



- Create** an effective online presence
- Engage** your constituency
- Grow** your business[M1]

Our mission is to inspire opportunity.

FALL 2008

## NWF Affiliates

### Are You Ready for an Orchid Suites Website?

**The National Wildlife Federation (NWF)** has set up a program in 2007 through **Orchid Suites (Orchid)** whereby affiliates can sign up and purchase a website or web services that have been pre-configured to meet the common needs of NWF affiliates, share content with other sites if desired and be customized locally. Pricing and features detail is shown below and can also be viewed online at the Orchid Customer Center for NWF Affiliates:

#### [ORCHID CUSTOMER CENTER FOR NWF AFFILIATES](#)

Once an affiliate signs up with Orchid, all account management and support is between those parties. To learn more, view a demo, and/or purchase web services, find a link to the Orchid NWF customer center at [www.affiliates.nwf.org](http://www.affiliates.nwf.org) or select the link above.

### Are You Ready for Orchid Suites?

The following checklist provides your organization with some criteria for success with this program. Please ask us for advice on how to get you there if you aren't already. **Do you have?**

- At least one dedicated volunteer or staff person** who will commit to being the contact for your OS account and/or is willing to manage the updating of the website?
- A computer with (preferably highspeed) access to the internet** with an updated browser and high speed internet?
- Domain information?** If you already own a domain, make sure you know where it is registered, whose name and password is on the account and when it needs to be renewed. If you don't own one, you can register through us or through any other domain registration service.
- An understanding of how the website will help your organization move forward?** (Orchid Suites is working hard to bring you a bundle of products and services that meet multiple needs to grow your organization and meet your goals. However, unless there is a consensus on how your website will be of value to the group, the value will not be realized. *ALSO, although ORCHID offers a tremendous amount of capability, it may not be enough or the right kind for your organization. It is not a fundraising, donor management and complex member management system. Orchid can advise you in this area however.*)
- A current website?** If you already have a website, you do not necessarily have to give it up. You can add Orchid functionality to your current site. Content migration can also be done by us if needed for an additional fee. Contact us for more information or a quote.
- A website designer?** No need for one unless you want to provide your own design. Through this program, NWF is providing templates you can choose from for your website. You can customize them with your organization name and logo, change the titles of links, turn links on and off, etc. You can also change the design later. Contact us for more information.
- Email addresses?** Will you need email addresses? One is provided for free with the account. ([info@yourdomain.org](mailto:info@yourdomain.org)). You can also set up forwarders for email accounts for free.

- ❑ **A merchant account?** If you want to process payments through your site (for standard websites only) you MUST HAVE a merchant account. We can recommend a merchant bank or you can work with your own merchant services provider.
- ❑ **Time to get trained?** OS offers weekly FREE webinars for both basic and intermediate users. You are welcome to use the helpdesk but we ask that you take the time to learn the system first. Information on how to access the helpdesk and training is included below.
- ❑ **Feedback?** The only way we know if the system is working for you or see how it could be better is through your feedback which is welcome.

Please send any specific questions regarding the above to [info@orchidsuites.net](mailto:info@orchidsuites.net).

## STANDARD PACKAGE FEATURES FOR AFFILIATES:

The following features come with the standard affiliate website:

| Content Management               |  |
|----------------------------------|--|
| <b>Pages</b>                     | <b>Dynamic, Pre-configured or templated pages:</b>   |
| About the Organization           | Organization contact information and summary.  |
| Calendar                         | Display, sort and view upcoming events in calendar and list format.  |
| Frequently Asked Questions       | Control or add questions, respond directly, and publish submitted questions.   |
| Feedback                         | Gather, view and publish feedback.   |
| Links                            | Add and manage the links, resources and other simple lists.  |
| News                             | Add news articles or publish articles from a database that is updated daily via news feeds or by others in your suite.                 |
| Content (RSS) Feeds              | Add and manage RSS/News or content feeds displayed on website.   |
| Press Releases                   | Add new press releases or publish releases from a database that is updated daily via news feeds or by others in your suite.            |
| Programs                         | Create and list programs or services that can be shared with other sites.  |
| Site Map                         | Allow users to view the site architecture on one page.   |
| Contact Us                       | Shows simple contact information.  |
| <b>Market Specific</b>           | <b>Market Specific:</b>  |
| Action Alerts                    | Show action alerts, complete with deadline dates and sample letters that can be edited and emailed by visitors.                        |
| Issues                           | Add new issues or choose issues from a database that is updated daily via news feeds or by others in your suite.                       |
| Content Sharing and Distribution | Multi-level categories for sorting and displaying content across suites or per site. Allows for “distributed publishing” capabilities. |
| <b>Free form pages:</b>          |  |
|                                  | Unlimited number of free form content pages.   |
| <b>Tools</b>                     | <b>Tools for Managing Website</b>  |
| Manage Pages                     | View, add, edit, delete and move pages directly from your site map.  |
| Assign Page to Staffer           | Assign pages to staffers to review or update.  |
| Print This Page                  | Appears on each page so users can access print option easily.  |
| Text Editor                      | Design and edit pages via WYSIWYG text editor. No HTML experience needed.  |

|   |  |
|---|--|
| Image and Document Library              | Upload documents or files (including video, sound and others) and link to them on website for download.                                      |
| Photo Gallery                           | Create galleries and albums, upload images and write captions.   |
| Style Editor                            | Control your site design look and feel through Cascading Stylesheets.  |
| Forms                                   | Create, modify and publish forms for collecting data.  |
| Quote of the Day                        | Control or add quotes that rotate daily.   |
| Auto Publish/Expire                     | Set-up expiration dates for all kinds of content.  |
| Hot Tips                                | Show tips on your home page.   |
| Search                                  | Search website using keywords or phrases.  |
| Search Engine Optimization              | Apply meta-tags to individual pages throughout the site to increase page rank and specific page content.                                     |
| <b>People Management</b>                |  |
| Manage People                           | Register, and manage associates (contacts, volunteers, subscribers)  |
| Forms                                   | Create and modify online forms to sign up new members/associates or to collect interests in issues or jobs.                                  |
| Data Import/Export                      | Import and export users (people, organizations), filter lists, export results in csv format for import into common data management packages. |
| Staff/User Management                   | List staff, post bios and assign roles   |
| Leadership                              | Highlight leadership including board executives, presidents etc.   |
| <b>Event Management</b>                 |  |
| Event Registration (w/o payment option) | Users can register for events and administrators can be notified either per registration, daily or weekly. Does not include payment option.  |
| <b>Communication</b>                    |  |
| Tell-a Friend                           | Refer specific pages to friends.   |
| Email Blast w/ Sorted Lists             | Send basic email campaign including plain text and html. Create and store templates. Terms on amount of email sent. See Services             |
| Blog                                    | Maintain a web log.  |
| Forum                                   | Create online spaces for your members to participate in discussions.   |
| <b>Design</b>                           |  |
| Pre-Designed Templates                  | Choose one of several templates already created. You can modify the masthead to include your name and logo.                                  |
| Rotating Images (Gallery)               | Upload image sets that can rotate sequentially or randomly.  |
| <b>Commerce LIII</b>                    |  |
| Contributions                           | Take contributions and review results through transaction reports.   |
| Contributions                           | Take contributions and review results through transaction reports.   |
| <b>Site Management</b>                  |  |
| Customize Templates                     | Customize pages or templates on the website.   |
| Multi-Language Support                  | Create pages in another language and the system will render them properly.   |
| Row-Level Reporting                     | Export data being used on the site including articles, membership, events.   |

|                 |  |
|-----------------|--|
| Site Settings   | Site administrators can control certain settings like turning items on or off. |
| Site Statistics | Record and display the usage and activities of administrators and users.       |

## FEATURE UPGRADES FOR AFFILIATES:

You can add any of the modules below at any time. (Micro sites must upgrade first to a regular affiliate site and then add on functionality.)

|  |   |
|--|---|
| <b>Surveys</b>   |   |
| Surveys/Polls  | Create surveys with a wide variety of question types -- multiple choice, true/false, yes/no, long text, short text, absolute difficulty, comparative difficulty, importance, and frequency. |
| <b>Email Marketing</b>   |   |
| Email Marketing  | Automatic management of opt-ins, opt-outs and bounces. Also statistic recording for real-time reporting.  |
| <b>Member/User Personalization</b>                             |   |
| User Personalization   | Allow users to update address, membership renewal, interests, events, volunteer jobs and other member centric items.  |
| <b>Events Management Upgrade</b>                               |   |
| Single Event Sign-Up with Payment                              | Includes online event registration, payment and notification.   |
| Publishing and Expire  | Control when events will be published and/or expire.  |
| Registration Flexibility                                       | Link registration types to member levels, allow for multi-level early bird and regular pricing for different event attendees.   |
| User Events  | Allow members to post events to website calendar once approved by administrator.  |
| <b>Conventions (all of the above in Events Managementplus)</b> |   |
| Multiple Events and Registrations                              | Add multiple events and registrations to conventions., while allowing multiple events to coincide simultaneously.   |
| Event Tracks   | Group related events together and mark them as a series.  |
| Registration Flexibility                                       | Tie multi-level early bird and regular pricing to member levels.  |
| Early Bird and Late Registration                               | Increase early registration with tiered pricing.  |
| Guests   | Have a guest policy, register guests at time of sign up.  |
| <b>Commerce</b>  |   |
| Recurring, Types, Multiple merchant accounts                   | Give option of recurring payments/donations and specify what type and merchant account it is credited to.   |
| Full Store   | List and categorize products, assign attributes and multi-level pricing in personalized web store.  |

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## MICROSITES:

A microsite is ideal for small organizations, such as affiliate clubs, that want a web presence but do NOT want to:

- Collect names through sign up forms
- Send email via their website
- Host lots of content
- Process payments

Anyone can sign up for a microsite as long as they review the list of features included and understand that they if they want to upgrade to a full featured affiliate site they must pay the cost difference between the two options in both the software and subscription fees.

| NWF Microsite Features     |  |
|----------------------------|--|
| <b>Pages:</b>              | <b>Dynamic, Pre-configured or templated pages:</b>   |
| About the Organization     | Organization contact information and summary.  |
| Calendar                   | Display, sort and view upcoming events in calendar and list format.  |
| News                       | Add news articles or publish articles from a database that is updated daily via news feeds or by others in your suite. |
|                            | <b>Free form pages:</b>  |
|                            | Limit of ten (10)  |
| <b>Tools</b>               | <b>Tools for Managing Content</b>  |
| Manage Pages               | View, add, edit, delete and move pages directly from your site map.  |
| Text Editor                | Design and edit pages via WYSIWYG text editor. No HTML experience needed.  |
| Image and Document Library | Upload documents or files (including video, sound and others) and link to them on website for download.                |

**PRICING:**

The following prices are good until October 1, 2009. Subscriptions are for a minimum of one year with an option for three years at a lower rate. Monthly fees are good for term of contract. Payment for one-time software and set-up fee and first month's subscription is due upon sign-up. If canceled within 30 days customer is reimbursed in full unless work has been done on the site.

| Affiliate Websites     | One-time Cost/Site Software and Set-Up | Monthly One Year | Monthly Three Years |
|------------------------|--|------------------|---------------------|
| Base Affiliate Website | \$725*                                 | \$39*            | \$29                |
| Microsites             | \$450*                                 | \$15**           | \$12**              |

| Add-On Modules*  | One time Cost/site | Add to Monthly |
|--|--------------------|----------------|
| Member Personalization   | \$750              | \$20           |
| Events Upgrade   | \$250              | \$20           |
| Conventions<br>(Do not need Events Upgrade if buying this one) | \$750              | \$30           |
| Commerce (Store)   | \$250              | \$20           |
| Email Marketing  | \$50               | \$10           |
| Surveys  | \$50               | \$10           |

\*Prices are good until September 1, 2008. Not included is a 1% fee on all transactions, billed at the end of every billing period Monthly fees good for term of contract. \*\*Billed quarterly.

| Standard Services & Terms  | Cost               |
|--|--------------------|
| <b>INCLUDED</b>  | Included           |
| • Email support via OS helpdesk (first 30 days FREE plus 2 hrs/mo)         | Included           |
| • 100MB Diskspace  | Included           |
| • 5GB Bandwidth  | Included           |
| • One email account (info@yourdomain.com)                                  | Included           |
| • Online training webinars, video tutorials & knowledge base               | Included           |
| • Hosting  | Included           |
| <b>ADDITIONAL</b>  |                    |
| • Disk space (over 100MB)  | \$5/100MB          |
| • Bandwidth (over 5GB)   | \$5/GB             |
| • Email Accounts - \$25/mailbox plus monthly fees (\$1.50/mo base package) | \$25/mailbox       |
| • Secure Certificate   | \$160              |
| • Domain Registration  | \$14.95 per/yr     |
| • Post Launch Data Migration   | Custom or \$165/hr |

|   |                    |
|---|--------------------|
| • Customization of Software   | Custom or \$165/hr |
| <b>SUPPORT (See info below)</b>   |                    |
| <i>NWF is paying for 10 hrs of email support per/year for every 10 sites. Includes two hrs/site toward database and membership management. Does not include phone support. Agreement for one year from signing of contract.</i> |                    |
| • Hourly (beyond free with monthly subscription) billed in 15 min increments  | \$75/hr            |
| <b>TRAINING BY ORCHID SUITES</b>  |                    |
| • Training One-On-One (Locally)   | \$125/hr           |
| • Webinars (beyond weekly FREE 1 hr online sessions) – Charges vary   | \$35-\$75          |
| <b>TERMS</b>  |                    |
| • Minimum 1 year subscription. 30 days notice in writing for cancellation.  |                    |
| • Invoices sent electronically at the start of each billing cycle, payment due within 15 days unless otherwise noted.   |                    |
| • Fee of 1% of all transactions made through each site is charged by Orchid Suites and invoiced at the end of every billing period.   |                    |

### TRAINING AND SUPPORT:

We ask that all new subscribers sign up for the FREE online seminars offered by Orchid Suites. These are geared to both beginning and intermediate users. Sign up at <http://www.orchidsuites.net/ht/d/Events/pid/601> before accessing the helpdesk for general usability issues. (Bug fixes and login issues do not apply.) Once trained, the support package:

#### **INCLUDES:**

- Unlimited 10 hrs. of email support via the Orchid Suites helpdesk ([support@orchidsuites.net](mailto:support@orchidsuites.net)) for usability issues (we do ask that all subscribers accessing the helpdesk for these issues go through our free training webinars first.)
- FREE bug fixes
- Response time within 24 hours, EST during standard business hours. (Usual response time is within the hour. (Emergencies such as site down or email we host not working can be called in.)
- 2 hrs/mo/organization toward database and membership management support. Billed in 15 minute increments. Any hours required outside that timeframe will be billed according to standard rates depending on whether it is email or phone support.

#### **DOES NOT INCLUDE:**

Phone support for general usability issues. Packages are available that include phone support but as a general rule we like to track problems or concerns as a way to determine needed enhancements, changes in training etc. (Phone calls are welcome for emergencies such as a site down or email hosted by OS is not working.)

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### **SIGNING UP:**

If you are interested in a website go <http://www.orchidsuites.net/sites/nwfaffiliates>  
All updated information about features and pricing is included there as well as a link to a Orchid Suites customer center for NWF Affiliates  
If you have questions, please contact Orchid Suites directly at 202.265.1671, 877.255.4300 or <mailto:info@orchidsuites.net>.

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### **PAYMENT AND TERMS:**

**Payment for software and first month subscription is due at sign-up.** Payment for services is invoiced by Orchid Suites at time of service, with 50% due within 30 days and balance due upon completion of work by vendor. No charge for bug fixes at any time.

Payment with a credit card is preferred though payment with check is accepted as long as accounts are paid on-time.

All subscriptions are billed at the beginning of the term (monthly, quarterly, annually) with payment due within 15 days of invoice. **Microsite accounts, accounts are billed on a quarterly basis.**