



firespring.com

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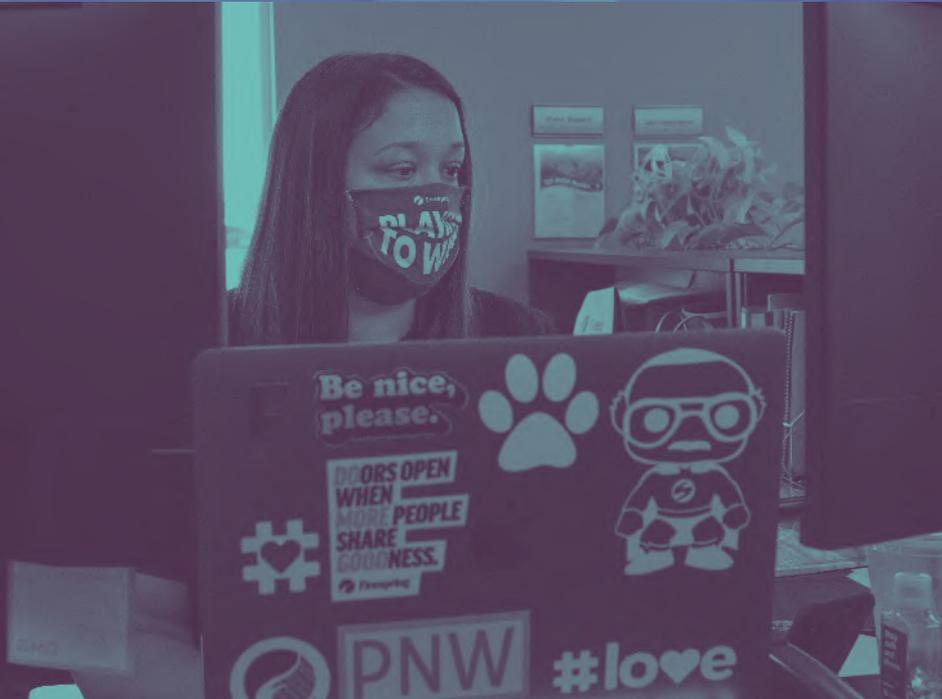
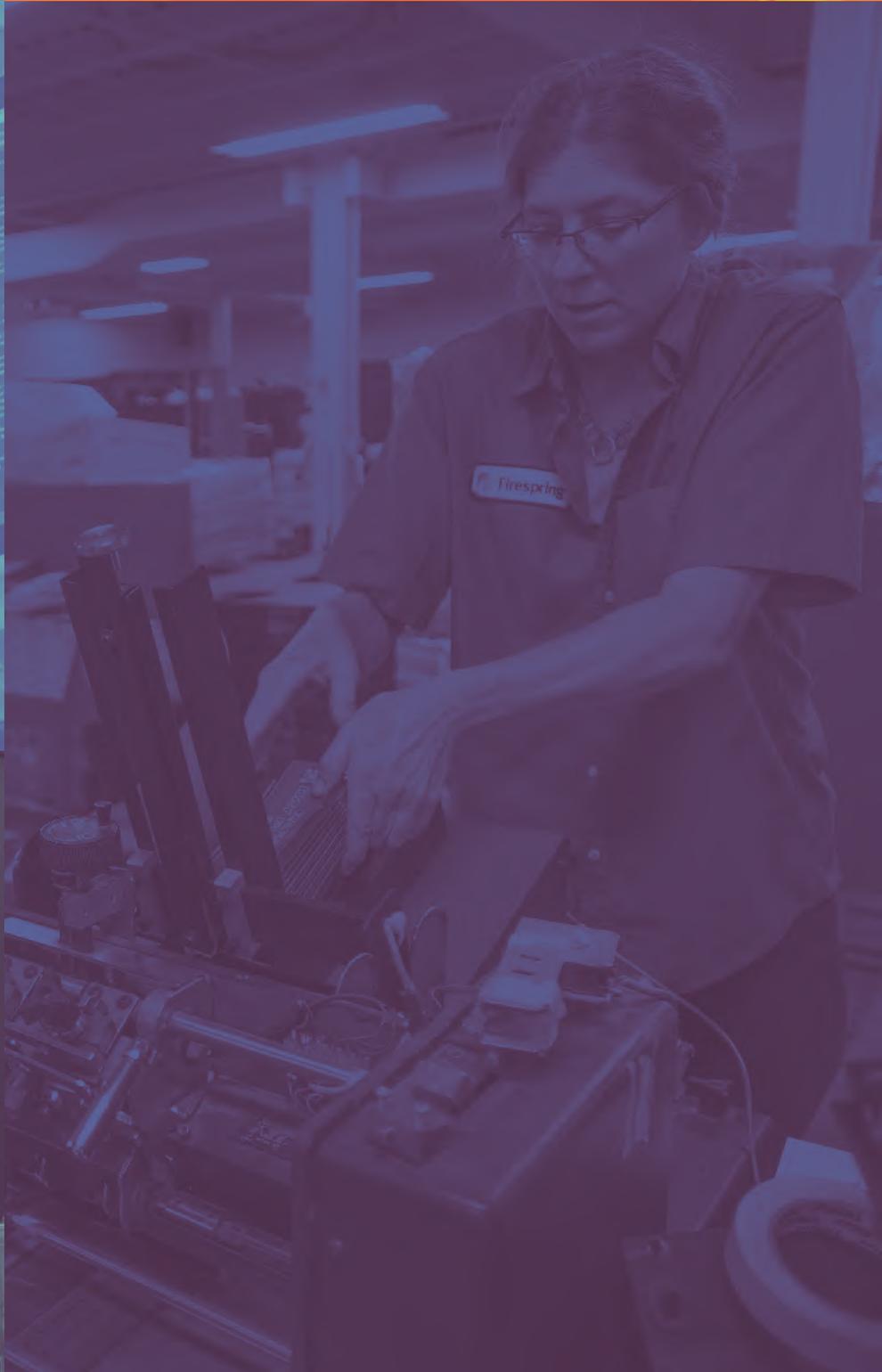
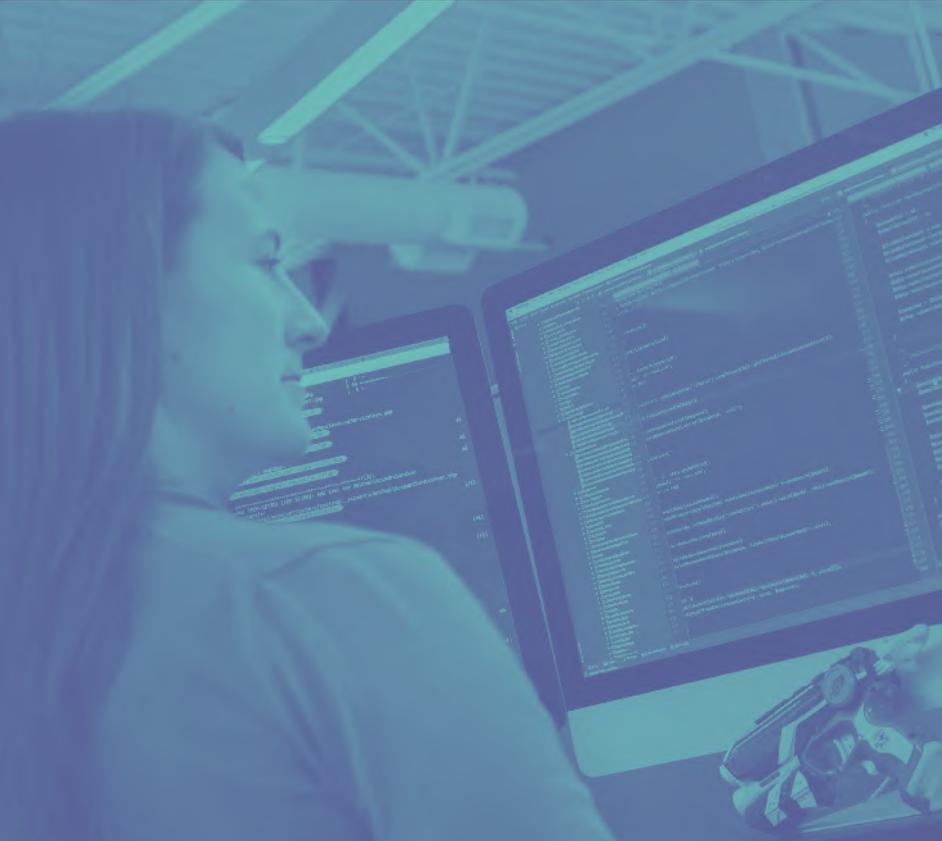
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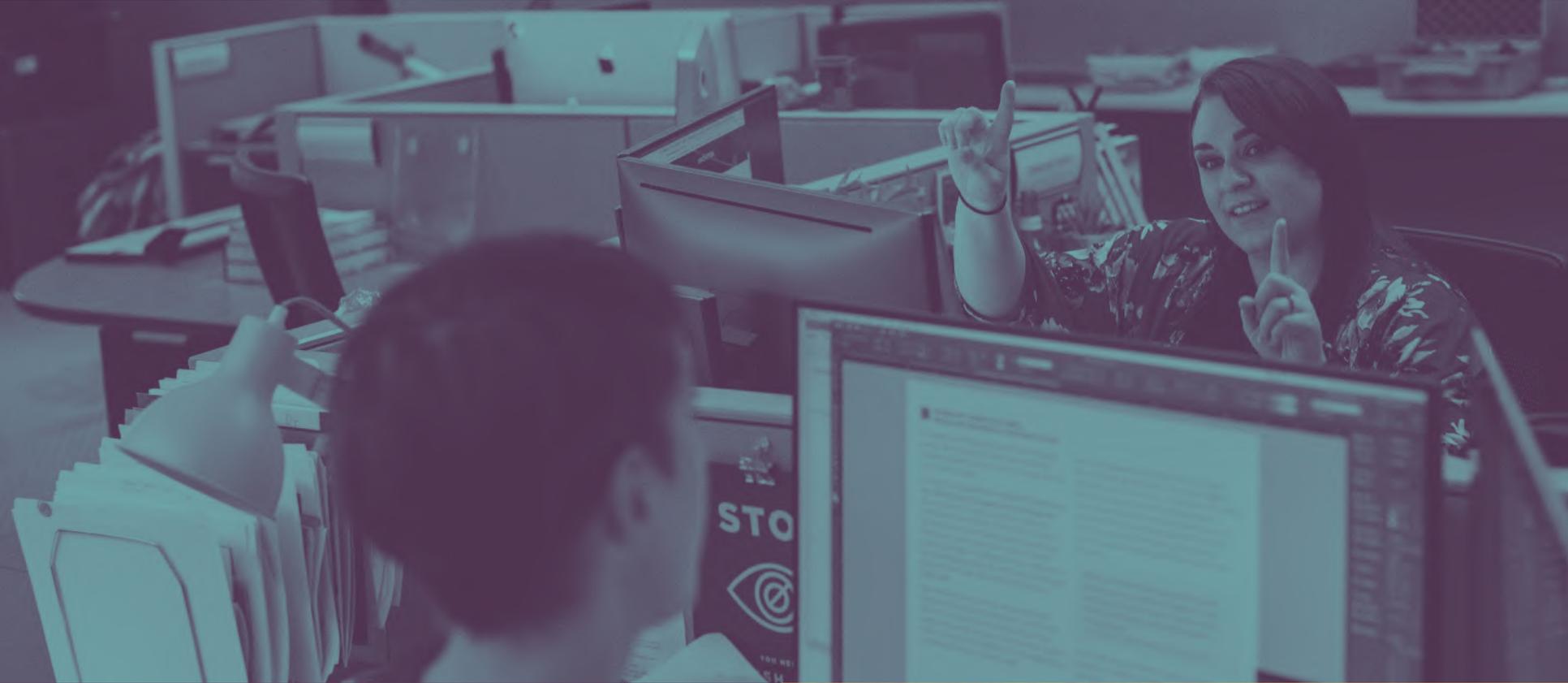
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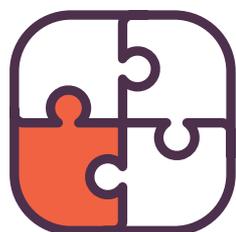
Firespring is the go-to place for strategic guidance activated through creative, marketing, printing and technology solutions to help businesses and nonprofits prosper. Our team of industry leaders, proactive thinkers, makers, dreamers and doers will help you develop your brand, identify your purpose and make a mark on the world that is uniquely yours.

We're proud of what we do, but only when happy clients are part of the process. Firespring considers client relations a partnership. We dedicate energy toward identifying and promoting every client's unique purpose to achieve results that meet objectives while strengthening the brand.



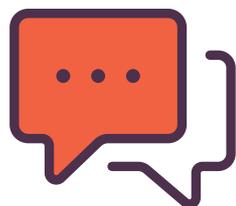
Collaborative

We work to understand your needs and perspective up-front, then maintain ongoing collaboration throughout the process—leveraging your expertise with ours to create positive results.



Comprehensive

We get to know you, your organization and your stakeholders before we begin development of your project to help us understand your organization as a whole and better define appropriate, customized strategies.



Consultative

We utilize our team of experts to ensure we are providing recommendations that will move your organization forward—looking at the big picture to ensure we are delivering the most effective strategy from a high level.



firespring

SOLUTIONS FOR NONPROFITS

**You're on
a mission.
Ours is to help
you achieve it.**

With over 25 years of experience serving nonprofit organizations, Firespring knows nonprofits like the back of our hand. In fact, we're trusted by thousands of nonprofits in all 50 states and around the globe. We equip organizations like yours with robust websites, online tools and the software and services you need to manage events, run fundraising campaigns, engage your community and raise awareness.



MISSION-DRIVEN WEBSITES

Finally, a nonprofit website that works as hard as you do.

It's more than a website, actually. It's a nonprofit mission management system created to expand your organization's capacity, motivate your constituents and accelerate growth.

Your website is the perfect canvas for sharing your cause, your impact and the people involved. We make that possible with beautiful responsive designs that engage visitors and touch hearts. It's like putting out a welcome mat and inviting them in. Most importantly, we'll empower you to do everything you need without having to rely on a developer.

What you get with your mission-driven website:

- ▶ **Mission Management Dashboard**
Manage your content, events, members, website contacts, fundraising and donations in one spot.
- ▶ **Nonprofit Website Builder**
Share your story, raise more money and further your impact with a user-friendly content management system.
- ▶ **Event Registration Management**
Create event pages with 24/7 online registration and integrated payments and tickets within a single form.
- ▶ **Fundraising Campaigns**
Exceed your fundraising goals with branded donation pages, visual goal indicators and donor-covered transaction fees.
- ▶ **Donation Payment Processing**
Our websites come with an integrated payment gateway, so supporters never have to leave your website to donate.
- ▶ **Email Marketing Automation**
Reach the right constituent at the right time with engaging, personalized email campaigns.
- ▶ **Member and Board Communication**
Privately engage your audience in a centralized, password-protected area to access resources.
- ▶ **Strategy, Training and Support**
Use your tools successfully with an online knowledge base, training webinars, videos, tutorials and live phone support.
- ▶ **Website Analytics and Reports**
You need to know how your marketing efforts are working. Everything is built in and available in your dashboard.

That's just a start. See what else your mission-driven website can offer you at firespring.com/nonprofits



NONPROFIT STRATEGIC GUIDANCE

Doing more with less? We get it.

A common thread is stitched into almost every organization: the pressure to do as much as possible with as little as possible. Yet, the thing is, it's crucial to invest in your organization so you can continue to operate and support your mission. You might be wondering, "Where do I start?" The answer is simple: **Strategy**.

At Firespring, we're experts in building efficient and effective marketing strategies that can help your organization with donor retention, annual appeals, EOY communication and more.



More about this in the creative marketing section!

Our strategic areas of expertise include:

- ▶ Content marketing
- ▶ Design
- ▶ Direct mail
- ▶ Email marketing
- ▶ Public relations
- ▶ SEO
- ▶ Social media campaigns



GIVESOURCE® PLUS GIVING DAY PLATFORM

Keep more of the money you raise.

Many nonprofits struggle to raise money during giving days due to the high fees that have plagued the industry. We were frustrated with the industry status quo, so we created a platform that lets you keep more of the money raised to accomplish your mission.

With Givesource Plus, you get:

- ▶ An easy-to-use, mobile-friendly site branded to your foundation and giving day.
- ▶ Access to a project manager and 24-hour live tech support the day of your event.
- ▶ Timely distribution of funds and matching fund support options to maximize your efforts.
- ▶ Installation, monitoring and management of the software leading up to and during the event.
- ▶ 100% guaranteed uptime and unlimited scalability to support high traffic and donations.
- ▶ Built-in receipting, reporting and secure payment processing at just 2.9% + \$0.30 per donation.

“Firespring really stepped up for their nonprofit clients. During my free strategic planning session, they helped me determine the next steps for our organization regarding how we communicate with our staff, volunteers, donors and other stakeholders. They provided me with lots of valuable resources to help the Trust move forward. A huge thanks to Firespring for proving that they truly care about their clients.”



HANNAH SIDEL,
CRANE TRUST



Firespring

Certified



Corporation

AS A
FORCE
FOR
GOOD
PRODUCTS & PROFIT

firespring.com

Firespring



PRINTING

As the region's most experienced commercial printer, we think in ink.

From business cards to window graphics, we've got your back with high-quality, high-definition and even heavy-duty printing services. With digital printing and state-of-the-art industrial press equipment, we can print on materials as basic as paper and unique as metal. And if you're looking for street cred, we're filling up our trophy shelves with heavies on repeat like Printing News' #1 Top Shop and #1 Quick & Small Commercial Printer.

Our guarantee: We hold our products to a higher standard, so if your printing isn't done right, we'll fix it—no questions asked. Simple as that.



DIRECT MAIL AND MARKETING MATERIALS

Engage your audience with a new take on tried-and-true direct mail marketing.

Direct mail is one of the most effective and profitable ways to reach out to new and existing clients. We can work with you to design, print and fulfill your direct mail campaign, using variable data tactics to get more customers paying attention to your message. Or if you've got your own in-house team designing your direct mail and marketing materials, Firespring will ensure your delivered product wows and measures up to your defined printing specs.

Tap into our creative printing powerhouse and reach your audience with any of the following:

- ▶ Appeal letters
- ▶ Calendars
- ▶ Campaign promotional items
- ▶ Catalogs
- ▶ Custom packaging
- ▶ Flyers
- ▶ Inserts
- ▶ Newsletters
- ▶ Postcards



SIGNAGE, POSTERS AND DISPLAYS

Put your brand on display.

To get your name out there, you've got to shout it from the rooftops. If you don't have time or the vocal strength to stand on a rooftop and shout all day, let us help you create and print signage, posters and displays to do it for you. At Firespring, we can put your name or advertisement on all kinds of materials—vinyl, wood, metal, glass, you name it.

Stand out from the crowd with engaging:

- ▶ Backlit signage
- ▶ Banners
- ▶ Dimensional lettering
- ▶ Feather flags
- ▶ Foam core boards
- ▶ Interior wayfinding signage
- ▶ Magnets
- ▶ Posters
- ▶ Retractable banners
- ▶ Storefront signage
- ▶ Supersized checks
- ▶ Trade show displays
- ▶ Vehicle wraps
- ▶ Vinyl graphics
- ▶ Wall wraps
- ▶ Window graphics
- ▶ Yard signage

Get your brand everywhere



PROMOTIONAL PRODUCTS AND BRANDED APPAREL

Break the mold with promo items.

Call them giveaways, call them tchotchkes (we don't because that's really hard to spell), but whatever you know them as, they are a great way to keep your brand top of mind. Maybe they're a relatively small token of your affection, but promotional products for employees and consumers are a big way you can build your brand.

Select from an expansive list of custom promotional products including:

- ▶ Apparel
- ▶ Drinkware
- ▶ Journals
- ▶ Koozies
- ▶ Lanyards and keychains
- ▶ Mouse pads
- ▶ Pens
- ▶ Phone accessories
- ▶ Playing cards
- ▶ Totes
- ▶ Window clings

Browse our promotional product catalog.
promoplace.com/firespring



FULFILLMENT SERVICES

Cross the finish line.

Reduce expenses and free up internal resources with our collating, assembling and packaging of all your printed, trade show and promotional products. We can even manage your inventory and help you save on storage space by housing all your materials in our warehouse. Our shipping experts will take care of delivering items on your schedule at just the right time.

Firespring's fulfillment services include:

- ▶ Bindery/finishing
- ▶ Fulfillment
- ▶ Graphic design
- ▶ Mailing
- ▶ Pick and pack
- ▶ Prepress/preflight
- ▶ Shipping
- ▶ Traditional offset and digital printing
- ▶ Variable data printing



CUSTOM PORTALS AND CATALOGS

Your gateway to ultimate convenience.

A customer portal is a password-protected area. It's like your own private website within our website that makes it easy for you and others in your organization to do business with us. What's more? Your portal is open 24/7.

Think of a portal as one handy location where you can:

- ▶ Place new orders from your personalized catalog.
- ▶ Approve your order(s) and view your order history.
- ▶ Make payments.
- ▶ Request estimates.
- ▶ Send files and view proofs.

Get inspired to bring your printing dreams to life at firespring.com/print

“The best part about the website is that I have an even more granular look at where our costs are down to the office or the person. I also love that we were able to empower our employees with the ability to order the items themselves while still giving marketing control and approval. I wish we had implemented it sooner than we did.”



DUSTIN WEST,
METRO CREDIT UNION



VARIABLE DOCUMENTS

Your templates. Your timeline. Beautiful results.

Tap into the power of VersaDoc™—technology that gives you the ability to order custom, branded marketing materials quickly and easily. From your portal, you can select the item you wish to order, enter the variable info, view a PDF proof and order your business cards, letterhead, envelopes, brochures, posters and more—instantly!

VersaDoc™ will make your life easier by:

- ▶ Not interrupting your graphic designer's workflow.
- ▶ Eliminating proofing cycles.
- ▶ Reducing mistakes.
- ▶ Allowing for quicker turnaround.



MARKETING AUTOMATION

Take your print a few leaps forward.

With marketing automation, you can orchestrate various media like direct mail, email and social media into one integrated channel and set repetitive tasks to trigger automatically. You'll be able to streamline your workflow, target prospects across multiple channels, perform A/B testing, increase your customer lifetime value and much more.

Tasks and processes we can automate for you:

- ▶ Behavioral tracking
- ▶ Campaign management
- ▶ Cross-selling/upselling
- ▶ Customer retention
- ▶ Email marketing
- ▶ Lead generation
- ▶ Lead management/nurturing
- ▶ Resource management
- ▶ Retargeting
- ▶ User onboarding



CREATIVE MARKETING

Get used to getting results.

Strategy (backed by data-driven marketing models) wins the day and wins our clients business. It's the secret sauce to getting significant "R" from your "I" in the ROI equation. And that's what makes Firespring undeniably different. We are committed to providing solutions that are outcome-driven and empowering you to put those solutions into action. Let's make your marketing work as hard as you do, shall we?



STRATEGIC PLANNING

Define your marketing goals and methods to engage and activate your audience.

From marketing research and analysis to audience personas and campaign goals, create an actionable roadmap for success. With a strategic marketing plan from Firespring, you'll get every member of your team aligned with common goals and identify where to reach the right audience with the right messages at the right time. A well thought-out game plan to orchestrate and define marketing efforts is your key to winning.

As part of your strategic marketing plan, you'll get:

- ▶ Analysis of your current marketing efforts.
- ▶ Market research to establish a winning market position.
- ▶ Customer personas to identify your ideal target audience.
- ▶ Defined marketing goals that support your organization.
- ▶ Recommended marketing campaigns to achieve success.



BRAND IDENTITY DEVELOPMENT

The first step to getting you known (and loved).

Your brand is your reason for being, and it is expressed by everything you are—including your name, logo, messaging and imagery. Ultimately, your brand is how you are perceived by your audience. It encompasses the associations they make with you and the value they place on you. This is why Firespring approaches branding as a vital communications strategy rather than a simple creative design project.

Our brand and identity services include:

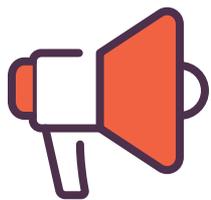
Brand Archotyping: Discover your brand archetype and communicate to your audience who you are, what you do and why you do it.

Brand Alignment: Get your brand in character through a facilitated team activity to identify your brand's unique characteristics and start relating to your audience in meaningful ways.

Persona Development: Humanize your target audience so that you can develop a clear understanding of who they are and how you can best engage them to take action.

Logo Development: Define your brand in an instant with a well-balanced visual representation that echoes who you are and what you do.

A solid brand = loyal customers



CONTENT MARKETING STRATEGY

Form connections with relevant, consistent and creative content.

After all these years, content is still king, and it's not giving up its crown anytime soon. Firespring will help you position your brand as an industry thought leader using a variety of content, from SEO-optimized blog posts to social media and email marketing automation, from text to interactive to downloadable content assets. And it'll all be backed up with a thoughtful strategy that elevates your content above your competitors.

As part of your content marketing strategy, you'll get:

- ▶ Current content analysis.
- ▶ Campaign goals and content release calendar.
- ▶ Ideal written, visual, interactive and downloadable content types.
- ▶ Keyword research to drive discoverability.
- ▶ Market research and recommended content distribution channels.



EMAIL MARKETING CAMPAIGNS

Reach your audience in the most direct and personal way.

Your email marketing will be one of your most cost-effective and successful marketing tools, hands down. At Firespring, we have an email marketing automation platform that can integrate directly into your website.

More perks include:

- ▶ Automated messages and email triggers
- ▶ Content variation A/B testing
- ▶ Drag-and-drop email editor
- ▶ Email analytics
- ▶ List segmentation

Additionally, we can help you develop content and graphics to make your next campaign your strongest one yet. Our email marketing experts focus on proven techniques such as:

- ▶ A simple, easy-to-read and understandable design.
- ▶ An effective subject line compelling viewers to open the email.
- ▶ A variety of email styles to diversify the campaign.
- ▶ Visually appealing and well-balanced text and images.
- ▶ A potent call to action encouraging your audience to take the next step.



SOCIAL MEDIA CAMPAIGNS

Add your brand's voice to the conversation.

The foundation for a successful social media plan is strong collaboration between you and your Firespring social media team to ensure content is timely and engaging. We bring creative ideas and content, along with cutting-edge knowledge about existing and rising social media platforms. Our team will help you build deeper connections with your audiences, champion brand evangelists, gain insights and reinforce overarching brand and campaign messaging.

As part of your social media marketing strategy, we offer:

- ▶ Social media analysis and goal identification.
- ▶ Audience personas to identify the ideal social consumer.
- ▶ Content release calendar to schedule the most effective cadence.
- ▶ Market research.
- ▶ Recommended social media platforms for your brand.



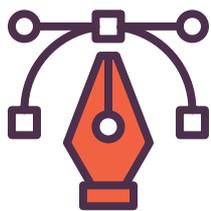
CONTENT DEVELOPMENT AND COPYWRITING

We write to tell your story.

We like to imagine ourselves as modern-day Shakespeares. Our content team carefully crafts cohesive messaging based on careful interviews with your team as well as industry research. Firespring believes that good writing requires caring about and understanding you and your industry. If it's got a word on it, we can deliver the right message that will resonate with your audience.

Make every word count in your:

- ▶ Annual report copy
- ▶ Blog articles
- ▶ Brochure copy
- ▶ Digital ad copy
- ▶ Direct mail marketing copy
- ▶ Email marketing content
- ▶ Event promotional materials
- ▶ Google Ads copy
- ▶ SEO-optimized website content
- ▶ Social media posts
- ▶ Trade show flyers
- ▶ Video and radio scripts
- ▶ White papers



DESIGN, ILLUSTRATION AND ANIMATION

Make people stop and stare.

Make that first impression matter

You have less than three seconds to capture someone's attention. While clever headlines and engaging website copy will communicate your message, inspiring graphic design, illustrations and animations will help tell your story and enhance your brand experience.

Put our design, illustration and animation to work throughout your:

- ▶ Ad campaign creative assets
- ▶ Annual report graphics
- ▶ Blog article illustrations
- ▶ Brochure illustrations
- ▶ Email illustrations
- ▶ Event promotional materials
- ▶ Marketing landing page animations
- ▶ Social media graphics and infographics
- ▶ Website design and layout



AUDIO/VIDEO PRODUCTION AND PHOTOGRAPHY

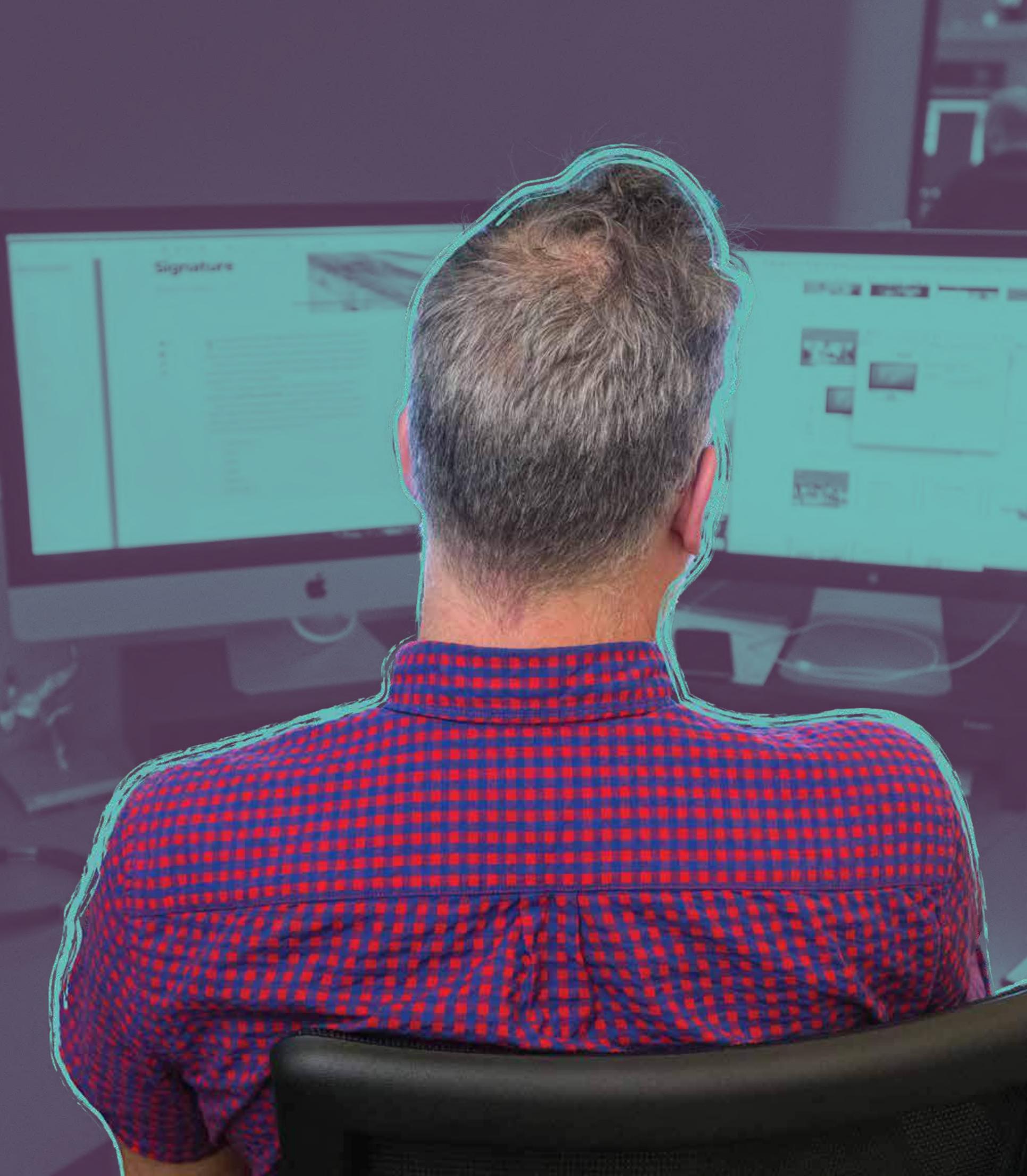
Put your brand in motion.

Masters of their craft, Firespring's motion and sound team puts the F in full service by working solely on video, photography and animation day in and day out. You could say we're obsessed with the details in creating the highest-quality product for you. We offer a full range of visual and audio solutions, but the creativity and thoughtfulness we add to each project takes it from "project" to "work of art."

Our audio/video production and photography services will bring to life your:

- ▶ Annual report photos
- ▶ Brochure photos
- ▶ Event livestreams
- ▶ Event promotion videos
- ▶ Podcasts
- ▶ Product demo videos
- ▶ Social media videos
- ▶ Testimonial videos
- ▶ Video blogs
- ▶ Website photos

When you've got beauty and brains backing your brand, you win. firespring.com/creative



CUSTOM WEB DEVELOPMENT

Home Sweet *(Online)* Home.

Take strategy. Mix it with a big dose of creativity. Combine it with tools like targeted landing pages, ecommerce solutions, a user-friendly CMS and more, backed by solid technical expertise. We'll add all that to the optimal site structure, create meaningful content and package it all together in a mobile-optimized design that engages your audience.



CUSTOM WEBSITE STRATEGY AND PLANNING

Know your audience. Define your goals. Achieve success.

Who are you building your website for? What do they want from it? What will accomplish their goals? The best websites start with a plan. Meet with our strategists first to answer those questions, then let our designers and developers make your dreams a reality.

Before placing a single picture or programming a line of code, we'll go over:

- ▶ Website audience and objectives.
- ▶ Search engine keyword analysis.
- ▶ Information architecture and website structure.
- ▶ You-centric development process.
- ▶ Integrated marketing campaigns.



CUSTOM WEBSITE DESIGN AND PROGRAMMING

Your online dream home awaits.

Modern website development is more than just marrying a pretty picture with a compelling headline. You need a powerful, robust engine with smart online tools that your visitors can use to interact with your brand and accomplish what they want to on your website. After all, that's who you're building it for, right? Skip the brochure site and create an online dream home that welcomes visitors in the most inviting manner.

When you choose to work with Firespring for your custom website project, you'll have access to:

- ▶ Website strategy and planning.
- ▶ Integrated marketing campaigns.
- ▶ Mobile-optimized responsive website designs.
- ▶ Website content, photography, illustration and video.
- ▶ WordPress development and managed WordPress hosting.



MARKETING CAMPAIGN LANDING PAGES

Get your audience right where you want them: saying **“yes.”**

Your homepage is important. However, it's not the perfect landing spot. If you've captured someone's attention and want them to act—ask for information, make a purchase or sign up for emails—it's best to get them from point A to point B with no distractions. That's what branded landing pages are for.

With Firespring, you can create any number of landing pages designed to get your visitors to do something, which means less talk, more action—and more sales.

We can help you with:

- ▶ Webpages that convert.
- ▶ Custom URLs to make access to your landing pages easier.
- ▶ Analytics and reports that give you insight on campaign effectiveness.
- ▶ Custom landing page designs that enhance your message.



SEARCH ENGINE OPTIMIZATION (SEO)

Rise to the top of search results.

On the web, text and images aren't just for readers and videos aren't just for viewers. As part of your strategic website planning, search engines should always be included as a target audience and keywords should always be considered. At Firespring, they always are.

Whether developing a website from scratch or reworking an existing site, we help you with:

- ▶ Keyword research and organic SEO
- ▶ Business listings and local SEO
- ▶ Link building and off-page SEO

Get found ↖



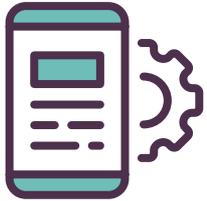
ADVANCED WORDPRESS PLUGIN DEVELOPMENT

Custom plugins built just for you.

Most WordPress developers know how to effectively assemble any number of WordPress plugins in the marketplace. But like Goldilocks, you might have a hard time finding a plugin that feels just right and fits the bill. When available WordPress plugins don't meet your specific needs, we'll create one that will.

Our team of top-notch software engineers always consider:

- ▶ Security
- ▶ Scalability
- ▶ Compatibility
- ▶ Usability



WEB APPLICATION DEVELOPMENT

Expand your functionality.

We build all our websites with mobile at the forefront of our minds, but sometimes you need a more specific solution. Our mobile experts will help you create a web app that delivers high quality functionality and user experience.

At Firespring, we build your web applications with:

- ▶ Security as a starting point.
- ▶ Performance that scales with you.
- ▶ Diverse technology for a variety of needs.

Head to firespring.com/web-development and make your website a workhouse and your top engagement tool.



WORDPRESS ALWAYS ON

Hassle-free managed WordPress hosting.

Hosting and maintenance should be simple. Lighten your technical load and focus your energy on growing your organization with WordPress Always On. Our managed hosting solution ensures your WordPress website is always on, secure and functioning properly. We love simple. Paired with our hands-on approach to website maintenance, your web needs can finally reside under one roof.

Meet the new face of managed WordPress hosting:

- ▶ WordPress hosting
- ▶ Website transactional emails
- ▶ Daily backups
- ▶ Managed security
- ▶ Free domain and SSL
- ▶ WordPress core, plugin and theme updates
- ▶ Insights and reporting
- ▶ Malware removal and hack cleanup
- ▶ Free labor each month
- ▶ Theme and plugin licensing
- ▶ Uptime monitoring and response
- ▶ Web application firewall
- ▶ Cyber attack mitigation

Way more
than hosting

“It gives me great pleasure to say that our partnership with Firespring has been a pleasurable experience, to say the least. SL Green has been working with them for over six years. We have seen significant growth in our SEO, web traffic, engagement and overall web experience.”



JANET DELPOZZO,
SL GREEN REALTY CORP.



#love

Firespring



POWERED BY PURPOSE

Firespring is committed to leveraging our people, products and profit to do more good.

Roy Disney said, “Once your values are clear, decisions are easy.” We have proven this to be true.

At Firespring, we discovered and committed to three specific values:



**Bring it.
Every day.**



**Have each
other's back.**



**Give
a \$#!+.**

Our values are simple, short and powerful. We didn't choose them as much as they chose us. Every team member in our company has internalized them. They are distinguishable in that they don't sound like every other company. We can, and indeed do, obsess over them.

Creating a dynamic culture is a journey, not a destination. It's an evolving process that requires consistent attention, care and evaluation. In the end, the efforts are worth it because we'll not only have improved the lives of our team members, but we'll have furthered our impact on the world and advanced the causes we so passionately champion. That, after all, is what we're here for.

Nebraska's **First** Certified B Corporation®

In 2014, Firespring became a B Corp™. By voluntarily meeting rigorous standards of transparency, accountability and performance, Certified B Corporations® distinguish ourselves by offering a positive vision of a better way to do business. The B Impact Assessment is a tool that keeps Firespring accountable to our B Corp commitment, which requires that our directors and officers consider the interests of all stakeholders, not just shareholders, when making decisions. To us, our social and environmental impact are just as important as bottom-line profitability. But make no mistake about it: We know that the more profit we make, the more good we can do—so we believe in growth and prosperity.

2019 Overall Impact Score <i>Updated every 3 years.</i>	Firespring 115 pts	B Corps*** 97 pts****	Ordinary Businesses** 52 pts****
Governance	22.9	14	6
Mission & Engagement	3.6	+	+
Corporate Accountability	1.8	10	3
Ethics	1.6	+	+
Transparency	5.5	4	3
+ Mission Locked	10.0	+	+
Workers	25.6	26	20
Compensation, Benefits & Training	13.2	17	15
Worker Ownership	4.5	3	1
Management & Worker Communication	3.2	+	+
Job Flexibility/Corporate Culture	3.3	+	+
N/A Points	1.2	+	+
Community	50.6	44	15
Job Creation	1.3	2	1
Diversity & Inclusion	3.5	3	1
Civic Engagement & Giving	12.4	5	2
Local Involvement	10.5	6	3
Suppliers, Distributors & Product	1.0	4	2
+ Designed to Give	21.8	+	+
Environment	6.2	13	6
Land, Office, Plant	3.7	5	3
Inputs	1.3	3	1
Outputs	0.6	1	1
N/A Points	0.3	3	0
Customers	9.6	18	5
+ Support for Underserved/ Purpose Driven Enterprises	7.7	+	+
+ Serving in Need Populations	1.8	+	+

** Median score of Ordinary Businesses that have completed the B Impact Assessment (BIA).

*** Median scores of all Certified B Corporations that have received a minimum certified score of 80 on the BIA.

**** For Ordinary Businesses and Certified B Corps, Total B Impact Scores will not equal the sum of the sub-scores since each reflects a median score.

Community **Impact** Through Our Power of 3 Program

Firespring is committed to leveraging our people, products and profit to do more good. As a purpose-driven organization that truly walks the talk, Firespring understands the unique challenges and responsibilities nonprofits and businesses face and embraces high levels of accountability and transparency. We pride ourselves on being great stewards to the community through our Power of 3 program.

1% of
our profits

2% of
our products

3% of
our people

At Firespring, we work with purpose and we live our values. We believe in fixing what's broken and cultivating what works. We are invested in the power of transparency. We are aligned in our words and actions. We make and keep big promises.

Firespring exists for the purpose of accelerating client prosperity so we collectively do more good. Pair that with our belief that there's more to success in business than profitability—organizational success is also about creating a healthy company culture that nurtures and attracts employees and clients, and ultimately affects our communities.

Become a **Do More Good[®]** Company

Firespring is pioneering the Do More Good Movement—one in which we are aligning our beliefs and operations with a global evolution that elevates businesses beyond their bottom line. Our mission is to inspire other companies to evolve on their path to purpose by helping them form and execute on their strategy to make a positive mark in their industries, their communities and the world.

A healthy company culture is key to organizational success because happy team members mean greater productivity, lower turnover, better customer service and high-caliber recruiting. A strong culture also attracts loyal clients, positively boosting your bottom line, reputation and impact in the community.

It's time to
find your why

We'll work with you on strategies for becoming a Do More Good Company, including:

- ▶ Purpose-driven model development
- ▶ Core values discovery
- ▶ Culture best practices
- ▶ Team member recognition programs
- ▶ Meeting rhythm and team engagement strategies
- ▶ EOS™ facilitation and training
- ▶ EOS™ V/TO™ support
- ▶ Culture Index™ implementation and training
- ▶ Gallup's CliftonStrengths™ training
- ▶ Team building
- ▶ Net Engagement Score™ implementation
- ▶ 11 Immutable Traits of a Manager training
- ▶ Digital (web-based) team handbook
- ▶ Internal communication best practices
- ▶ Culture videos

Thank you for your consideration
to join forces with Firespring.
We believe every client has the
capacity to change the world—
let us give you the tools and
support to make it your *reality*.



We're the ones
with the slide!

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Nebraska's
First B Corp™

