



1 BRIEF OVERVIEW

RNL's Personalized Video allows for one-to-many, one-to-some, and one-to-one personalized videos to be created, edited, combined, and sent to individuals via email in conjunction with engagement and fundraising activity via RNL Engage and/or RNL ScaleFunder.

2 SERVICES

- A. During the Term, Client may have access to the following Personalized Video services in quantities to be determined by RNL in conjunction with the Client, pursuant to an executed RNL Synergy SOW ("**Services**"):
- i. **Video Platform:** Platform which allows personalized videos to be sent as either individual activities or integrated, recurring campaigns.
 - ii. **RNL Engage Integration:** A connection between RNL Engage and the Video Platform to allow for the transfer of select information from RNL Engage for personalized video purposes.
 - iii. **Users:** The number of individuals licensed to use the Video Platform.
 - iv. **Sends per Year:** The total number of personalized video messages sent through the Video Platform per year.
 - v. **Communication Flows:** An RNL Engage integrated campaign which is automatically triggered on a recurring basis along with all applicable creative documents.
 - vi. **Program Management:** RNL management of personalized video activity on behalf of the Client and in relation to RNL Engage outreach.

3 ADDITIONAL TERMS

- A. If applicable, access to Client's existing ThankView personalized video platform.
- B. If applicable, Client hereby agrees to the RNL Personalized Video: ThankView Terms of Use found at ruffalonl.com/documentation.