

# Network for Good

# Year 1 Guarantee



# Guaranteed success

We provide the tools; your hard work yields success.

At Bonterra Network for Good, we know that fundraising can be challenging. It takes consistent hard work, commitment, and dedication. While our software won't fundraise for you, it makes fundraising more accessible, helping you adopt proven fundraising strategies that will result in more donations for your cause.



## Our promise to you

During the first year (defined as the 12 months starting with the beginning of your service) of your subscription with Network for Good, your organization will be able to raise total individual donations ("Individual Donations") in an amount equal to your previous 12 months of Individual Donations plus the cost of your first year's total annual subscription fee for Network for Good products and services you are purchasing ("Annual Fee"), provided your organization completes the best-practice fundraising activities as outlined in the following pages.

If the total amount of Individual Donations raised with your Network for Good software does not meet or exceed your organization's prior 12 months' Individual Donations plus the Annual Fee, and your organization has put in the time and effort into fundraising but the Network for Good software, available training, and services have not helped you achieve the best results possible, you may submit a Claim Form for review.

Once submitted, the claim will be reviewed by our team to determine eligibility. If approved, Network for Good shall grant your organization a credit in an amount equal to the difference in year-over-year fundraising, up to the full cost of your annual fee.



## Eligibility

To qualify, your organization must actively engage with the Network for Good platform and demonstrate a commitment to fundraising success by completing the following requirements:

- **Import/enter your data into Network for Good**
  - Provide your prior 12 months of individual donations to the import team within 30 days of your subscription term (if services are included in your subscription).
  - **Or** use self-import tools to import your data within the first 60 days.
  - **Note:** If your organization doesn't have a record of individual donations for the last 12 months, you must manually enter a minimum of 50 contacts with email addresses and 50 contacts with mailing addresses in your first 90 days.
- **Complete onboarding**
  - Complete all tasks in each of the in-app onboarding checklists within 90 days.
- **Attend fundraising coaching sessions**
  - Meet with a fundraising coach for at least 2/3 of the allotted hours (if services are included in your subscription).
  - **Or** attend at least four best practice coaching/product training webinars during your first 12 months.

# Eligibility (continued)

- **Perform critical fundraising activities**
  - Launch a donation page within the first 30 days of your subscription.
    - Best practice: Add a link to your donation page to your nonprofit website and social media profiles.
  - Send at least 1 fundraising appeal with email and direct mail per quarter.  
(must be sent/logged through Network for Good)
    - Best practice: Post your appeal on social media.
- **Thank your donors for their support**
  - Send at least 1 donation acknowledgement/thank you email per quarter (must be sent through Network for Good).
    - Best practice: Follow up to thank your donors with personalized thank you letters/cards and phone calls.
  - Send a minimum of 1 video acknowledgement per quarter.
- **Submit completed Claim Form**
  - Claim Forms must be submitted within 30 days of your 12-month anniversary with Network for Good [via this form](#).

**For more information about what qualifies for each of these requirements, please reference the appendix included in this document.**



# Claim form

Start of subscription term:



## Implementation & Onboarding

Activity	Date completed
Import/input data	
Finish all onboarding checklists	
<ul style="list-style-type: none"><li>Set up your first donation page and accept first donation</li><li>Send your first email</li></ul>	

## Onboarding training webinars

Minimum of 3 during your first 90 days

	Date	Confirmation attached		Date	Confirmation attached
Training 1			Training 3		
Training 2					

## Fundraising appeals

Minimum of 1 email and 1 direct mail per quarter

Email		Direct mail	
Date sent	Attached	Date sent	Attached
Date sent	Attached	Date sent	Attached
Date sent	Attached	Date sent	Attached
Date sent	Attached	Date sent	Attached

# Donation acknowledgements

## Acknowledgement/Thank You emails

Minimum of 1 per quarter

Date sent
Date sent
Date sent
Date sent

Attached
Attached
Attached
Attached

## Video acknowledgements

Minimum of 1 per quarter

Date sent
Date sent
Date sent
Date sent

Attached
Attached
Attached
Attached



## Fundraising coaching

Based on your subscription, provide details for either your attendance of Personal Fundraising Coaching hours or Best Practice/Product Training Webinars.

### **(If applicable) Personal fundraising coach**

Met with fundraising coach for at least 2/3 of allotted hours

	Date		Date
Hour 1		Hour 7	
Hour 2		Hour 8	
Hour 3		Hour 9	
Hour 4		Hour 10	
Hour 5		Hour 11	
Hour 6		Hour 12	

### **(If applicable) Best practice/Product training webinars**

Minimum of 4 during your first 12 months

	Date	Confirmation attached		Date	Confirmation attached
Webinar 1			Webinar 3		
Webinar 2			Webinar 4		

## Individual donation amounts

**Prior 12 Months Individual Donations**  
(Must be imported into Network for Good)

\$

**New Individual Donations**  
(From purchase date to one year anniversary)

\$



**I certify the data above is accurate and supporting documentation is available upon request:**

**Signature:**

**Date:**

**Name:**

**Title:**

**Organization:**

## Submitting a claim

- **When can a claim be filed?**
  - A claim can only be filed within **30 days of your first term renewal period**.
  - Claims must be submitted for assessment and approval via this form.
- **Can a claim be filed during the renewal period?**
  - Yes, a claim can be filed during the renewal process.
  - If you are eligible for a grant and decide to renew, the grant will be processed as a **credit toward your second-year subscription cost**.

## Individual donation amounts (*What qualifies as “Individual Giving?”*)

- Donations made by individual donors, including those outside of Network for Good.
- Fair market value does not impact donation amount.
- **What does not qualify?**
  - Sponsorships, grants, or corporate gifts.
  - Donations from prior-year events if those events were canceled during the first 12 months of your subscription.

## Data import

- Must include all individual donations from 12 months prior to Network for Good subscription.
- If your organization doesn't have a record of individual donations from the last 12 months, your organization must manually enter at least 50 contacts with email addresses and 50 contacts with mailing addresses in your first 90 days.

## Onboarding

What is included in the onboarding checklists?

- **Set up your first donation page.** The checklist provides resources to help you build your first donation page all the way to the final step of collecting your first donation.
  - This checklist is considered complete when you have created a fundraising page and collected at least one donation within your first 90 days.
- **Import/input your historical data.** This checklist walks through self-import steps as well as what's needed to prep data if you opt for a paid data migration with the data import team. Resources include: how to export your data from your previous system, common clean up steps in Excel, and how to send your data to the team/map your data for self-import.
  - This checklist is considered complete when your data is loaded or manually entered, and you have at least 100 contact records loaded within your first 90 days.
- **Send your first email.** This checklist will help you create your first email blast in your new system. Resources include: how to build an email with the email editor, how to select your audience for send, and how to review email results.
  - This checklist is considered complete when you have created your first email and hit send (even if it's just a sample email to yourself!) within your first 90 days.
- **Attend live training webinars.** Hosted at least twice a month, live training webinars feature many relevant topics foundational to your usage of Network for Good.
  - This checklist is considered completed when you have attended three live training webinars within your first 90 days.



## Fundraising appeals (*What qualifies?*)

- Appeals must have **a main theme of a donation request**.
- Appeals should contain a **specific call to action** and **information on how to donate**.
- Appeals must be **sent via email or direct mail** at least **once per quarter**.
- Appeals sent through email must have a **link to your Network for Good donation page**.
- **What does not qualify?**
  - Buttons added to newsletters, event announcements/invites
  - Appeals sent via different services or outside payment systems (e.g., Constant Contact).

## Acknowledge/Thank You messages (*What qualifies?*)

- Must contain a **main theme of thanking the donor**.
- Must be sent **once per quarter**.
- **What does not qualify?**
  - Messages that include a call to action for a donation.

## Best practice/Product training webinars

- **What qualifies?**
  - Attend any of our Ask the Expert sessions, Best Practice Coaching Webinars, and Product Update webinars. These live events feature a panel of product and fundraising experts and allow you to connect with other nonprofits who are using Network for Good to fundraise in creative ways!