

**n p r** digital services

**August 2016**

**NPR DS Marketing Forms**

# Agenda

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- About Marketing Forms
- Features
- Demo
- Migration Process
- Next Steps

# Marketing Forms

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- Secure, online transaction forms.
- Built by NPR DS using the Springboard Platform from Jackson River
  - **Springboard** = Online Donation Platform maintained by Jackson River
  - **NPR DS Marketing Forms** = Highly customized version of Springboard with features built exclusively for Public Media (pledge premiums, real-time pledge reports)

# Marketing Forms – Major Features

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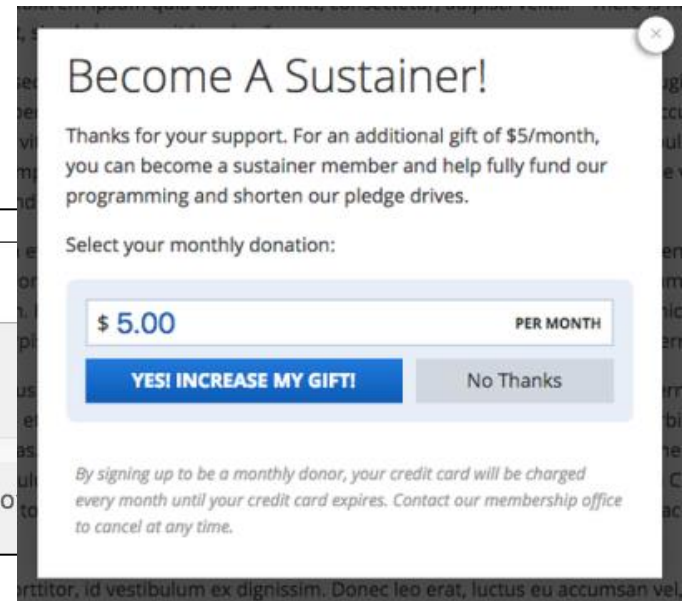
- Secure, online donation forms:
  - Fully PCI Compliant (PCI DSS 3.0). Annual systems audit conducted by 3<sup>rd</sup> Party QSA Auditor.
  - Process credit card and EFT payments using your secure online payment gateway.
- Flexible, mobile-friendly design:
  - Templated design, with local control of branding
  - Fields may be added/removed, or rearranged upon request to NPR DS
  - Feature premiums by form, or save inactive premiums for future use.

# Marketing Forms – Major Features

- Data Integration:
  - All pledge data accessible via .CSV download
  - Real-time pledge reporting for on-screen view of pledge totals & member comments
- NEW Features coming this month:
  - Sustainer Upsell
  - Pledge Challenge Bar



The image shows a website header for WTST, labeled 'Your NPR News Source'. It includes a 'RETURN TO SITE' link and a phone number '1.800.909.9287'. Below the header is a 'Sustainer Challenge' banner with a blue progress bar. The text in the banner reads: 'Help us reach our goal of 100 new sustainers before 10pm and we'll cancel one day of pledge drive. We're close to 45% of our goal! Thanks for your support.'



The image shows a 'Become A Sustainer!' pop-up form. The text reads: 'Thanks for your support. For an additional gift of \$5/month, you can become a sustainer member and help fully fund our programming and shorten our pledge drives.' Below this is a section for 'Select your monthly donation:' with a dropdown menu showing '\$ 5.00' and 'PER MONTH'. There are two buttons: 'YES! INCREASE MY GIFT!' and 'No Thanks'. At the bottom, there is a disclaimer: 'By signing up to be a monthly donor, your credit card will be charged every month until your credit card expires. Contact our membership office to cancel at any time.'

# NPR DS Marketing Forms

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- [Demo](#)

# Marketing Form – Migration Process

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- Groups of 3-4 Stations scheduled into 4 week migration cycles:
  - 1 hour hands-on training session/per week
  - 3-6 hours “homework” for: Form set-up & review, internal coordination/sign-off, etc.
  - 1 hour group open Q&A call
- **Week 1:** Customizing Your Form
- **Week 2:** Testing Payments & Reporting Basics
- **Week 3:** Advanced Features & Finalizing forms
- **Week 4:** Launch week

# Next Steps

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1. Make sure you have a compatible gateway.
2. Make sure your database can import from a .CSV
3. Fill out our [setup form](#)

Next cycles: September, Nov-Dec depending on interest & availability



# Payment Processing

	Sage	Paypal Payflow Pro	Authorize.net	Vantiv
Auth & Capture Credit Card	YES	YES	YES	YES
Auth Only Credit Card	YES	NO	NO	NO
EFT (Auth & Capture)	YES	YES	NO	YES

**Auth & Capture:** Credit Card Payment fully processed automatically. Schedule for future sustaining payments managed via Marketing Forms.

**Auth Only:** Credit Card Payment pre-authorized for \$1.00. Final payment processing triggered through your membership database. Schedule for future sustaining payments managed via your database.

**EFT:** Electronic Fund Transfer from donor's bank account processed automatically. Schedule for future sustaining payments managed via Marketing Forms.

# Questions?

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