

# Network for Good

## Product Description

| Product Summary  |   |
|--|---|
| <p>Network for Good enables fast, easy online fundraising for small-to-mid-sized non-profits. A dedicated partner in furthering NPOs' missions, NFG's easy-to-use tools and services promote effective engagement with donors. Its "All-In-One" concept includes a contact database management system; multi-channel communication tools; payments channels; event-hosting capabilities; and customizable, shareable web pages, all of which incorporate best practices for amplifying impact.</p> |   |
| Term   | Definition  |
| <i>Abbreviations, acronyms or proprietary terms used across the unit</i>   | <i>Meaning of the abbreviations, acronyms or proprietary term provided. Share any additional context that is needed to understand this term.</i>  |
| DMS  | Donor Management System, the core of the NFG software product, where customers add, manage, track donors and supporters and produce cumulative reports  |
| DAF  | Donor Advised Fund; Network for Good was originally started as a DAF and that entity is currently operating independently of Bonterra's NFG ( <a href="https://www.nfggive.org/home">https://www.nfggive.org/home</a> ). We continue to enable payment disbursement through this DAF and maintain channels into our software via some areas of its administration, e.g. its donor recipient portal. |
| P2P  | Peer-to-Peer features including shareable donation channel links for embedding and sharing in personal communication, social media, and web pages.  |
| PFC  | Professional Fundraising Coach; a competitive differentiator in our market, NFG offers a professional service by way of professional fundraising coaches who help our NPOs craft and implement strategic fundraising plans. Packages are priced separately  |

| Business Process 1: Fundraise digitally   |
|---|
| Describe the business process the product facilitates. Copy this table for additional processes.  |
| Customers can engage potential supporters through a variety of channels including email, text, fundraising pages and online events, all of which incorporate simple-to-use giving mechanisms and payment options. A user-friendly |

interface is designed to enable easy fundraising campaign setup and maintenance, with just enough flexibility built in so as to allow for customization without complication for donors.

| Use Case(s)<br><i>How users will perform tasks to achieve their goal</i>   | Capability<br><i>The single operation that adds value and contributes to the user achieving the use case goal.</i>   |
|--|--|
| As the Executive Director of my non-profit organization, I want to be able to solicit funds easily from my donors. | <b>Provide a variety of giving opportunities</b><br>I can provide donors multiple ways to contribute funds to my organization through the channels they are most comfortable with, that are easiest for them to engage with. |
|  | <b>Multichannel campaign promotion</b><br>I can set up a campaign once, building out a fundraising web page, email, text and social media sharing communications, all easy to manage from a central, intuitive admin page.   |

## Business Process 2: Track funds raised

Describe the business process the product facilitates. Copy this table for additional processes.

Customers can monitor fundraising activity effectiveness through real-time data on donations. Our dashboard enables them to track progress toward goals and adapt communications programs accordingly.

| Use Case(s)<br><i>How users will perform tasks to achieve their goal</i>  | Capability<br><i>The single operation that adds value and contributes to the user achieving the use case goal. Add rows to the table as needed to accommodate the list of capabilities for the given user story.</i>  |
|---|---|
| As the Executive Director of my non-profit organization, I want to be able to monitor donations as they come in and collect funds easily from my donors | <b>Funds access and accounting confidence</b><br>I can see details around the funds coming into my organization such as source, amount and time period, and can confidently expect donated funds to be available to me quickly with proper tracking, accounting and receipting included.            |
| I want to monitor fundraising results regularly so I can respond and adapt my communications according to performance of my campaigns.                  | <b>Real-time campaign tracking</b><br>I can see the results of my efforts to raise funds with real-time tracking in the DMS and respond with thank you's, follow-ups, or tweaks to messaging or communication channels in order to make my campaign outreach more successful while it is in flight. |

## Business Process 3: Strengthen donor & supporter relationships

Describe the business process the product facilitates. Copy this table for additional processes.

Customers can strengthen bonds with supporters by sharing progress updates, success stories and milestones effortlessly through our platform. This includes email and text messages, fundraising campaigns, awareness campaigns, thank yous/acknowledgements, personal and group video messages, receipts, impact reports and newsletters.

| Use Case(s)<br><i>How users will perform tasks to achieve their goal</i>  | Capability<br><i>The single operation that adds value and contributes to the user achieving the use case goal. Add rows to the table as needed to accommodate the list of capabilities for the given user story.</i>   |
|---|--|
| As the Development Director of my non-profit organization, I need to easily manage and grow relationships with my donors and supporters | <b>Communicate effectively and efficiently to strengthen relationships</b><br>NFG software includes communication templates, prescriptive communication plans, and easy-to-use tools for creating emails, text, personal video messages and paper (mail) that can be directed to individuals, segments of, or all contacts in the donor database. Templates for communications like appeals, impact statements, calls for volunteers and thank you notes are accessible through the tool for easy editing and customization. |
| As executive director of my organization I want to lay out a plan for fundraising for the year that will help me reach my goals.        | <b>Expert advice</b><br>Our software builds advice and guidance into the customer relationship so you always know what to do next. We embed pre-built engagement plans into the tool, with easy-to-adapt communication templates, prompts, help content and support so there are "human touches" throughout, leading to more and better fundraising and relationships with supporters.   |

## Business Process 4: Share results with stakeholders

Describe the business process the product facilitates. Copy this table for additional processes.

Impact is the reason our customers exist, thus measuring and sharing results is critical. NFG's reporting tools enable customers to understand fundraising results, and to create exportable outputs to share with colleagues, board members and stakeholders.

| Use Case(s)<br><i>How users will perform tasks to achieve their goal</i> | Capability<br><i>The single operation that adds value and contributes to the user achieving the use case goal. Add rows to the table as needed to accommodate the list of capabilities for the given user story.</i> |
|--|--|
|  |  |

|  |  |
|--|--|
| As the Executive Director of my non-profit organization, I need to track results of my fundraising efforts and share this information with my stakeholders, e.g. my Board and staff. | Output essential reports<br>All NFG software packages come with the same level of reporting capability, designed to be simple to use and give customers the ability to tailor results they want to look at by donor segments, dates, donation types and donor history. |
| As the Executive Director of my organization, I want to share stories with our supporters that illustrate our impact and success   | View templates and examples of email communications including newsletters that were created by and shared to our gallery by real customers. Users can choose to use these as bases for their own communications by copying and editing examples they like.             |

## Business Process 5: Fundraise with events

Describe the business process the product facilitates. Copy this table for additional processes.

In-person and virtual fundraising events are common techniques employed by NPOs of all sizes to raise money, and NFG software enables important aspects of these events, such as sending invitations, selling tickets and sponsorships online, collecting guest information, checking guests in at the event, a URL where the virtual event experience takes place, allowing donors to donate online or via text to give and facilitating silent and live auctions.

| Use Case(s)<br><i>How users will perform tasks to achieve their goal</i>   | Capability<br><i>The single operation that adds value and contributes to the user achieving the use case goal. Add rows to the table as needed to accommodate the list of capabilities for the given user story.</i>  |
|--|---|
| I want to run a fundraising event that uses paid ticketing as its main way of raising cash.                                    | NFG software includes event ticketing and sales capability. This provides our customers features to support the purchase of event tickets, such as promo codes, guest info, sponsorships, live chat, live streaming etc.  |
| I want to run a fundraising auction to raise more money at my event and provide a more exciting experience for my guests.      | NFG offers a tool for hosting a silent and live auction. Guests can place bids on silent items as well as checkout from their phone after the auction ends. Guests will receive automated notifications if they've been outbid or have won items at the end of the auction. |
| I want to check guests in at the event and collect their information.  | The Events product has a guest check-in feature that event organizers and volunteers can use at the event to quickly indicate which guests have arrived as well as update their information so that they can collect accurate information for each guest.                   |
| I want to send a communication to all my guests that attended the event to let them know how much we appreciate their support. | Because all guests are automatically synced into the Donor Management System, the customer can run a quick filter for everyone who purchased tickets and then send them an email, text message or video message since communication tools are also built into the DMS.      |

I want to run a report that shows all the donations, ticket purchases, sponsorships and auction item purchases from the event so that I can see how successful the event was, which ticket types were most popular, etc.

All transactions are automatically synced in real-time to the Donor Management System which gives our customers the ability to see how many tickets have been sold, how many guests attended the event, how much was raised from the auction and more... All data from the event at their fingertips without having to do a thing.