |
| 5,000                             | 1,000                                       | \$29      |
| 15,000                            | 2,500                                       | \$49      |
| 30,000                            | 5,000                                       | \$69      |
| 50,000                            | 10,000                                      | \$99      |
| 75,000                            | 15,000                                      | \$149     |
| 100,000                           | 20,000                                      | \$199     |
| 125,000                           | 25,000                                      | \$249     |
| 150,000                           | 30,000                                      | \$299     |
| 175,000                           | 35,000                                      | \$349     |
| 200,000                           | 40,000                                      | \$399     |
| 225,000                           | 45,000                                      | \$449     |
| 250,000                           | 50,000                                      | \$499     |
| 300,000                           | 60,000                                      | \$599     |
| 350,000                           | 70,000                                      | \$699     |
| 400,000                           | 80,000                                      | \$799     |
| 450,000                           | 90,000                                      | \$899     |
| 500,000                           | 100,000                                     | \$999     |

Pricing for NationBuilder’s larger suite of customers follows a similar pay as you grow model with standard discounts for contracts, and price predictability by locking in your level of supporters.

### Salesforce.com ([www.salesforcefoundation.org/help/nonprofitstarterpack/](http://www.salesforcefoundation.org/help/nonprofitstarterpack/))- features

#### 1. Non-Profit Starter Pack

The Salesforce Foundation provides the Non-Profit Starter Pack, a series of managed packages that sit on top of your Enterprise Edition licenses. It extends the power of Salesforce CRM with customizations that allow you to better manage individual donors out-of-the-box. The Non-Profit Starter Pack is free, as are 10 Enterprise Edition Salesforce.com licenses, depending on your organization’s eligibility for the Power of Us program (detailed below).

- Manage individual donors and their donations, memberships, relationships and company affiliations.
- Create and manage Households and household giving.
- Create and manage recurring gifts and payments



## 2. **Objects and Functions**

- Affiliations
- Contacts & Organizations
- Payments
- Households
- Rollup and Summary Fields
- Contact Roles
- Soft Credits
- Recurring Donations
- Relationships
- Data Management / General Administration

## 3. **Power of Us Program**

Through the Power of Us program, nonprofit organizations and higher education institutions can get access to salesforce.com products and resources to help expand our collective impact. The Power of Us Program includes:

- 10 donated Enterprise Edition licenses
- Deep discounts on additional licenses, products and/or services from salesforce.com
- Discounts on salesforce.com training
- Discounts on salesforce.com events
- Access to nonprofit and higher-education specific user groups, events and webinars
- Discounts on participating Apps and consulting partners from the AppExchange

## 4. **Eligibility**

To be eligible to apply for the Power of Us program, your organization must be recognized as a charitable, nonprofit, or nongovernmental organization in the country where you are located.

- **501c3 organizations:** Organizations that have received the 501c3 designation from the Internal Revenue Service are eligible to submit an application for our product donation program. Organizations that do not have a 501c3 designation, but rather a c4, c6 or other nonprofit status are not eligible to apply for the Salesforce.com product donation program.
- **Higher education institutions:** Private nonprofit and public higher education institutions qualify for our product donation and discount programs. We donate 10 non-transferrable licenses per school. Additional licenses can be purchased on the same or different accounts at our deeply discounted rates. Proof of status: Higher education institutions will need to provide a link to their registration on [www.nces.ed.gov](http://www.nces.ed.gov) during the application process.
- **Proof of status:** Schools will need to provide a link to their registration on [www.nces.ed.gov](http://www.nces.ed.gov) during the application process.



## Subscription Genius ([www.subscriptiongenius.com](http://www.subscriptiongenius.com)) - features

- Subscription Genius has a rich feature set to manage print and digital media subscriptions from an anywhere/anytime cloud application:**
  - **Automated Renewals** — Customize and set the parameters for your renewals
  - **Optional Checkout Page** — quick to set up, simple to customize, easy to checkout. Or use your own checkout page and link to Subscription Genius by their API.
  - **Integrate** with payment processors like Authorize.net and PayPal.
  - **Invoice Starter issues**, different billing and mailing addresses.
  - **Online invoicing**
  - **Address Verification** — Eliminate duplicate mailings
  - **Automatically** merge and extend subscription accounts.
  - **Robust API** — Integrate with any platform. User your own pages. No need to use the Subscription Genius interface with your clients. API Link: <http://developer.subscriptiongenius.com/1/intro/>
  - **WordPress plugin**
  - **Data Migration** — From FileMaker, Publish2Profit, QuickFill, Excel, Lynx, and more.
- Pricing:**

Subscription Genius pricing starts at \$99 per month for 6,000 subscribers, \$149 for 10,000 subscribers, \$199 for 15,000 subscribers, and \$249 for 20,000 subscribers. Small charges per address verification and emails send from their system.

## SimCog

- Application Development**
  - SimCog estimates that developing middleware to manage the flow of data among these systems will cost \$25,000-\$30,000. This is a one-time charge for the overall integration, not per Media Consortium member.
  - SimCog will make this integration available to members of the Media Consortium for a monthly support fee of \$99.
  - Customizations to the integration, or integration with other platforms, would be an additional charge, to be determined by the scope of the project.
  - SimCog charges a non-profit rate of \$100 per hour for custom hourly projects; a flat amount for larger projects.
- Overall pricing**
  - Assuming a subscription and active membership count of 10,000, a Media Consortium member may carry a monthly estimated charge of \$99 for integration support, \$99 for NationBuilder, \$149 for Subscription Genius, and Salesforce.com is free; bringing total monthly carrying charges to \$347, or \$4,164 annually.