

## Introducing **Springboard**, an innovative approach to nonprofit online fundraising and marketing

### WHAT IS SPRINGBOARD?

**Springboard marries the flexibility and cost effectiveness of Open Source technology with enterprise level online fundraising and marketing.** An extensible, robust and open online marketing platform, Springboard was built by bringing together two of the most modern and powerful platforms available to nonprofits today: Drupal and Salesforce. By developing a suite of nonprofit Drupal modules that are seamlessly integrated with Salesforce, we've created a single solution that exceeds — in features, performance, and pricing — many of the most popular online marketing and fundraising applications.

### WHO IS SPRINGBOARD FOR?

**Springboard fits organizations large and small.** Springboard is inexpensive to install, requires no ongoing software license fees, and is completely customizable — use it straight out of the box or customize it to meet your specific fundraising strategy. Most importantly, Springboard is for clients that need a solution that can evolve and grow as their online marketing and fundraising needs change.

### WHY SPRINGBOARD ROCKS!

**Springboard is a modern solution for modern challenges.** Modern technology platforms are built to be open, modular, scalable and extensible. Springboard was built on these principles by technologists who have a deep understanding of online marketing and fundraising strategy and how organizations use technology to support those strategies.

Springboard doesn't merely power your online presence, it captures information that enables organizations to maximize the success of their online marketing efforts. Whether you need to optimize donation form layout and content, measure the success of online marketing initiatives across sources and referrers, provide executive level dashboards, or handle the fundamentals of online marketing...Springboard provides organizations with the ease of use, flexibility, and most importantly the data to inform online marketing decisions and enable organizational success.



Springboard is an enterprise Drupal fundraising platform fully integrated with Salesforce. ***What can Springboard do for you in 2010?***

- > Online Fundraising
- > Advocacy and Petitions
- > User Communities
- > Email Marketing
- > Content Management
- > Constituent Relationship Management
- > Reporting and Dashboards
- > Data Management and Integration
- > Cloud-based Hosting
- > Scalable, Enterprise Technology