

Sharpe Group Gift Planning Website Service Plans

	Standard	Premium
Site Personalization		
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 ten custom images	✓	✓
Additional page options for newsletter articles, donor stories, etc.	✓	✓
Custom "Legacy Society" Page	✓	✓
Gift Planning Content		
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		✓
Gift Calculations		
Gift planning calculator for comparing gift types and benefits	✓	✓
Email sharing of gift calculation examples		✓
Customizable gift examples with interactive calculation results		✓
Contact Info		
Organization contact link on every page	✓	✓
Development staff contact information with photo	✓	✓
Customized contact forms	✓	✓
Support		
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		✓
Pricing		
Annual Subscription with a 2-year agreement	\$2,495	\$4,995
One-time setup to match graphics to your home site and site personalization	\$1,000	\$1,000
Additional Features		
Inquire about additional page(s) for special programs, appeals, donor stories, custom form(s), etc. and incorporation of your audio/video content.		