



1 BRIEF OVERVIEW

RNL’s Digital Dialogue 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 Dialogue services in quantities to be determined by RNL in conjunction with the Client, pursuant to an executed RNL Synergy SOW (“Services”):

Digital Dialogue	Number of Impressions
<u>Giving Day</u> : 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
<u>CYE or FYE</u> : to amplify existing channels and ultimately CYE or FYE fundraising results.	
Up to seven (7) ads	TBD
<u>Annual Giving</u> : 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
<u>Fulfillment</u> : to improve fulfillment and optimize phonathon success by driving unfulfilled donors online to make their gift.	
Up to seven (7) ads	TBD
<u>Retargeting</u>	
Up to one (1) ad size per retargeting campaign	TBD
URL’s with unique ads	TBD

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

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

- A. The provision of Services by RNL is conditioned upon Client providing the following (“**Client Responsibilities**”):
- i. Client further represents and warrants that:
 - a. It has a current privacy policy posted on all of its websites; and
 - b. Its privacy policy addresses the use of user data by its service providers both in general and with regard to the specific remarketing and retargeting services including the use of cookies, tracking pixels, and web beacons.
 - ii. If Client purchases Digital Dialogue – Retargeting, access to Client’s Google Analytics of the pages for which retargeting will be run.
 - iii. If Client purchases Digital Dialogue – Retargeting, access to Client’s Google AdWords, if applicable.