



Ohio Association of
Community Action Agencies

COMMUNITY ACTION WEBSITE TEMPLATE



WHAT IT IS

OACAA members can now save time and resources by utilizing our new Firespring website template developed by Community Action professionals for Ohio's Community Action Agencies!

DETAILS

Development Completed: September 2022

Adoption Go Live: December 2022 or 60 days from project launch (whichever is later)

Intro Webinar: To be announced (est September 2022)

CONTACT OACAA FOR MORE DETAILS



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DESIGN & BRANDING

Customize the template to reflect your agency's branding! Members may also choose to have Firespring load content to the template (fee applies) or staff will be trained to load content using the user-friendly content management system.



EARLY ADOPTERS

The first 10 members to commit will be eligible for the initial setup fee waiver. \$1149 savings! Early Adopters waiver ends December 2022.



MEMBER COST

- Setup cost: \$1149
 - Early adopters: \$0
- Donation Setup: \$0 setup, processor fees apply
- Monthly Hosting and Management: \$95
 - Annual pre-pay discount available
- Support and Service: \$0
- Content Loading: \$40-\$80
 - Or staff training included in setup
- Engage Services: \$400 setup + \$70/month

Website Solution Support and Service Overview

Firespring isn't just a website builder or just a website host. In addition to the content management system and add-on features, a whole lot more value is packed into your monthly subscription.



Invaluable Experience with Nonprofits

- 25+ years of experience in the nonprofit sector.
- Nonprofit-specific technology, software and marketing tools allow you to run your organization and further your cause.
- Ongoing research and development as well as the collective expertise of thousands of nonprofit organizations in our client community.



Live Consultative Training and Support

- Live phone support with someone who truly cares about your cause.
- Comprehensive online Knowledge Base.
- Hundreds of live training webinars, videos, tutorials, FAQs, industry-leading education and more.



Stability/Security

- 24/7/365 server monitoring by our engineers for security intrusion detection and site performance issues.
- 99.6% uptime guaranteed.
- Fully encrypted SSL certificate included.
- Industry-leading security practices ensure your site is protected.



Fully Managed Hosting

- Ability to handle your largest website traffic spikes.
- Peace of mind knowing your website is built on a solid foundation that is safe, secure and fast.
- Unlimited pages, photo and document storage.
- No limit on monthly visitors, storage and bandwidth.



Continuous Improvements

- A steady release of industry-specific designs allows you flexibility without redesigning from scratch.
- Ongoing automatic platform enhancements and feature upgrades.
- Industry insights that drive product advancements.



Analytics

- Traffic sources, keyword search terms, most-visited pages and user behavior at your fingertips.
- Exportable visitor traffic.
- Data informs goals and initiatives.
- Searchable website content, saving users clicks and frustration. Review what visitors are searching for and use insights to better organize your site.

APPROACH

Technology Support



Project Development

Our technology-speak stays in the development department where it belongs. Our discussions focus on your organization's needs. We may not know your vocabulary, but you can expect us to learn it. While we may not talk a lot about it, your solution will benefit from our latest discoveries in technology. At the core of the Firespring website solution for nonprofits is a suite of software applications that allow you modify and maintain your own website via an easy-to-use, web-based interface.

Constant client feedback allows for evolution of our web-based applications. Recommendations and requests are documented and submitted to our development teams. With this information, we continually update core technology systems to increase the end-user experience and client satisfaction.

We are proud of the Firespring web application software our development team creates. However, the end-user research, content creation, content delivery, value-added marketing services and client support make our solutions truly unique.



Solution Support

At Firespring, we believe that a solution is only a success if we see it through to fruition. This means that once we have deployed your solution, our relationship has just begun. If our products or services are not making a positive difference to your bottom line and building relationships with your end users, we are not doing our job. The support services team will help you maximize our solutions to meet those goals.

Before website is launched, Firespring does a final QA to ensure your website functions properly. You will have access to a proof site on a demo URL to submit content and carry out your own evaluation, as well as share it with others for further testing.



Training

When your member agencies collaborate with us on your website solution, they have access to training programs designed to serve a technology user at any level. Ultimately, these sessions are designed to maximize the use of their website.

Your member agencies can participate in training through personal, one-on-one phone consultation or you may attend one of our webinar training programs. There are several offerings from the basics of website management to more advanced sessions where they will learn marketing strategies to help them realize a positive return on your website investment. Our trainers don't train for a living. They are professionals who work at their craft every day. Our staff trains because it helps them to fulfill their passion to share knowledge.

APPROACH

Core Website Solution

Per Member Agency Cost

\$1149 setup & \$95 monthly

Website Features	Fundraising and Marketing Tools
<ul style="list-style-type: none">• Content Management System• Unlimited Website Pages and Content• Mobile-optimized Responsive Design• Unlimited File Storage• Unlimited File Transfer• Unlimited Site Traffic• Managed Site Hosting• 99.6% Website Uptime Guarantee• 24/7/365 Site Performance and Security Monitoring• Custom Domain and SSL Encryption• Online Event Calendar• Social Sharing Tools• Online Newsfeed• Integrated Blogging Tools• Website Administrator Access Permissions	<ul style="list-style-type: none">• Unlimited Fundraising Campaigns• Integrated Payment Processing (3% per transaction)• Donor-Covered Transaction Fees (PaymentSpring only)• Site Analytics and Statistics• Search Engine Optimization (SEO) Tools• Targeted Marketing Landing Page Tools <p>Firespring Support and Service</p> <ul style="list-style-type: none">• Website Structure Consultation• Design Theme Branding Implementation (Logo, Fonts, and Color Customization)• Online Support and Training Knowledgebase• Unlimited Email Support• Unlimited Phone Support and Training (Monday-Friday, 8:00 a.m.-5:30 p.m. CT)

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Website Solution Add-On Options

Member agencies can select the following add-on options as needed.

Initial Content Loading Assistance *\$40 to \$800*

In addition to the default content of the core solution agencies can request content loading assistance from sources they provide \$40 per page of content loading assistance upon request.
or
\$800 bulk rate for up to 30 pages of content loading assistance upon request.

Engage Services *additional \$400 setup + \$70 monthly*

This optional level of service upgrade includes the following key features:

Password Protected Portals for Employee/Board Login

This provides for password protected portals within the website for specific groups such as employees and board members to access with content specific for the distinct groups. Portals often include resource collections, calendars, documents, training videos and news and announcement feeds and more.

Integrated Email Marketing

Integrated email marketing to efficiently increase engagement and nurture awareness. Member agencies using this can send out invites, appeals, announcements, program updates, reminders or any message they want to send to a targeted group with messaging to match. This includes customized email marketing stationery matched to their new website, capacity for up-to 5000 contacts, and unlimited messaging, real-time tracking of results, form integration, and automation tools to save time.

Integrated Online Event Registration

Integrated event registration for your events to simplify administrative tasks and interactions with tracking, notifications, online payment when needed and even automatic management of capacity.

Optional Donation/Payment Processing *\$0 setup only processor fees apply.*

Firespring offers an integrated payment gateway, PaymentSpring, on its web platform that allows you to accept donation and registration fees through your website with a simple click of a button. You can also set up recurring donations for monthly or yearly contributions. ACH and donor-covered transaction fees are available.

Fee Structure:

This follows an upfront, flat rate pricing model for nonprofits. Visa, MasterCard, Discover and American Express rates are 3% per donation and ZERO transaction fees. Funds automatically deposit within 2 business days. ACH transactions are assessed a 0.8% fee per attempt. ACH deposits will occur 3-4 business days following the ACH request. There is a \$10 monthly fee minimum, which means your account needs to generate \$10 in fees per month from the 3%, or PaymentSpring will round up the given month's total fees to equal the \$10 minimum. This is an excellent option yet, PayPal and Authorize.net can also be used as well as interlinking with 3rd party tools that member agencies may already be contracted with.