PRICING
MODULE

PRICING CUSTOMER TOOL GUIDE

ACCELERIST

INTRO TO PRICING

BASIC INTRODUCTION

Step 2 - Begin a New Valuation

Navigate to the "Pricing Tab" at the top of the page. See example below:
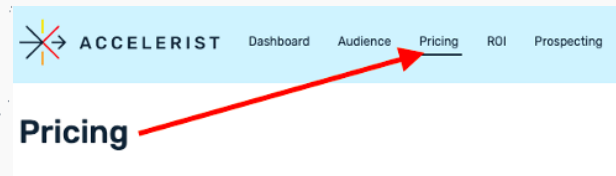
The Pricing Module will then display the number of valuations you have available to you and your team (unless otherwise agreed upon with your account manager). If these are not displayed, contact your account manager to add these immediately.

A New Valuation will be pictured as seen on the left side of the chart on the following page.

You will be able to first choose if you want to value a property or your overall organization. Property can refer to a specific event or custom asset that you would like to value (Examples include: Gala, Virtual Fundraising Event, Race for the Cure, Annual Conference).

Once you choose what you are valuing, the valuation will open for you to begin collecting data as seen on the right side of the chart on the following page.

Step 1 - Log on
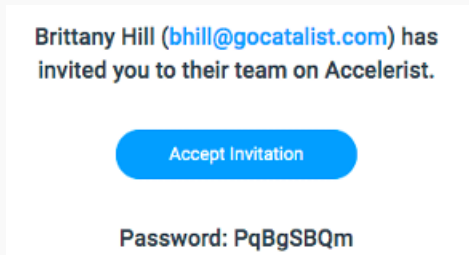
For Existing Members:
Visit members.accelerist.com. Your existing login and password will automatically work.

For New Members:
1.) One team admin will need to register your account at members.accelerist.com. Once your organization is registered, it will take no more than 24 hours to approve the admin to begin using the system.

2.) Account admins are able to invite users via an invite link found on the "Users" tab. New users that have an existing organization in the system do NOT need to register. They will log in using their email and the password provided via the invite link. The invite looks like the below:

3.) Once you are logged in, you will be able to personalize your account and change your password.

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Please see the chart below for a sample set up of a New Valuation. The left side of the chart shows the set up page and the right side shows after you've selected your valuation type.
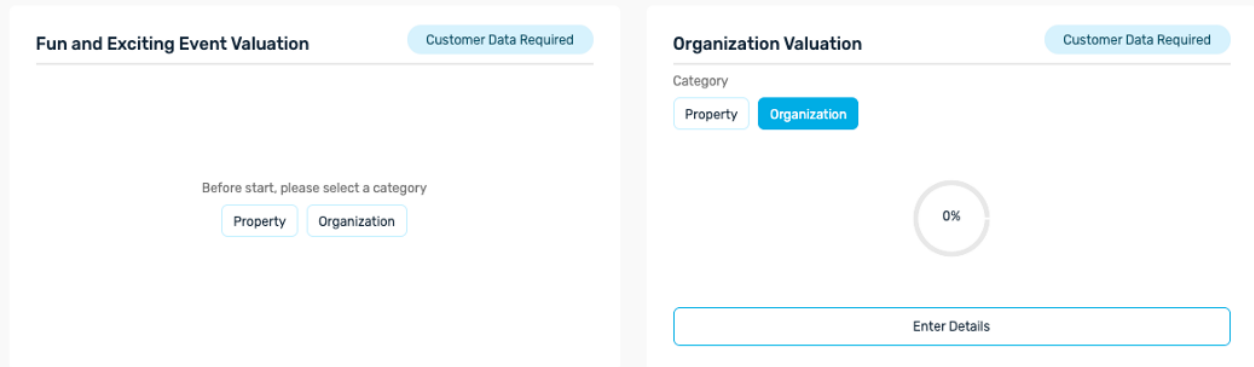
Select "enter details" to begin filling out your valuation.

Remember that all inputs should be specific to what you are intending to value. i.e. if you selected to value a property then input ONLY data that is specific to that property.

You are also able to save and return to this page as many times as you would like before you are ready for submission. The save button is featured at the bottom of the page. If you save, then the percentage of information you have complete will be featured as you enter the Pricing summary page from the tab.

Values we need are on the last few pages of this document. Please Note: All entries should reflect the organizational resources and assets that are **leverageable** for a partnership, event, or campaign.

If at any time you do not have one of these data points, please enter a '0'. Zeros will NOT hurt your overall valuation, they will simply allow us to add these areas to an overall area of growth as we value your assets out.

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Once you have all data input, you can click "Submit". The Accelerist team gets an automatic notification that you have submitted the data and we will complete your report within one week unless we communicate to your otherwise. The only reason this may happen is if as we look over the submission, we find numbers that we believe may be entered incorrectly.

When your report is complete you will be notified via email and your report will be viewable via the Pricing tab and directly on your Dashboard under the "Pricing" section.

The Final Report will be exportable via pdf. You can view a sample here.

Step 3 - The Final Report

The final report will include the following:

- Threshold Recommendations
- Summary of your Asset Value (Intangible and Tangible)
- Breaking down your Intangible Asset Value and Benchmarking
- Breaking down your Tangible Asset Value and Benchmarking
- Asset Matrix and Sponsorship Levels with Recommended Pricing
- Areas of Growth
- Recommended Asset Development

Step 4 - Analyzing Your Report

Accelerist's Asset Valuation is a proprietary assessment tool that evaluates your organization's value to corporations, their value to you, and your opportunities for success and growth.

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Our Methodology :

To determine your valuation and minimum threshold, Accelerist uses a combination of quantitative analysis, consumer and partner qualitative research, intangible multiple rating assignments based on your assets relative to the size and scope of your organization, and contextual intelligence.

Accelerist determines the quantitative value of various brand assets, including operational expense ratio, length of time in existence, impact on mission, year-over-year fundraising income, brand awareness, mission urgency, audience loyalty and activation, third-party organization rating (e.g., Guidestar), and mission relevancy.

Combining the intangible value assessment with industry-standard media formulas, Accelerist presents the following outcomes: total asset value, tangible media value, suggested minimum threshold and potential minimum threshold.

Threshold Recommendations

- **Current Minimum Threshold:** We determine if your current minimum threshold is above or below market rate to see if you are over or underextending your resources against the funds you are raising from the corporate sector.

- **Potential Minimum Threshold:** This is the increased minimum threshold that your organization can expect if the growth opportunities are addressed successfully.

- **Suggested Minimum Threshold:** This is what we like to call "the minimum price of admission." Reflecting your organization's intangible value, this is the value that a company gains from your partnership simply by being associated with you – through the use of your brand, logo, and name. It is the minimum amount that a corporation should be asked for to align with your brand in a way that requires the least amount of support from the organization. The minimum threshold does not take into account your tangible media assets. Any media assets that you leverage toward the partnership count as value-added onto this minimum.

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- **Intangible Asset Value:** The measure of those assets that are not physical or otherwise tangible in nature. Examples include goodwill, brand recognition, relationships, knowledge, culture and intellectual capital and other assets that your organization has earned or accrued. In this analysis, intangible value is based on your organizational details such as fundraising income and brand awareness, constituent data, mission data, such as mission affected audience and positive change on a mission along with audience loyalty and activation. Your intangible value is captured in the Suggested Minimum Threshold.

- **Tangible Asset Value:** A measure of those media assets that your organization can leverage for a partnership. Media assets include media ambassadors, paid media, earned media, owned media, and shared or social media.

- **Total Asset Value:** Your organization's **Total Asset Value** is a composite measure of both Intangible Value and Tangible Media assets.

Intangible Asset Value

- **Industry Ranking:** A partner wants to know they have aligned with a best-in-class organization - one that is fiscally responsible, with a good reputation, can support them and can clearly communicate their impact.

- **Unaided Brand Awareness:** A partner wants to know that your brand is well-established and resonates with audiences. Being able to demonstrate brand awareness lets your partner know that you can create memorable connections with consumers and build relationships and recognition in a self-sustaining way.

- **Aided Brand Awareness:** A partner wants to know that your brand is well-established and resonates with audiences. Being able to demonstrate brand awareness lets your partner know that you can create memorable connections with consumers and build relationships and recognition in a self-sustaining way.

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- **Constituent Data:** The consumer will always be king. When considering the right causes to support, many companies seek to align with nonprofits that have a shared target audience. Nonprofits with a deep understanding and ability to communicate their constituent persona have a strong advantage over other potential nonprofit partners in a competitive marketplace.

- **Community Impact:** Companies know that doing good is no longer good enough. The social good landscape now demands a higher standard with the expectation that the impact of corporate social investments is being measured and reported to stakeholders. Companies are looking to partner with nonprofits that measure their community impact and clearly communicate it so they too can share the impact they are making with their own audience.

- **Sense of Urgency:** A partner wants to know that your nonprofit cause appeals to a sense of urgency in consumers – and the partner itself. Your mission relies on receiving support right now. A partner wants to work with an effective organization that is having an impact on the cause in real-time. Being able to communicate that urgency is crucial to standing out and attracting the funds you need to accomplish your work.

- **Audience Loyalty:** A partner wants to know that you have a consistent and reliable audience base with which to support various aspects of the partnership. Being able to steward loyal relationships year after year means that you and your partner are not starting from scratch each year to attract authentic audience engagement.

- **Audience Activation:** A partner wants to know if you can engage an audience across multiple channels or if you are relying on attracting a unique audience every time. Being able to demonstrate that you have earned a loyal and active core base who support your entire operation is an important piece of stable partnership support.

- **Brand Stability:** In an increasingly competitive nonprofit landscape, a partner wants to know that your brand is stable enough to support the partnership long-term. Being able to demonstrate that you can overcome existing nonprofit industry challenges will position you as a strong partner.

- **Fiscal Responsibility:** Companies want to align with nonprofits that are fiscally responsible and good stewards of their philanthropic dollars.

- **Scope and Reach:** Companies like to align with organizations that have global, national and local reach in administering their mission.

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- **Degree of Partner Clutter:** A partner wants to know that you have room for them at the table. Do you have so many partners that you are stretched thin? Or instead, do you have a clear plan for how each partner can specifically align with you and have an impact? Being able to demonstrate that you can focus on and devote the resources necessary to the partnership is a must.

- **Strategy:** A partner wants to know that you are thinking about 'what's next' – because they certainly are! It is important to demonstrate that you have a vision to drive impact for the next year, as well as three to five years into the future. Being able to communicate that strategy clearly to partners is critical to instilling confidence and scaling up your impact across multiple years.

- **Influencer Support:** A partner wants to know that you can activate genuine connections with your audience through brand ambassadors whose values match your organization. Influencers of any size magnify your reach and can help your organization connect to a loyal and engaged audience. Being able to demonstrate a deliberate and effective influencer or celebrity strategy increases the potential value of your partnership.

- **Brand Exposure:** Corporate sponsors and partners are interested in aligning with causes that are creating a buzz in the marketplace.

Tangible Asset Value

We display tangible Asset value with benchmarks. All tangible assets are shown as share of asset portfolio. All benchmarks are based on similar like-sized, like-minded nonprofits.

- **Shared Media:** With the world's transformation to digital communication and extreme dependency on social media for connectivity, corporate partners turn to their nonprofit partners to help them elevate their social exposure. Social partner activation is one of the most effective channels, nonprofits can connect their passionate individual and corporate supporters.

- **Owned Media:** Some of your greatest assets are those that you own and operate. These assets are your gateway to connect corporate partners with your passionate constituents.

- **Earned Media:** Corporate sponsors and partners are interested in aligning with causes that are creating a buzz in the marketplace.

- **Paid Media:** While most nonprofit organizations do not invest in paid media to support their corporate partners, many corporations have and will leverage their own media spends on their partner's behalf.

BASIC INTRODUCTION

Asset Matrix

While we don't necessarily recommend you offer a menu of options to partners, a formal Asset Matrix enables your organization to manage resources and determine appropriate levels of activation and stewardship against varying levels of giving.

Accelerist's Asset Matrix provides recommendations for Tier one, Two and Three of Partnership levels based on the following:

- **Sponsor Percentage of Take of Cross-Package Value:** The value of the amount of exposure each individual sponsor receives when afforded multiple assets alongside multiple partners.

- **Total Level Value/Partner:** The value of the collective sets of assets recommended at each giving threshold.

- **Recommended Pricing:** Accelerist's recommended threshold price considering an industry best practice of offering 1.5x more value than they invest.

Below this Accelerist breaks down what assets we recommend to be leveraged at each tier and what the value of those assets are:

Areas of Growth: Areas of growth feature areas you may have scored lower on in the report and identifies for you action items to help reach your potential.

Recommended Asset Development: This area features our recommendations for additional asset development.

Step 5 - How To Use Your Outcomes

Accelerist provides the Asset Valuation to organizations for use in a variety of ways, including balancing organizational resources, framing your points of differentiation, and deciding how much to ask from potential and existing partners. The following section details the recommended strategies for putting this information to work for you.

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Inform Internal Resource Allocation

1. Evaluate the time spent on an existing partnership against the revenue of that partner
2. Evaluate the level and specific assets that your organization leverages at specific giving thresholds
3. Identify opportunities to increase investment with existing partners who are below the minimum threshold
4. Use the suggested minimum threshold to focus your fundraising team on defining or adjusting appropriate giving thresholds

Inform Ask of Potential Prospects

1. Establish price points that will guide conversations with potential prospects
2. Differentiate your organization's value proposition and identify unique value that you bring to the table

Development of Valuable Assets

1. Use the areas for growth and underperformance and the potential minimum threshold to substantiate internal investment in building out assets
2. Use the areas for growth and underperformance to identify growth opportunities for expansion and new revenue

Upsell Existing Partners

1. Leverage the minimum threshold to increase existing partners' giving threshold to match your value, having tangible metrics to justify the conversation
2. Leverage the minimum threshold and total asset value to convert partners to multi-year commitments that reflect your organization's overall valuation.

Accelerist does not recommend sharing this specific information publicly with potential or existing partners because it diminishes your leverage in potentially upselling or overselling your value. Organizations have referenced Accelerist's validation of their minimum thresholds as a way to justify their ask, but specific asset metrics typically are best used for internal strategy purposes.

If you have additional questions, feel free to reach out to us at members@accelerist.com. Further answers can be found on our FAQ page found here.

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APPENDIX
DATA VALUES

Data Needed	Definition/Additional Instructions	Answer Format	Response
Current Minimum Threshold current minimum threshold for partners or sponsors of your organization or property	A minimum threshold is the minimum amount of donation that your organization of property will accept to exchange its intellectual property.	Numerical	
Industry Ranking Your Guidestar seal of transparency rating.	Select the corresponding level. If you are a Canadian Charity, your equivalent will be from Charity Intelligence Canada and this can be reported here or sent directly to your account manager.	Select: None Bronze Silver Gold	
Unaided Brand Awareness	The % of people who express knowledge of your organization without prompting. (Brand recall). "What organization comes to mind when you think of cancer?"	Numeric (%) Response Enter 0 if no data.	
Aided Brand Awareness	The % of people who express knowledge of your organization when prompted. (Brand recognition) "Have you heard of St. Jude?"	Numeric (%) Response Enter 0 if no data.	
Constituent Data What kinds of constituent data do you have?	Refers to audience data that you have analyzed either via Accelerist or through another means. If you used Accelerist's Audience Analytics, select Brand Affinities – It let us know that your data is detailed enough to include all others. If none, select "I don't have much"	Chose Demographic if you have only a basic level of data. All other responses are levels with "Brand Affinities" being the highest level.	

Community Impact Over the last 12 months, what positive change on mission did your organization have?	Every organization has many different strategies and indicators to measure their impact. This question asks for the organization's average positive change or impact across all programs and mission areas. Examples of ways to think about measuring this include the following: 1. By Volume: Organization has supported X more kids this year than last year. 2. By Improvement: Organization's mission-served audience reports an X% more positive mental state this year than last 3. By Geographic: Organization supports X% more geographic locations this year than last 4. By Funding: Organization funded X% more dollars (or # of programs) this year than last?	Numeric (%) Response Enter 0 if no data.	
Sense of Urgency (2 Questions) Is Your Cause Curable? Is Your Cause Preventable?	A lot of causes are not a disease or condition that is curable or not. However, partners are interested in making tangible change. This question is, in essence, about urgency of your cause.	Drop Down Menu "Yes" or "No"	
Audience Loyalty How many of your overall audience has come back and given or engaged over the last three years?	Refers to the number of constituents – donors, participants, volunteers, general audience – who return year over year.	Numeric (%) Response Enter 0 if no data.	
Audience Activation Can you engage an audience across multiple facets or is a unique audience each time?	Refers to the number of your constituents who engage more than one way with you. In other words, how many people are donating, engaging on social media, involved in peer-to-peer activity, etc. simultaneously?	Numeric (%) Response Enter 0 if no data.	

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Fundraising Income	Include the organization or property's fundraising income over the past 5 years. This can be gross receipts as it appears on Form-990 for the corresponding year.	Numeric ($) Response Enter 0 if no data	
Operational Expenses What percent of funds raised do you reserve for mission-related activities?	Refers to how much an organization spends on operational expenses versus how much is afforded to the mission.	Numeric (%) Response Enter 0 if no data.	
Geographic Scope Where do you conduct your mission or fundraising?	An organization's geographic scope helps to determine its total potential impact and reach.	Select: Global International National Regional State/ Province	
Corporate Partners How many corporate partners do you have?	Please include only current, active partners	Numeric Response	
Corporate Partnership Strategy Characterize your corporate partnership strategy	Growth strategy is based on how defined and focused your organization's plan is for future growth. A deliberate strategy allows you to align your trajectory with your mission and plot a clear path forward.	Select: • Non-existent • High-level vision, but no tactics • Strategic and tactical • I don't know	
Influencer Support	Influencers and celebrities refer to brand ambassadors, micro- or macro-influencers, local or national influencers, or other personalities who are champions for your organization and mission.	Select: • Name and Likeness • Personal Appearances • Multiple Touchpoints • We don't have any	
Brand Exposure Collective Influencer Reach (overall, in millions)	The number of followers that all influencers have across all social media platforms.	Numeric (#) response Enter 0 if no data.	

Organization Size	Annual Total Contributions	Numeric Response ($)	
Earned Media	Total Earned Media in the last 12 months	Numeric Response ($)	
Paid Media	Paid media refers to external marketing efforts that involve a paid or donated placement. This includes paid search, print, radio, TV, digital advertising, and out-of-home advertising	Reponses include Impression #s and Total Spend on the Following categories: • Print Media • Digital Media • Television • Radio • Out-of-Home	
Owned Media	Owned media refers to communication channels within the organization's control, such as websites, blogs, or e-communications. Descriptions on the next few rows are part of owned media	Varied Response types (See below)	
	How many people visit your facilities each year? "Facilities" refers to headquarters, chapters, events, and other 'owned' spaces.	Numeric Response	
	Total number of website visitors in the last 12 months.	Numeric Response	
	Are partner logos placed above the fold on your website?	YES or NO	
	Do partner logos on your website link to the partner's site?	YES or NO	
	Does your organization or event have video content that is sponsorable?	YES or NO	
	What is your overall email open rate?	Numeric Response (%)	
	Total e-communications impressions Suggested Measure (if you do not have one) is # of e-comms sent MULTIPLIED BY # of email addresses on distribution lists.	Numeric Response	
	Total digital publication impressions	Numeric Response	

Total Pieces of Event Collateral	This section can apply to in person or online events. If you are not measuring an event that this is applicable to, you can skip this section. Example: If you had a sponsor signage during a webinar you can include.	Numeric Reponses for the following: • Event Brochures/ Flyers • Participant Bibs • Event Info Packets • Event Signage	
Live Partner Activation	This section can apply to in person or online events. If you are not measuring an event that this is applicable to, you can skip this section.	YES or NO responses for the following: • Swag bag sampling • 10x10 Booth • Signature Experience • Live Announcements	
Shared Media	Shared Media includes followers or subscribers to channels. Include metrics for any channel at national, regional, and local accounts that **are leverageable** for the valuation. (If you do not have one service but have subscribers to another – feel free to swap these. Example: You do not have Pinterest but have a Twitch – please enter your #s for Twitch in the Pinterest spot)	Numeric Responses for the following: • Facebook • Twitter • YouTube • Instagram • Snapchat • Pinterest	
Custom Assets	You have the ability to add any other custom assets to the valuation that you do not think were captured.	Select the type of asset it is (drop down menu) and enter the total # of impressions.	

Thanks for being a part of our Accelerist Community!