



## 1 BRIEF OVERVIEW

RNL’s Digital Boost delivers messages through top social networks like Facebook and thousands of sites, including mobile apps, so Client can reach more donors online.

## 2 SERVICES

A. During the Term, Client may have access to the following Digital Boost services in quantities to be determined by RNL in conjunction with the Client, pursuant to an executed RNL Omnichannel SOW (“**Services**”):

Digital Boost	Number of Impressions
<b><u>Giving Day</u></b> : to raise awareness of Giving Day the week before and day of and to steward Giving Day donors using a digital channel	
Up to seven (7) pre-Giving Day ads and up to seven (7) Giving Day ads	TBD*
<b><u>CYE or FYE</u></b> : to amplify existing channels and ultimately CYE or FYE fundraising results.	
Up to seven (7) ads	TBD*
<b><u>Annual Giving</u></b> : to amplify the success of a traditional annual giving channel or use digital annual giving year round to engage and grow donor base.	
Up to seven (7) ads	TBD*
<b><u>Fulfillment</u></b> : to improve fulfillment and optimize phonathon success by driving unfulfilled donors online to make their gift.	
Up to seven (7) ads	TBD*
<b><u>Retargeting</u></b>	
Up to seven (7) ad sizes per retargeting campaign	TBD
URL’s with unique ads	TBD

*RNL will determine further specifications of ads (e.g., size, media outlet)*

*\*Total impressions include initial impressions to matched prospects as well as campaign specific retargeting impressions which may be as much as 20% of the total impressions.*

B. RNL manages the creative process as applicable to the Services in two (2) revision rounds before Client approval. A revision round is text and design change requests for any and all creative components communicated by Client to RNL, and then completed by RNL before production and delivery. After these revision rounds and Client approval on text and design, Client-requested changes may be completed for an additional fee and based on RNL creative team availability, pursuant to a Change Order.

### 3 CLIENT RESPONSIBILITIES

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- A. The provision of Services by RNL is conditioned upon Client providing the following (“**Client Responsibilities**”):
- i. Ensuring your domain is verified within Facebook Business Manager.
  - ii. Adding RNL as a verified domain-partner within Facebook Business Manager.
  - iii. Prioritizing various events within your Facebook domain as specified by RNL.
  - iv. If Client purchases Digital Boost – Retargeting, access to Client’s Google Analytics of the pages for which retargeting will be run.
  - v. If Client purchases Digital Boost – Retargeting, access to Client’s Google AdWords, if applicable.
  - vi. Client must have an appropriate privacy policy which addresses the use of data by its service providers both in general and with regard to the services RNL will provide. Client will instruct RNL to link to privacy policy, if necessary.