

# *Titan CMS* Non-Profit *Solutions*

Building Better Websites



NORTHWOODS

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# The Special Needs of a Non-Profit Web Site

**M**any things go into creating websites for non-profits. All web sites need to be user friendly, easily navigable, and use appropriate fonts, colors, and other design elements in order to be effective. Yet a non-profit web site also needs to support on-line donations, event registration and email communication – usually on a limited budget. For this reason we have developed the *Titan CMS Non-Profit Solutions*. Our solutions include a website management tool that provides *everything* you need to build and manage a quality website. These tools, services and benefits that come with every *Titan Non-Profit Solution*:

- A Leading Content Management System (CMS)
- On-line Donations
- Event Registration
- Email subscription and broadcast
- Private area for volunteers, board members
- Calendar of Events
- Professionally Designed Templates
- Design Customizations – Logo, Graphics, etc.
- Content Creation Services
- Search Engine Optimization (get noticed by Google)
- Google Analytics (monitor traffic)
- Help Desk Support (answer your questions)
- Training Classes
- Titan Users Group (meet to share ideas)
- Ongoing Education in Web Best Practices
- Our 40-person Web Development, Design and Marketing firm will be there as you grow

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## Is the Titan Non-Profit Solution right for you?

*Titan Non-Profit Solution* is available in three models depending on your needs – NP 200, NP 400 and NP 600. These solutions are designed for non-profit organizations to **quickly** add website capability at a **reasonable price**.

*Titan Non-Profit Solution* is built on Titan CMS and is limited only in the number of pages managed and the users who can login. More information about the features and benefits of *Titan CMS* can be found on our website, [www.TitanCMS.com](http://www.TitanCMS.com).

## How is Titan Different?

Many low-cost website packages do not offer design flexibility, design assistance, training, help desk support, robust security, or a future growth path. Those websites are dead ends. If your needs grow, you will have to start all over again with a different tool. There is no dead end with *Titan Non-Profit Solutions*. They have been used for **small and large non-profit groups**. As you grow you *will* need features like security, workflow, tagging and filtering, version control, rollback, search, document management, and more. With a Titan solution, you're all set.

## Titan Non-Profit Solution

Here is what is included with your investment in a Titan solution:

Solutions	Non Profit 200	Non-Profit 400	Non-Profit 600
<b>Services and Features</b>			
Hosting (Non-Profit Solutions are Northwoods hosted)	✓	✓	✓
Install, setup, DNS, and launch support	✓	✓	✓
Template library	✓	✓	✓
Design Team engaged			✓
Sitemap, navigation and site architecture consulting	4 hrs	6 hrs	8 hrs
Design Personalization – logo, graphics, colors	8 hrs	10 hrs	12 hrs
Content Services	16 hrs	24 hrs	32 hrs
Training classes at our training center	Titan 101	Titan 101	Titan 101, 201
Helpdesk support	10 Incidents	15 Incidents	20 Incidents
Average time to launch website	2 weeks	3 weeks	4 weeks
Google Analytics and Sitemap setup	✓	✓	✓
<b>Additional Benefits</b>			
Helpdesk support	✓	✓	✓
Content optimized for search engines	✓	✓	✓
Online video training library	✓	✓	✓
Web learning workshops at Northwoods	✓	✓	✓
Titan User Group (TUG)	✓	✓	✓
<b>Non-Profit Features</b>			
Online Donations	✓	✓	✓
Email Sign-up and management		✓	✓
Calendar of Events		✓	✓
Online Event Registration			✓
Users for Volunteer/Board Area			100
<b>License</b>			
Titan edition	NP200	NP 400	NP 600
Bandwidth per month	50 GB	50 GB	50 GB
Disk space	5 GB	10 GB	15 GB
Pages, files, data items, photos, images	200	400	600
Maximum Websites (note: same layout for each)	1	2	3
Users who can login	5	10	15
Visitors to your website	Unlimited	Unlimited	Unlimited
<b>Investment</b>			
Solution Price	\$9,750	\$13,250	\$17,000
Hosting (Economy Package) at Northwoods	\$99 / month	\$99 / month	\$99 / month

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# Solution Features

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## Titan Hosting and Install, Setup, DNS, Launch Support

Our Solutions include the installation and setup of a dedicated copy of Titan on a Northwoods website hosting server. We will configure the web server and Titan settings to point your chosen website address to your install. We will set up your initial users, and then give you a link and password to your copy of Titan. If you need a temporary name for your new website while you convert your old site, we'll take care of that too. When your content is done, we take care of the technical details needed to launch. The disk space and bandwidth we provide to you is far above the average of what most customers need.

## Template Library

For clients who do not require (or have budget for) custom site designs, *Titan Non-Profit Solutions* offer a collection of **professional templates**. These templates were built by our in-house design team specifically for Titan. They are visually stunning, support all of Titan's features, and have been tested for usability. During the initial consulting engagement we will help you select an appropriate template from our library.

Titan has been used to build **hundreds of websites**. We have designed web sites for many non-profits as well as for manufacturing, financial, government, legal, distribution, retail, education and religious organizations. Titan templates are built on the usability and design best practices that have been gained over the course of all these web sites. Only proven designs are elevated to our template library.

Of course, **custom designs are always an option**. Our design team has won awards and received national press for their work. Note: custom designs are not part of our *Titan Non-Profit Solutions*.

## Sitemap, Navigation and Information Architecture Consulting

Included in your Solution (see chart on page 2) is time for an **in-depth meeting** when we learn about your organization, listen to your needs, show you examples from existing sites, and then assist you in setting up your **sitemap, navigation** and **information architecture**. Getting your information architecture right can make a huge difference to your long term success.

Because Titan has been used for so many industries and organizations, we have learned a lot about how to set up navigation and organize websites so that visitors – including Google search bots – will find your content. (Incidentally, we offer monthly free workshops and seminars on web usability and search engine optimization.)

## Design Personalization – Logos, Graphics, and Colors

Our templates are great, but you will want changes and personalizations. *Titan Non-Profit Solutions* include the **services** of our **graphics design team**. We will modify your template to accommodate your logo and other graphics, alter colors and fonts to match your branding.

## Content Services

Soon you will learn that the **hardest part** of launching a new website is creating good content. And, if you're like most, the challenge will be 95% a "need more time" problem.

*Titan Non-Profit Solutions* include **content services** to give you a good head start. Our content team will focus on the following tasks and help with as many as your time allowance provides (see page 2 chart).

- Selecting and editing photos and images
- Importing images and placing on pages
- Editing content
- Migrating content from an existing website
- Creating content (takes longer than you think)
- Placing blocks on pages (Filter, Comment, etc.)
- Creating a blog
- Creating image or video gallery
- Populating your calendar
- Creating callouts
- Creating forms
- Anything else you can think of...

Our content team members are **skilled copy writers** and **visual layout specialists** trained in the arts of "webanizing", "flytrapping", linking, usability, conversions, and image placement. They are skilled in editing content so that visitors, including Google index robots, will find it. The content we create will teach you **content best practices** and build a foundation for your ongoing content work.

Content work begins after your site architecture is finalized. Your allotment of content service hours is available to you for up to 30 days from this date. We will work with you to allocate and schedule this time so that we can help you quickly launch your site (and so that you don't lose the benefit of these service hours).

Your Titan implementation manager will help you decide which tasks would be most useful to you. We are not going to finish all the content for your site, but we will give you a head start. Hint: Building really good pages can take two to four hours each.

## On-line Donations

The life blood of any non-profit is fundraising, especially the attraction of new supporters that can be cultivated over time to become major donors. Titan Non-Profit Solutions includes a donation processing capability at a low per-transaction fee. More importantly our page lay-outs and content services will help you craft a compelling message, drive new supporters and gain their support.

Donations	\$0 to \$100	\$101 to \$225	Over \$225
Usage Fee for credit card transactions	3.5% of transaction fee (minimum of \$1.00)	\$1.50 to 2.0% of transaction fee	\$6.00

Above fees do not include merchant processing fees.

## Event Registration

Non-profits conduct events all the time. Our event registration capability is an easy way to allow your guests and donors to register for an event and pay the necessary fees.

If your event fee is	\$0 to \$100	\$101 to \$225	Over \$225
Usage Fee for credit card transactions	3.5% of transaction fee (minimum of \$1.00)	\$1.50 to 2.0% of transaction fee	\$6.00
Usage Fee for all other registration transactions	\$1.00	\$1.50	\$1.50

Above fees do not include merchant processing fees.

## Email Registration and Broadcast Services

There is no doubt that your non-profit wants to cultivate a relationship with your top volunteers, donors and clients. *Titan Non-Profit Solutions* provides a pay-as-you-go capability to accept opt-ins, manage your lists and broadcast emails to specific groups of users. We also include reporting capability so that you can track who is opening your email, what links they are clicking on and who opts out.

Cost per email broadcast is \$5 dollars plus \$.01 (one cent) per email address you send to.

## Volunteer/Board Area

You may have special groups that you want to communicate with in a very targeted or private way. *Titan Non-Profit Solutions* supports private areas that are accessible with a password and login. Since the security system is built-in you can easily set up users and issue credentials for logins.

You can provide a private area for board meeting notes and agenda, committee meetings, volunteer collaboration and more.

## Which Titan Non-Profit Solution is right for you?

Solutions	NP 200	NP 400	NP 600
You have an existing site and marketing collateral	✓		
You only need one site	✓		
NP 200 Templates match your needs	✓		
You do not have a web site, but have marketing collateral		✓	
You have an existing site, but would like revised the IA		✓	
You only need two sites (same design/template)		✓	
NP 200 or 400 Templates match your needs		✓	
You do not have an existing site, or marketing collateral			✓
You have an existing site, but need IA/design revised			✓
You only need three sites (same design/template)			✓
NP 200, 400 or 600 Templates match your needs			✓

## Training

Training classes in *Titan CMS* ensure you receive the appropriate level of training at the right stage of your web project. Experience shows that access to different levels of training, when you need it, makes the difference in the success of web projects. The fact that we offer classroom training is a significant differentiator from our competitors. *Titan Non-Profit Solutions* include one (1) training class for one (1) person held during our regularly-scheduled class times. Additional training classes are available at standard costs.

Training is offered weekly at our Titan Training Center in Brown Deer, WI. All classes repeat on a monthly basis. Classes typically take one day each. Below is a high-level overview of our offerings. For a more detailed description visit our website, [www.TitanCMS.com/services/trainingclasses.htm](http://www.TitanCMS.com/services/trainingclasses.htm).

### **CM5-101 – Content Author Basics**

Designed for content authors and administrative staff who use the Titan CMS workstation to manage content on their web sites. Training will include how to use the page action bar, edit tabs, CMS tree, add, copy, delete pages, work with text, links, photos and styles, basic SEO (Search Engine Optimization) techniques, and more.

### **CM5-201 – Power User**

Designed for experienced content authors and administrative staff who manage one or more web sites. Learn the functionality of additional blocks such as Forms, FAQ, What's New, and other techniques to enhance the display of your content. Learn additional methods to enhance the organization and delivery of your content. Learn tips and tricks to using the Titan CMS Workstation to increase your productivity.

### **CM5-301 – Web Site Administrator**

Designed for the webmasters or system administrators who are responsible for maintaining Titan in their organizations. Participants will learn how to add and remove users, maintain workflow, set up commenting and rating, schedule jobs, manage Smart Search results, and more.

### **CM5-401 – Advanced Power User**

Designed for the experienced author and/or webmaster who want to maximize the use of Titan on one or more web sites. Participants will learn how to use advanced content blocks such as filter, calendar, and photo. Additionally, those attending this advanced class will learn how to “fine tune” existing content and apply advanced SEO techniques.

### **DEV5-501 – Developer: Layouts and Blocks**

Designed for programmers with working knowledge of .Net C#, XHTML, XSLT and CSS. Our technical trainers will show you how to integrate the Titan Test Harness into Visual Studio and begin using the Titan API. We will cover how to modify existing blocks and templates in Titan and build new ones. Class size is limited to four people and is less structured than other classes so we can adapt to the technical levels of the participants.

### **DEV5-502 – Developer: Application Integration, External User Authentication**

Designed for programmers with working knowledge of .Net C#, XHTML, XSLT and CSS. Our technical trainers will show you how to integrate the Titan Test Harness into Visual Studio and begin using the Titan API. We will cover how to build applications for use by the Application Block and link them into Titan. Class size is limited to four people and is less structured than other classes so we can adapt to the technical levels of the participants.



## Titan Point Release Updates

For the past two years, updates to *Titan CMS* – “point releases” – have been released about every 12 weeks. Updates include new features, enhancements to existing features, small fixes, and performance improvements. A history of recent releases can be found at: [www.titancms.com/Support/ReleaseNotes.htm](http://www.titancms.com/Support/ReleaseNotes.htm).

As part of your Solution, you are encouraged to invest in the **Titan Total Care** package which entitles you to ongoing upgrades. We publish a road map of planned enhancements and review the road map in-depth at TUG (Titan User Group) meetings. Our updates are not like the “service packs” you receive from Microsoft. Our updates include both new **features** and **bug fixes**. Microsoft service packs are mostly bug fixes.

Applying a Titan point release to a base *Non-Profit Solution* website takes four to eight hours. Your site will remain up during the upgrade and the switch-over happens without downtime. If you have more than one website, each site must be upgraded. We update your content database, modify your CSS and layouts to use the new features or blocks we just added, and update website and hosting configuration as needed.

We are very proud of the fact that **we test our point releases extensively**, and our track record for releasing very clean and bug free versions of Titan far exceeds industry standards. This is possible because we have a dedicated testing team that does extensive regression testing on each point release prior to release.

### Titan Edition Upgrades

There are editions of Titan available for all sizes and needs. The best thing about Titan – other than its many powerful features and excellent support – is that it is not a dead end. When you’re ready for a portal / extranet for your dealers, an order status gateway for your customers, or an intranet for your employees, you can upgrade to a Titan license that supports additional pages and users. To upgrade to a level you only pay the difference in license fee. With the upgrade you receive the difference in services available at the new level. We also offer a discount to users who wish to upgrade to the *Professional Edition*.

From:	To:	NP 400	NP 600	Professional
NP 200		\$2,500	\$5,500	\$10,000
NP 400			\$2,750	\$8,000

## Google Analytics and Google Sitemap

Google offers two powerful (free) tools that we set up for your new website. **Google Analytics** helps you learn more about your visitors and how they interact with your site. It offers insights into your website traffic through hundreds of informative reports and charts. Learn more about Google Analytics at [www.Google.com/analytics](http://www.Google.com/analytics).

**Google Sitemaps** are created automatically by Titan. We will help you submit the map to Google. Google Sitemaps help improve your search engine rankings by telling Google about all the pages on your site. A Google Sitemap is different from the end user site maps that come with Titan.

## Advanced Support Services

For advanced users with complex problems or support needs that are beyond the skill or scope of our help desk, we offer support service blocks (see Service Hour Chart on page 3) that provide access to our development and interactive design teams:

### Development Team

The Titan development team can answer questions that cannot be handled by the help desk such as the development of new blocks or layouts or the integration of application blocks your own team has developed. They can help with integrated authentication setup, batch import/export issues, advanced security configuration, or complex JavaScript issues. They are also available to help with complex infrastructure or hosting challenges, troubleshooting intermittent problems, or customizations to Titan.

### Interactive Design Team

The Titan interactive design team can assist with anything related to visual design, marketing, usability, Flash development, content creation, video, audio, creative, branding, web analytics, CSS or layout. If you want changes to your look and feel, fixes to your content to make it look better, or improvements to your search engines rankings – we can help.

## Options

Services	Price
Titan <b>Total Care</b> Package – All “point” and “major” releases, install, and unlimited support	\$395 / month
Single Titan “point release” install (plus 10% for each point release missed)	\$800
Single Titan “major release” install and migration	\$1,800
Custom Styling for a new block	\$500 - \$1500
10 Support Incidents with Helpdesk	\$750
10 Hour Service Block	\$1,350
20 Hour Service Block	\$2,600
40 Hour Service Block	\$5,000

## Frequently Asked Questions

### **How hard is it to get started?**

We can get you launched in about two weeks. We want you to be happy so you will come back for more, so we include a lot of hand-holding and ongoing support in our price. The training classes are high quality. We believe we have found the perfect mix of tools, services, support and training to fit most users.

### **How hard is Titan to use? Will I understand Titan?**

Thousands of people use Titan every day to manage their websites. Most are non-technical. All types of people use Titan – business executives, church ladies, marketing assistants, and boy scouts working on the computer merit badges. If they can use it, so can you.

### **How much of my time will I need to give to it?**

In the first few weeks we will need to have a meeting and get you trained, but after that, we're done needing your time. After launch, depending on your content needs, you will spend an average of an hour or two a week updating content.

### **Will I need to read a 100 page manual?**

Not if you don't want to. We do provide a manual and a website filled with tips and training. It's there if you need it. Otherwise, most users just want to get in and start managing content, so we built a user interface that makes it pretty darn simple to do most management tasks without training.

### **What cool stuff does it do?**

Check out our website at [www.TitanCMS.com](http://www.TitanCMS.com). Watch a few videos.

### **How annoying will you be as a vendor?**

We hope not to be annoying at all. After we get you up and running you won't hear from us except for invitations to TUG meetings and other learning opportunities. You can ignore these if you want. If you don't need us, there are NO required annual renewal fees or maintenance fees. Ongoing hosting is your only expense.

### **Will you make me look good to my boss?**

Your boss will say wow! The site will look great! You will probably get a promotion and a raise.

## About Titan CMS

*Titan CMS* was born in 1997 and cut its teeth a year later on enterprise websites at Briggs & Stratton and the Archdiocese of Milwaukee. Early success with large clients led to many improvements and enhancements. Today, Titan is used by thousands of non-technical users in small and large companies and organizations all over the US. Titan powered websites are visited daily by millions of users.

A complete list of *Titan CMS* features can be found at [www.TitanCMS.com](http://www.TitanCMS.com). You will also find video tours and video training tutorials there.

## About Northwoods

**Northwoods** is a small, friendly software and web design company in Brown Deer, WI. We make *Titan CMS*, a web-based content management system for small, medium and gigantic companies / organizations. We design and engineer software solutions for a wide variety of industries and organizations. (We once built an entire ERP system for a steel company.) We also help our clients with web designs, marketing campaigns, web strategies and anything related to creative services.

Patrick Bieser Sr. and his wife Valerie started the company in 1997 because they wanted to develop software and websites the right way, hire the best people, and treat them like family. All team members get private offices and the freedom to do great work. We are privately held and profitable since inception. We eat lunch together most days. For more information check us out at [www.northwoodsoft.com](http://www.northwoodsoft.com).



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4600 W Schroeder Drive  
Brown Deer, WI 53223  
414-434-8200  
[www.northwoodsoft.com](http://www.northwoodsoft.com)  
[www.titancms.com](http://www.titancms.com)