

Item 1.10.4



Digital Engagement AdHoc Committee
Executive Board Update
23 March 2021

Prepared For: CFP Executive Board
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Charge 1

Identify Services
Provided by
Eventbrite &
Other Member
Needs

Charge 2

Research
Potential
Replacement
Vendors

Charge 3

Obtain Cost
Estimates

Charge 4

Recommend
Next Steps

Problems identified by members and board

Reduce or Eliminate
Eventbrite Transaction
Fees

Improve Report
Quality

Simplify report
processes /Reduce
reporting turnaround
time

Simplify membership
management &
database

Improve level of
support from service
provider(s)

Improve member
tracking/trends
(constituency, current org,
history, updates, etc)

Reduce member
frustration with Issue
Submission

Improve availability of
committee
information /
volunteer rosters

Desire to track
volunteer roles

Difficult to match
volunteer skill/desire
with CFP volunteer
needs

Simplify refund
processing

Limited time/resource
capacity

Current and recommended services

CURRENT

- Event website
- Online payment
- Limited reporting

RECOMMENDED

- Website/event website
- Online payment
- Integrated reporting
- Member management
- Program management
- Communication mgmt
- Fundraising & donor management
- Volunteer mgmt
- Member portal

Charge 2/3: Potential service providers & capability

Option 1

Replace Eventbrite with similar functionality



Option 2

Replace Eventbrite with Member Management System



MemberSuite



Event Registration	✓	✓	✓	✓
Payments	✓	✓	✓	✓
Membership Mgmt	✓	✓	✓	✓
Volunteer Mgmt	✗	✓	✓	✓
Program Mgmt	✓	✓	✓	✓
Donation Mgmt	✓	✓	✓	✓
Email Marketing	✓	✓	✓	✓
Voting/Surveys	✓	✗	✗	✓
Website/Mobile	✓	✓	Integrates	Integrates
Member Portal	✓	✓	✓	Integrates
Online Store	✓	✗	✓	Integrates
Support	++	++	+++	+
Cost	\$	\$\$	\$\$\$\$	\$\$\$
Complexity				

Charge 3: High level cost estimates




One Time Set Up	N/A	N/A	\$1.5K	\$32K	\$20K
Ongoing	No charge	\$160/mo for up to 2000 contacts (\$2K/yr)	\$149/mo for up to 1000 contacts (\$1.8K/yr)	\$15K/yr	Free for up to 10 users, then \$576/yr per additional user + Add On Apps (e-mail, portal/forms, event, payment)
Customer Service	No charge	No Charge: Chat & e-mail only	No charge: Chat and phone only	No charge & no limit	\$4320/Yr (e-mail tickets within 72hrs free)
Online Payment	2.5% + \$1 per transaction	2.9% + \$0.30 per transaction	2.9% + \$0.30 per transaction	Further research needed	Square: 2.9% + \$0.30 per transaction + \$8K/yr for Blackthorn event registration add on
Discounts		10% annual 20% biennial			Most add-on apps offer 10% nonprofit discount

NOTE: Eventbrite 3% credit card fee AND 2% + \$0.99 (\$7.95 max cap) transaction fee

Charge 4: Recommendation and needed guidance

RECOMMENDATION

- Member management solution which does not require website re-design (e.g. issue management process revamp or Wordpress migration).
- Rule out MemberSuite and Salesforce due to cost and website migration requirement.
- Deep dive Wild Apricot and Neon One for final recommendation.

SUPPORT NEEDED

- Is board aligned to upgrade to a member management solution vs “like-for-like” event registration replacement?
- Guidance on budget constraints?
- Guidance on implementation speed?
- Guidance on committee’s final recommendation deadline?
- Other guidance/considerations for the committee volunteers?