

## Sharpe Group Gift Planning Website Service Plans

	Basic	Standard	Premium
<b>Site Personalization</b>			
Custom landing page with custom copy, images and design	✓	✓	✓
Match colors and branding to your home site and add your custom banner	✓	✓	✓
Your organization name incorporated into the website content	✓	✓	✓
Customizable list of your organization's preferred gift types	✓	✓	✓
Incorporate up to eight custom images		✓	✓
Additional page options for newsletter articles, donor stories, etc.		✓	✓
Custom "Legacy Society" Page		✓	✓
<b>Gift Planning Content</b>			
Gift planning content geared toward all donors	✓	✓	✓
Multi-device friendly and designed with planned giving prospects in mind	✓	✓	✓
Q&A sections about specific gift types	✓	✓	✓
Downloadable Q&A eBrochures, desktop-publishing ready in PDF format		✓	✓
For advisors: Live content links to IRS database, source documents and forms, thousands of articles and case studies			✓
<b>Gift Calculations</b>			
Gift planning calculator for comparing gift types and benefits		✓	✓
Email sharing of gift calculation examples			✓
Customizable gift examples with interactive calculation results			✓
<b>Contact Info</b>			
Organization contact link on every page	✓	✓	✓
Development staff contact information with photo	✓	✓	✓
Customized contact forms		✓	✓
<b>Support</b>			
Onboarding session to get you started	✓	✓	✓
Site updates for monthly discount rates and relevant legislation and content updates	✓	✓	✓
Ongoing support for technical issues and questions regarding your site	✓	✓	✓
For development professionals: Annual review of web analytics and strategic recommendations			✓
E-marketing copy to help you promote your gift planning site			✓
<b>Pricing</b>			
Annual Subscription with a 2-year agreement	\$1,295	\$2,495	\$4,995
One-time setup to match graphics to your home site and site personalization	\$500	\$1,000	\$1,000
<b>Additional Features</b>			
Additional page(s) for special programs, appeals, donor stories, custom form(s), etc. and incorporation of your audio/video content are available.			