TowerCare Technologies and Civic Science
Delivering Market Research & Revenue Solutions for DonorPro Users

Civic Science offers a suite of low cost web applications that turn web site traffic and email lists into scientific and **profitable** research tools. Through an intelligent polling "widget" and a hosted survey panel solution, nonprofits use Civic Science to engage members, donors, and other stakeholders in high-value polling and marketing research. And then, only with your permission and prior approval, Civic Science can invite approved third-party sponsors, advertisers, and other researchers to survey your stakeholders which will in turn, earn real money/generate real revenue for your nonprofit. Of course, the identity of your constituents will always be confidential and will be protected.
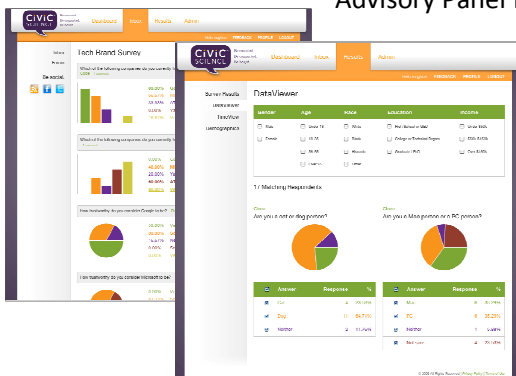
BallotBox Polling Widget™ (*No upfront fees. Only $50 per month.*)
The BallotBox™ platform uses a customized polling "widget" that is easily imbedded into web sites and enewsletters. BallotBox delivers weekly, three-question polls that are proven to achieve superior response rates. We apply secure tracking techniques to build profiles of your online audience over time. Demographics and other profile questions are generated "intelligently" for individual users based on their response history. You'll use this data to paint a precise picture of your stakeholders.

CS PanelManager™ (*No upfront fees. Monthly fees can vary from free to $200 per month.*)
The CS PanelManager™ is a web-based platform that allows you to communicate and build a sense of community among your most loyal and active stakeholders through an opt-in "Online Advisory Panel." Use CS PanelManager™ to perform in-depth surveys or apply chat-room or instant messaging capabilities to conduct quick and easy online focus groups. Deliver full video content to securely test new ads, messages, promotions, or other branding elements. Enable outside partners or sponsors to run approved surveys among your Advisory Panel for a fee.

CS DataViewer™ (*Included for no additional fee.*)
The CS DataViewer™ allows you to easily manage and search response data from your BallotBox Widget™ and PanelManager™. You can cross-tabulate every question in your database and generate user-friendly charts and reports. This unique data management system combines advanced statistical algorithms and data visualization techniques with a simple interface that can be used by volunteers and entry level interns, executives, and anyone in between.

For more information call toll free 866-935-8281 or send an email to donorpro@towercare.com.

Building Strong Online Communities for Nonprofits Worldwide

WHY CIVIC SCIENCE FOR DONORPRO CLIENTS?

KNOW YOUR PROSPECTS AND DONORS.

- ✓ **Make it personal.** Civic Science Web applications allow you to build deep, extensive profiles of your prospects and donors. The better you know your constituents, the more personal you make your fundraising campaigns, the more money you'll raise. With CS Panel Manager, you can poll your constituents with custom surveys, solicit meaningful feedback from focus groups, and engage your constituency to help steer your fundraising efforts cost effectively.
- ✓ **Make it matter.** Civic Science web applications allow you to collect information on what's important to your constituents and how to best reach out and really connect with these individuals. Leverage that information to drive specialized fundraising and recruitment efforts. Determine what demographics are most engaged with your organization. How do these individuals prefer to support your mission? What events will your community attend? Invite sport enthusiasts to spend an evening with your local team's quarterback. Invite wine enthusiasts to your next wine tasting party. Use the Ballot Box Polling Widget or the CS Panel Manager to ask questions to help you fill in the gaps in your fundraising efforts.

FIND NEW SOURCES OF MONEY.

- ✓ **Attract new followers.** As a Civic Science client, your organization will be presented to Civic Science Users who may have a particular affinity to your mission. For example, users in your geographical area that have one or more dogs might be interested in attending your upcoming Canine Fashion Show and Fundraising Event. Civic Science Users who are passionate about protecting the environment might want to learn more about your conservancy. Or, Civic Science Users who lean to the left on animal rights issues might be interested in learning more about your animal advocacy program.
- ✓ **Use Civic Science to generate revenue.** If you allow your followers or members to be surveyed online by third parties that you pre-approve, Civic Science will pay you. Imagine an announcement in your next eNewsletter that says "*Help us raise more money. Click this link to take a short online survey from ABC Company and our nonprofit will receive $x. It's quick. It's painless. It's greatly appreciated!*"

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