FUNCTIONAL OVERVIEW

November 2011

1. THE PARADIGM

The evolving nature of online relationship management, both commercial and personal, has revealed *new paradigms* for interacting with customers, clients and supporters. These paradigms are drawing the most attention from organizations that are financially dependent upon engaging these relationships for support of their mission. The economics associated with leveraging a relatively small investment over unlimited audiences, i.e. investment in an Internet based presence, have re-focused nonprofit management's attention on the advantages of this one-to-many market space. At this time, there is no other medium like the Internet where the rich creative and interactive elements of text, images, video and audio can be presented in one coordinated message to so many.

Today's online constituents are inundated with frivolous messaging and media that competes for their attention and financial support. It is the vision of 2Dialog to embrace this *"new paradigm"* by enabling Non-Profits to *stand out* from the crowd through engaging, authentic and purposeful dialogue. This is done through the implementation a product suite, which creates a user experience focused on:

SIMPLICITY WITHOUT LOSING COMPLEXITY

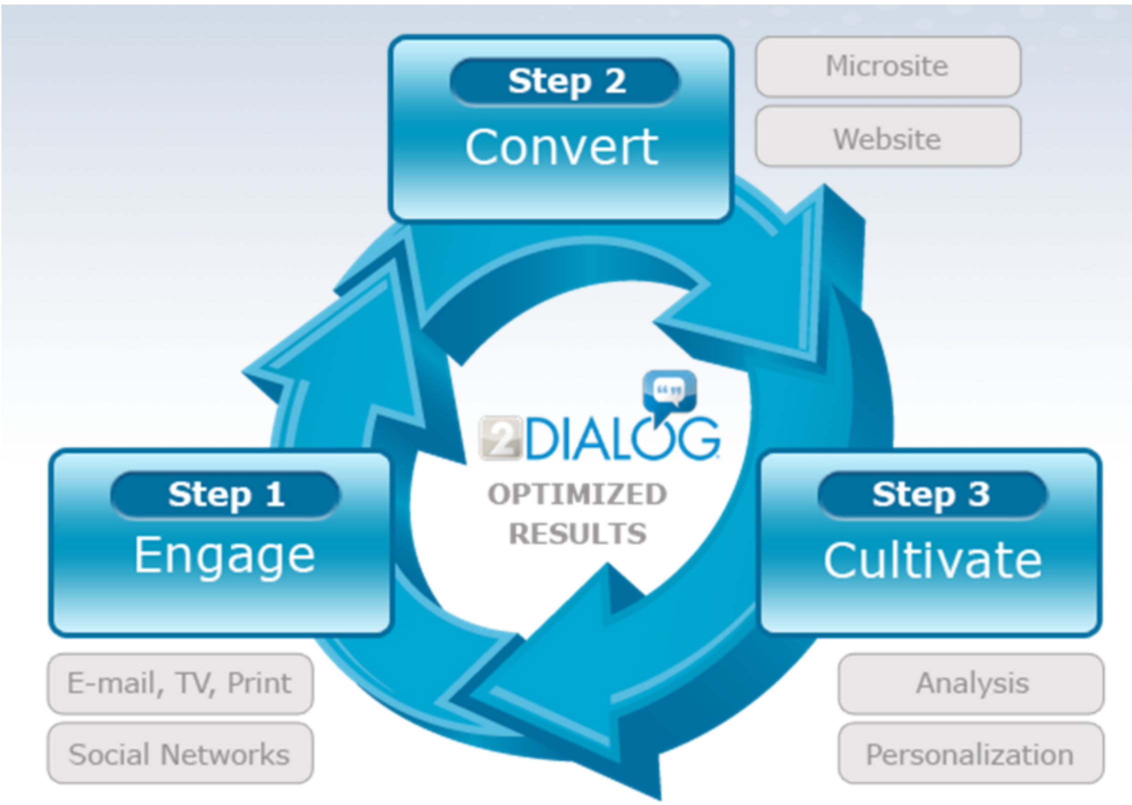
The biggest challenges to successful eCommunications in this new paradigm include:

- End-to-end metrics to enable complete reporting and deep analytics (tracking the response from email to donation to recurring gift trends) including messages, microsites and transactions
- Consistency of messaging and user experience traversing across disparate platforms, websites and decision steps
- Complex processes today that involve costly (time and money) interactions between creative, messaging and technical (coding) resources which are sometimes multiplied by the interactions between internal staff and 3rd party resources
- Silo domain knowledge which prevents intelligence built in disparate domains (email response intelligence vs. recurring gift motivations) from being shared across domains

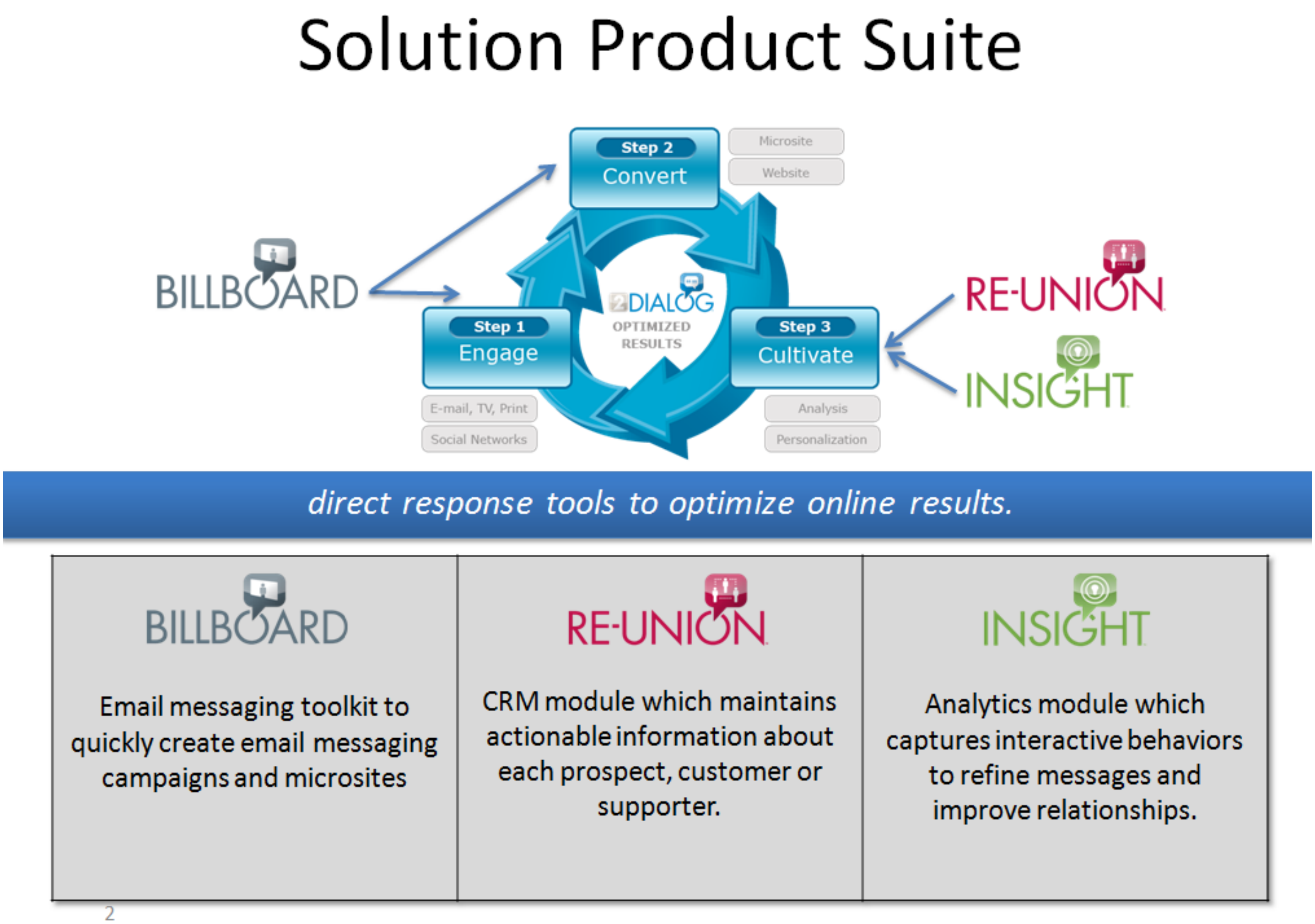
2Dialog works to solve these challenges with exciting new technology solutions that are built on years of direct response fundraising experience.

2. 2DIALOG SOLUTION OVERVIEW

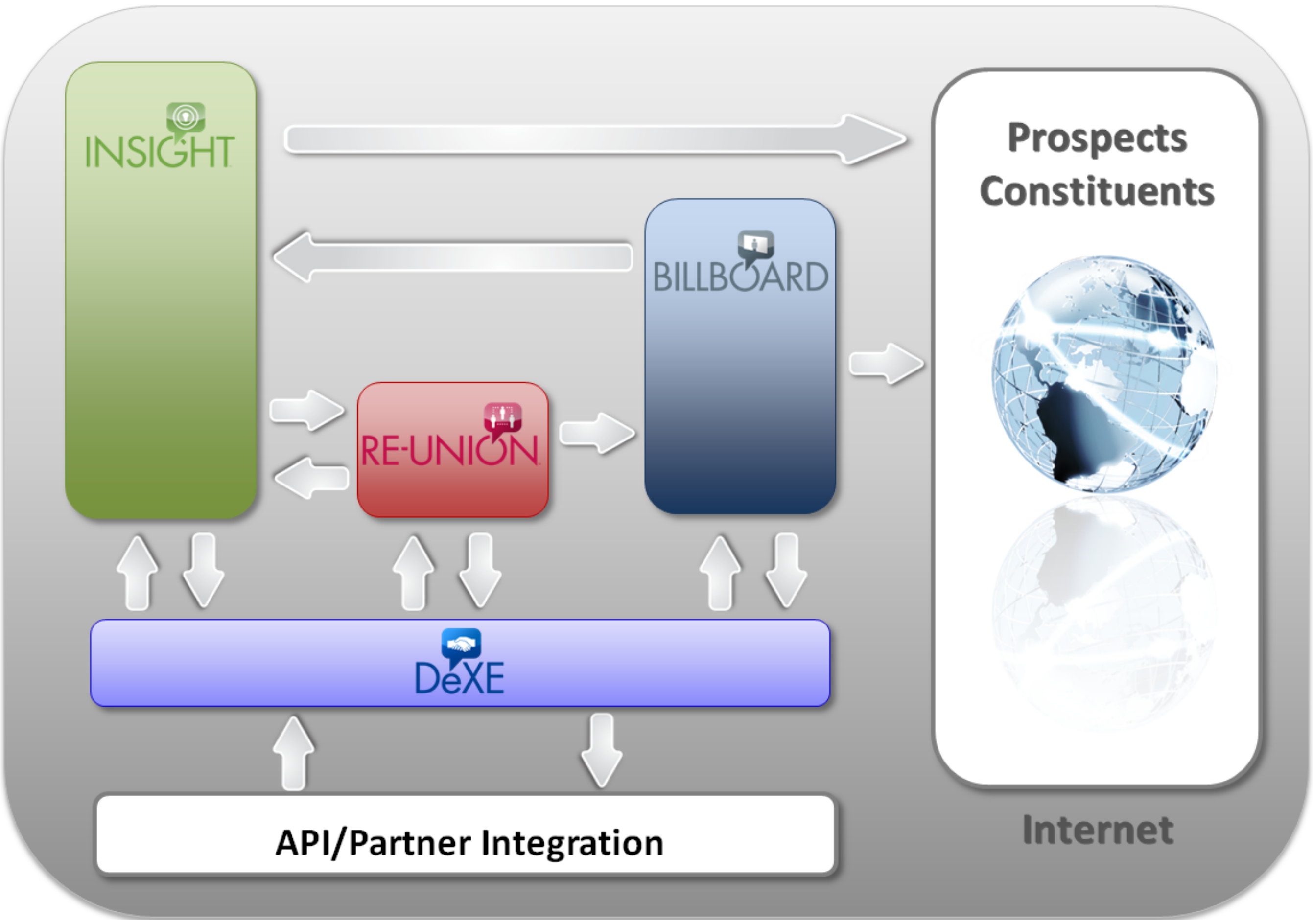
2Dialog's vision is to provide a comprehensive set of online-tools that will enable clients to ***Engage*** their constituents through various online and offline communications, drive the responses and ***Conversion*** of the constituents through the web and microsite technologies and then to ***Cultivate*** the constituents through Analysis and Personalization for each constituent based on their responses and donations.



The following illustrates the three major products in the 2Dialog product suite, their relation to and support of the Direct Response Process and their value proposition.



The picture below provides an interrelated view on the 2Dialog product suite that synergistically provides a platform that can grow with the needs and successes of an organisation.



Deliver email that is easy to build

Billboard enables you to develop the content of your e-mail message simply and powerfully and to integrate it with microsites and landing pages. It can include text with links to your website or separate landing pages. Billboard allows your HTML - and a text message to be designed and delivered in accordance with all of your organization's branding requirements. The Action page technology also allows you to integrate campaigns, with other offline engagement methodologies such as TV, Radio, Print and Mail.

Manage your constituents

Successful fundraising and donor communication are heavily data-driven activities. Re-Union helps you apply and manage this vital data powerfully and simply. The Re-Union CRM module enables you to act on the intelligence you gather from interactive behaviour. Re-Union allows you to build and maintain actionable information about each of your constituents, prospects or friends as relate to their: identity, relations, transactions, interactions, associations. Re-Union makes this key data available to all other 2Dialog applications to tailor creative, content, list selection and other vital elements of your online fundraising and donor communications strategies and tactics.

Actionable Analytics

"To measure is to know" – The principle for understanding the strategic impact of the operational actions that are taken. 2Dialog supports configurable dashboards in each product that provides real time feedback, as well as centralised dashboards providing detailed information across the 2Dialog products giving insightful information on trends, habits and actions on constituents supporting the organizations. The general reporting format is based on lists and matrixes or graphical formats such as charts, graphs and visual indicators. All is driven through a flexible drag and drop of data reporting components that can be customised to provide the unique data views that each user requires. This also lays the foundation for advanced computational analysis to turn historical data into predictive behaviours. (This product is currently due for release in Q4 of 2010)

Data Integration

2Dialog acknowledges the fact that organizations can have a variety of data repositories. It is therefore important to accommodate the exchange and synchronisation of data captured in the on-line processes of 2Dialog with other storage environments that may exist in a customer's operational domain. The DeXE makes provision for the exchange of data through API's, files and direct database to database transfers.

3. BILLBOARD – EMAIL

Billboard, the e-mail delivery platform of the 2Dialog product suite, focuses on efficiently managing the end-to-end process of delivering e-mails, fully integrated with landing pages and microsites supporting the following key benefits:

- **Productivity Accelerator.** 2Dialog bridges the gap between complex technical tasks and non-technical users; enabling creative minded users to quickly build emails, landing pages and complex forms easily and without the need to know html. This simultaneously removes costly programming steps and simplifies the process and increases delivery cycle times.
- **Powerful Microsite Technology.** 2Dialog Microsite technology enables organizations to create landing pages/forms/widgets/ecommerce or any other CMS page integrated within the Billboard email tool. Visitors can either click through a targeted email to a microsite page or arrive via other marketing vehicles. (TV/Radio, Print, etc) And finally embedded microsites allow organizations to drive visitors down a programmatic path and encourage them to take action on a specific campaign all while capturing all behavioral data throughout the experience.
- **Integrated Financial Management.** Integrated merchant processing via microsites allows for ease and flexibility in processing commerce requirements. (donations, registrations, etc) Also commerce transactions can take place outside the Billboard Microsite if requested. Once the visitor leaves the Billboard tool then all metrics tracking ends with the departure.
- **Robust tracking and metrics.** Many nonprofit leaders are in the dark when it comes to important response and tracking statistics. 2Dialog throws on the light switch, giving you access to key statistical data so you can make good, informed decisions with access to key analytics data like email tracking, member tracking and response tracking (like donations). With these tracking capabilities and with the support of Google Analytics, you'll never be in the dark again.

In line with the focus on simplicity, the process for delivering e-mails is built around the creation and delivery of a **Package**, through the process depicted below:

Therefore the lifecycle of a **Package** is entrenched in the following principles:

Lists – Who do you want to "talk to"?

Message – What do you want to tell them?

Action – What do you want them to do?

Schedule – When do you want to deliver the package?

Metrics – How did the package perform?

3.1 LISTS

Lists are groupings if the individual contacts you intend to communicate with. The specifics of how these lists are created are very flexible to enable you to maximize your contacts.

WORKING WITH LISTS Lists are driven by the strategic intent of a specific package that will be sent. Lists are created by the combination of different groups, also typically referred to in the industry as segments. Groups can be applied in an inclusive or exclusive state with the same associated impact on the total members in the list. A typical example is the exclusion of members associated with an "opt-out" group.

CREATION OF GROUPS Depending on the strategic process of the organization, groups can be created in a variety of ways

- As groups or memberships in Re-Union, using the flexible rules engine to extract combinations of constituents based on their captured behavior.
- Through the import of files from external sources using the import facility of Re-Union.
- Through off-line or real-time integration with partner/customer Donor Management or Data Management systems.

TRACKING OF LISTS Lists can be identified for general analytic reference by a flexible reference code system that supports the traditional Motive Code methodology and beyond.

With the flexibility of using the same lists in different strategic communication packages, such allocation is tracked over time as an input into the ongoing operational and strategic evaluation process of an organization.

TESTING OF LISTS The list features of BillBoard include an A-B Split capability. This capability enables the flexible creation of test sub-sets of a list to support the testing of the impact of different strategic approaches in the creation, setup and application of Messages, Landing Pages and Microsite.

3.2 MESSAGES

Messages are the actual look, feel and copy of an email. 2Dialog has designed Billboard to enable non-technical team members to quickly create the messages they need from look and feel templates to shared asset libraries of images to copy editing and styling.

WORKING WITH MESSAGES As the first point of impact, the Message, as an engagement tool, is a very import component in the strategic intent of a Package. The BillBoard process allows for the creation of messages that will flexibly comply with the unique strategic, creative and implementation requirements of individual organizations. At the same point of time it seamlessly takes care of the technical and operational requirements that need to be complied with in order to reliably deliver e-mail through a demanding internet network.

CREATION OF MESSAGES

The toolset supports the creation of both standard TEXT and html type messages in a WYSIWIG environment. The following is a summary of the general functions that are available to the creative and implementation staff of the organisation.

- Immediate previewing of built messages.
- Access to the structured html source code of the message where changes can be made if the individual have the rights to perform such actions (This is configured in the Control Centre).
- Shortcut based adding of customized links to the message through a single click.
- One-click addition of tokens and objects such as message templates, text templates, images, graphics and tables.
- Styling of text, paragraphs, boxes and backgrounds.
- Import of html messages built in other applications and saved in a ZIP format.

TRACKING OF MESSAGES

Messages can be identified for general analytic reference by a flexible reference code system that supports the traditional Motive Code methodology and beyond.

3.3 ACTIONS

The Action can be a single or combination of web pages, where the recipient is directed to, with the aim of influencing the performance of a desired action in accordance with the strategy of the campaign. These web pages are also typically referred to as Landing pages or Microsites and can include the handling of re-directed actions such as : "donate now", click to register or click for more information. This powerful Microsite technology empowers you to maximize impact for your contacts.

WORKING WITH ACTIONS

As a direct support for the delivered Message, the Action keeps the golden thread in the strategic intent of a Package. The BillBoard process allows for the creation of web pages that can flexibly comply with the unique strategic, creative and implementation requirements of individual organizations.

CREATION OF ACTIONS

The toolset supports the creation of html type web pages in a WYSIWIG environment. The following is a summary of the general functions that are available to the creative and implementation staff of the organisation.

- Immediate previewing of built Action pages.
- Access to the structured html source code of the Action where changes can be made if the individual have the rights to perform such actions.
- Shortcut based adding of customized links to the Action page through a single click.
- One-click addition of objects such as action templates, videos, images, graphics and tables.
- Styling of text, paragraphs, boxes and backgrounds.
- Import of html messages built in other applications and saved in a ZIP format.

TRACKING OF ACTIONS

Action pages can be identified for general analytic reference by a flexible reference code system that supports the traditional Motive Code methodology and beyond.

These reference codes can also be applied separately to all forms that are embedded on an Action page. In the event of commerce type forms reference code can be applied down to each individual line item on a form.

INDEPENDANT ACTIONS

A powerful feature of the Action pages is that they can be used in a “stand alone” mode, independent from e-mail campaigns, as Landing Pages or Microsites for any other **Engagement** methodologies such as Mail, TV, Print or Internet that the organisation is employing to strengthen its marketing strategy.

This feature is strengthened by the ability to create short url’s that fits the unique and special requirements of the organisation.

3.4 PACKAGE - SCEHDULE

The Package is where the final deliverable gets created and scheduled for delivery.

WORKING WITH PACKAGES

A Package is where the List, Message and Actions are combined to complete the strategic and creative process of every Campaign. In the case where a Campaign is reliant on Action page support only, it is still initiated through the initialisation of a Package that contains the Action pages. In the event of e-mail based Campaigns the BillBoard process supports both one-time and recurring packages.

Recurring packages supports the process where e-mails will be automatically delivered to entities that conform to certain criteria e.g. signing up for a specific membership such as a monthly news letter.

CREATION OF PACKAGES

The following is a summary of the general functions that are available to the creative and implementation staff of the organisation.

- Selection of the List, Message and Action that will form the Package.
- Classifying the Package as a one-time or recurring Package.
- Scheduling the Package to start at a pre determined time.
- Testing the package by sending it to a Test list within the organization.

TRACKING OF PACKAGES

Packages can be identified for general analytic reference by a flexible reference code system that supports the traditional Motive Code methodology and beyond.

3.5 PACKAGE - METRICS

The ultimate aim of BillBoard is to manage the end-to-end process and keep track of every e-mail and action taken (did a click to learn more in an email ultimately result in a donation?) to form the basis for analysis and improved decision making.

THE BASIS FOR PERFORMANCE

The following is a summary of the performance metrics that are available to the operational staff of the organisation.

- Summary metrics of a campaign over time.
- Detail metrics on the delivery of the e-mail.
- Detail metrics on the transactions that was attempted, completed or failed.
- Response groups, based on specific actions taken in the process. These groups can be saved as Groups within the system to re-direct campaigns on specific sub-sets of respondents or non-respondents in a campaign.
- Individual metric items can be exported to a csv file for further analysis outside the process.

TRACKING OF PACKAGES

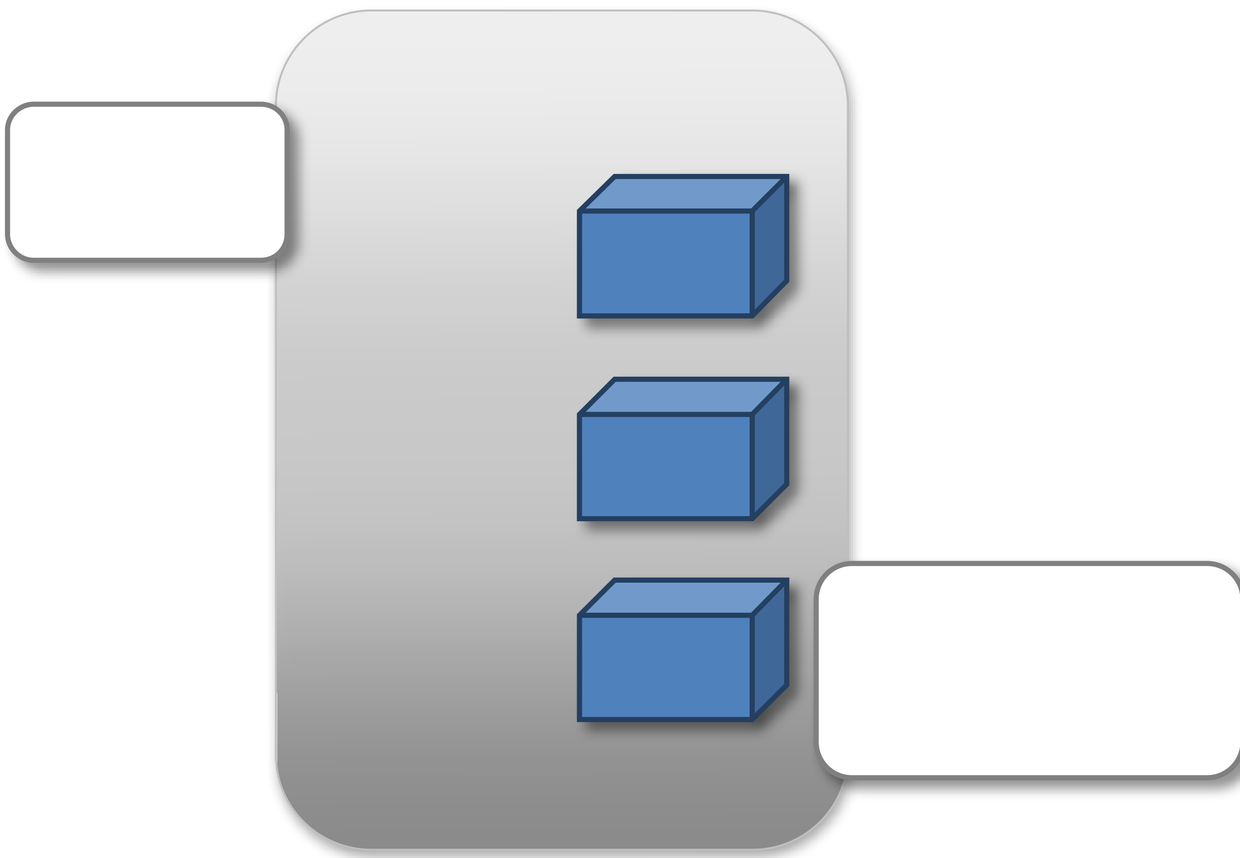
Packages can be identified for general analytic reference by a flexible reference code system that supports the traditional Motive Code methodology and beyond.

4. RE-UNION - CRM

At the centre of the 2Dialog vision is the individual, household or organization that interacts with your organization. All modules are built around the data and online processes in such away to assist the organization to optimize this relationship. 2Dialog's Reunion module is an Identity portal. It maintains connections with sources of information about your Constituents. Those sources are typically maintained within 2Dialog, but they may also come from your legacy data and even third-party sources.

Coupled with other 2Dialog Modules, Reunion can present various categories of information about your Constituents interactions, transactions and preferences. 2Dialog intentionally collects metrics from every type of online engagement so that you, the Organization can know more.

As you utilize some of the many work spaces, best practices and tools provided by 2Dialog, you will begin to collect information about your Constituents that will ultimately help you engage and sustain dialogue with them. Through this dialogue, you will begin to increase their passion for your vision and use their resources to grow your mission. The more you know about your Constituents' Identities, the more effective your efforts.



4.1 ENTITIES

Constituents are managed as Entities within Re-Union and can be classified as individuals, households or organizations. This forms the basis for keeping track of the demographics and behaviors of an entity over time.

WORKING WITH AN ENTITY

The Entity environment is where a single view can be obtained on an individual, household or organization. Through this view the organization can keep track of how this entity: relates to other entities, transacts, interacts, can be associated with other entities based on behaviour and wants to belong as a member of the organisations support base.

CREATION AND MAINTENANCE OF ENTITIES

The following is a summary of the general functions that are available to the operational staff of the organisation.

- A tool that imports entities, relate them to other entities, associate them with other groups and adds them to the memberships maintained by the organization.
- A Wizard that creates an entity, relates it to other entities, associates it with other groups and adds it to the memberships supported by the organization.
- A Entity list view that provides a summary list of all entities in the system, supported by a powerful search capability
- An Entity detail view that provides demographic detail and summary information on relationships, groups, memberships, transactions and custom data elements that the organization has set-up to track for each entity.
- A Relationship view, where relationships can be created and managed.
- A Transaction view where all details can be viewed of on-line transactions as well as where manual and off-line transactions can be added and completed.
- A Group view that shows the detail of all group associations of the Entity.
- A Dashboard where custom reports can be drawn on the Entity through a versatile rules engine.
- Exports of custom reports and entity data in a csv format.

4.2 GROUPS

Groups provides a management tool where constituents can be segmented together based on historical interaction and behaviour.

WORKING WITH A GROUP

The 2Dialog process provides for three types of Groups: Static, Dynamic and Import. A Static group is a snap shot of a sub-set of the entities at a specific point in time, which stays like that unless manually altered. A Dynamic group is a snap shot of the data over time, driven by a rule set that is continuously applied and all data elements that conform are added to the group. An Import group is created from an external source through a manual import process or through an automated process controlled by the DeXE.

CREATION AND MAINTENANCE OF GROUPS

The following is a summary of the general functions that are available to the operational staff of the organisation.

- A tool that imports entities and associates them with groups.
- A Wizard that creates a Group, classifies the group as Static or Dynamic and populates the groups based a set of rules. Groups can be created from a combinatior of other groups.
- A Group list view that provides a summary list of all groups in the system, supported by a powerful search capability.
- An Association view that provides detail on the association of this group to mailing lists, mailing packages and other groups (as a child or as a parent).
- A Member view that provides detail on all the constituents belonging to this group.
- A Dashboard where custom reports can be drawn on the Group through a versatile rules engine.
- Exports of custom reports and entity data in a csv format.

4.3 MEMBERSHIPS

Memberships allow the organization to provide a flexible opt-in basis for communication with the constituent base. It allows the constituent to select what can be communicated to him/her.

WORKING WITH A MEMBERSHIPS

The 2Dialog suite provides a membership process which allows a constituent to selectively control the communications that the organization will have with him/her through opt-in/out. This process can be integrated with the landing pages and microsites of the 2Dialog product suite through standard forms as well as through, an access controlled, constituent portal. Membership approval can be automatic or via a manually controlled process.

CREATION AND MAINTENANCE OF MEMBERSHIPS

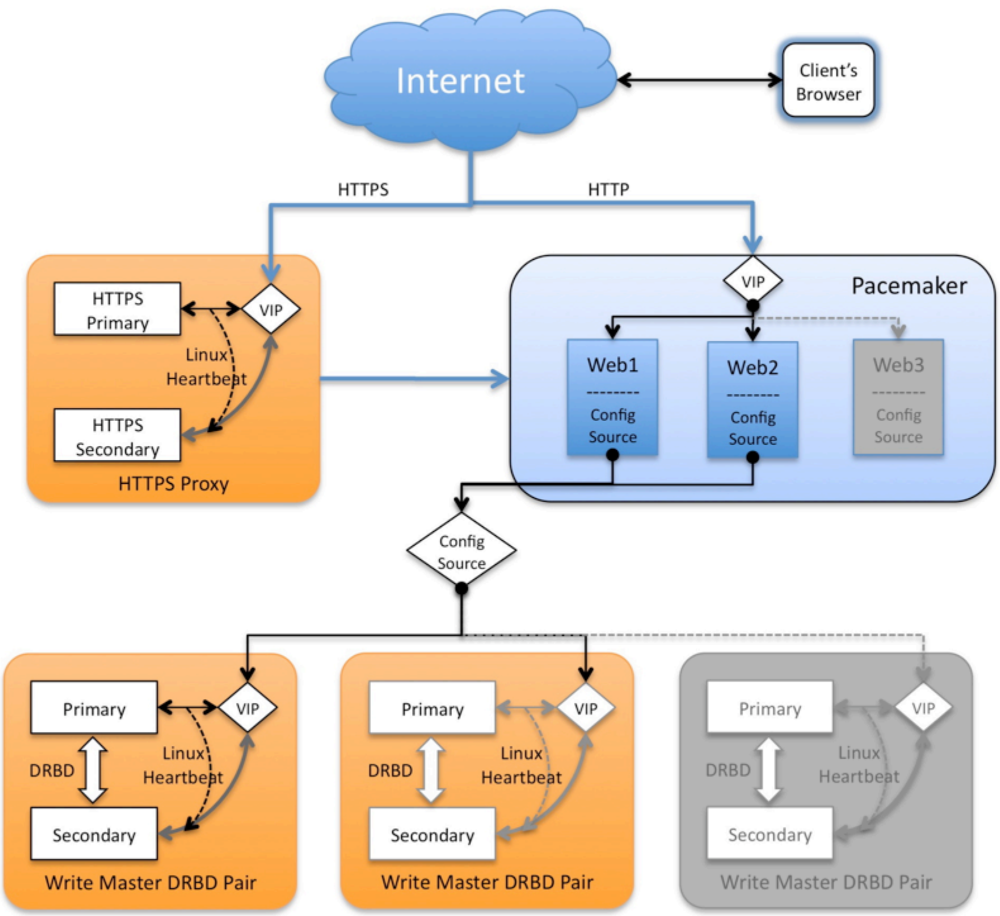
The following is a summary of the general functions that are available to the operational staff of the organisation.

- A tool that imports entities and associates them with Memberships.
- A Wizard that creates a Group and populates the groups based a set of rules. Memberships can be created from a combination of groups.
- A Membership list view that provides a summary list of all groups in the system, supported by a powerful search capability.
- An Active Membership list view showing constituents that chose to opt-in.
- A Pending Membership list view showing constituents that that still have to be manually approved for a membership.
- An Inactive Membership list view showing constituents that chose to opt-out.
- A Rejected Membership list view.
- A Dashboard where custom reports can be drawn on the Membership through a versatile rules engine.
- Exports of custom reports and entity data in a csv format.

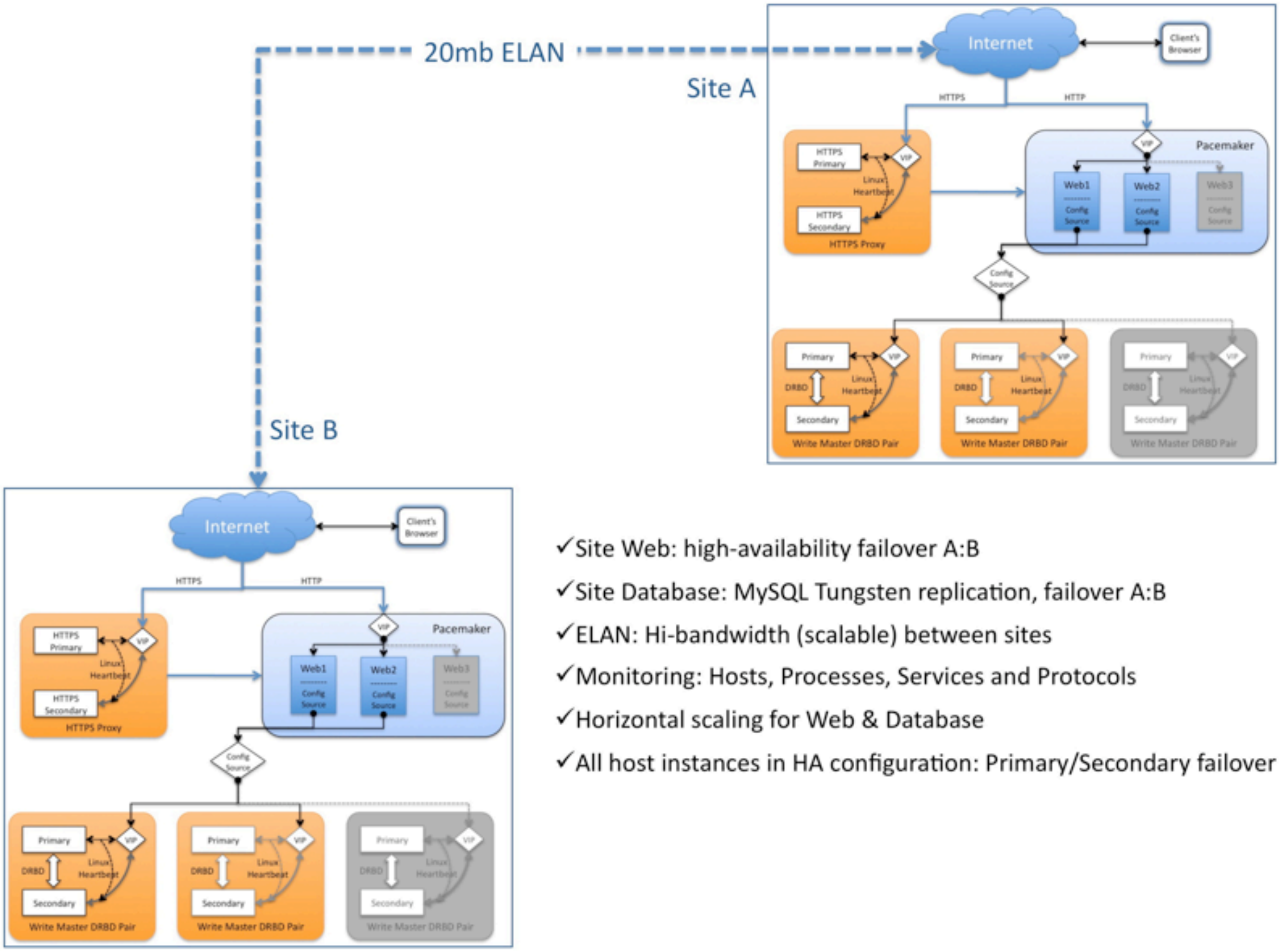
5. SOLUTION ARCHITECHTURE

2Dialog maintains a high-availability architecture based upon a three-level framework.

1. Redundant critical platform (hardware) components
2. Host service in a primary-secondary failover configuration
3. Site service in a primary-secondary failover configuration with hi-performance, parallel replication of client data



All hosts and host services are configured with Level 1 & 2 high-availability frameworks. Level 1 means critical hardware components (power supplies, hard disk drives) failover to parallel redundant components. At the same time that host also has a redundant, parallel failover capacity. Both web and database services are configured with virtual IP addresses that switch between hosts based upon availability. Also, each client has their own data instance so rollback or recovery of that data is seamless and not co-mingled with other clients. Backups are performed daily for each client and stored in a high-availability SAN environment.



Level 3, or site level high-availability is based upon like architecture from site to site. 2Dialog has enlisted MySQL engineering to assist in scoping/designing the scaling and availability of the data architecture. 2Dialog utilizes high-performance, parallel replicator service over an inter-site LAN to accomplish enterprise service level requirements for data availability, reliability and integrity across multiple sites. The inter-site LAN product is scalable to very high-bandwidths in order to accommodate replication traffic. All carrier service circuits are delivered to 2Dialog over fiber sonet rings with redundant entry points.

2Dialog collaborates with engineering resources from Cox Communications and MySQL in order to maintain a reliable SaaS platform that is both available and scalable to meet current and future client demands.

2Dialog employs granular 24x7x365 monitoring of all critical hosts, services, processes and protocols. Two engineers are on call 24x7 to respond to alerts. Graphical status views are displayed and monitored during normal working hours with alerts communicated via email and SMS.

BILLBOARD FUNCTIONAL MATRIX

Billboard Functionality Matrix - 1

Features	Features
Group Management	**Messages - cntd**
Identify Unassigned Members	View Message Source
View Members	Insert Actions
View Activity history for Groups	Insert Transactions
View Group list links	Insert HTML Links
View Packages using Groups	Insert Forward to a Friend links
Default Opt out Group	Insert Opt Out links
Assign Reference Codes	Insert Tokens
List Management	Insert Objects
Create Lists	Message Templates
Link Groups Inclusion Groups	Buttons Templates
Link Exclusion Groups	Headers Templates
View Members	Footers Templates
View Packages using Lists	Boxes
View activity history for Lists	Images
View Group list links	Graphics
Assign Reference Codes	Tables
Add Comments for List	Style
A-B List Splits	Paragraph
Messages	Text
Create Messages	Backgrounds
Add comments	Boxes
Preview Message	Insert
Assign Reference Codes	URL Links
Create Text Messages	Images
Convert HTML to Text link	Multimedia
Insert Action Link	Characters
Insert Transaction Link	Dates
Insert Webpage Link	Zip Upload
Insert Forward to a friend link	View Packages Using Messages
Insert Opt Out link	
Insert Token	
Send Test Email	
Create HTML Messages	
WYSIWYG Editor	
View Message Preview	

Billboard Functionality Matrix - 2

Create Actions	Create Actions - cntd
Create Actions	View Packages Using Action Pages
Assign Reference Codes	View Action Activity History
Add Page Title	**Packages**
Add comments	Create One Time Packages
Test Drive	Create Recurring Packages
Add Short URL	Define Email Sender Information
Create and Remove Form(s) for an Action	Add comments
View Last Updated Time/Date Stamp	Add Reference Codes
Preview Form	Define List for Package
WYSIWYG Editor	Define Message for Package
View Page Preview	Define Action for Package
View Page Source	Link Message Actions to Action Pages
Insert Transactions	Define Delivery Schedule
Insert Tokens	Send Package to Test List
Insert Forward to a Friend links	View Activity History for Package
Insert Objects	View Message Header Content
Form Templates	View Message Tokens
Commerce Templates	View Message Links
Buttons	**Integrations**
Header Templates	Integrations
Footer Templates	Orange Leap
Boxes	Donor Direct
Videos	Commerce Integrations
Images	Auth.net
Graphics	PayPal Web Payments Pro
Tables	Paperless Transactions
Widgets	Orange Leap
Style	Bean Stream
Paragraph	CyberSource
Text	Deliverability
Backgrounds	StrongMail
Boxes	Port25
Zip Upload	**Performance**
Insert	View Performance for packages in graphs
Links	View Message Statistics
Images	View Transaction Statistics
Multimedia	Manage Response Groups (Segmentation)
Characters	View and Export Campaign Statistics
Dates	Tag Elements

RE-UNION FUNCTIONAL MATRIX

Re-Union Functionality Matrix - 1

Features	Features
ENTITIES	**ENTITIES - cntd**
Search Function	Pledges
Export entitiy information to CSV	Create new Transaction
Entity Types (Individual/Organizations/Households)	Reports
Entity Creation Wizard	Personal Transaction Reports
Create a new entity	Transaction Details
Create a new entity and setup relationships	Print Receipt
Duplication Checks	Email Receipt
Add to Static Group	**Associations**
Identity	Search Function
Entity Personal Information	Export to CSV
Contact Settings	Edit Colum View
Transaction Summary	Groups Detail
Relations	Memberships Detail
Custom Survey	Add to Groups
Audit Log	Add to Membership
Primary Contact Info	Remove from Groups
Address	Make Membership Inactive
Email	**Interactions**
Fax	Type
IM	Subject
Phone	Interaction Date
Relations	Schedule a reminder
Search Function	Attach a file
Export to CSV	Add other users
Edit Colum View	**Dashboard**
Create New Relationship	Search Function
Edit Relationship	Contribution Rules
Type	View Results
Details	Export Results
Transactions	
Search Function	
Export to CSV	
Edit Colum View	
Donations	
Offline	
Online	
Recurring Transactions	

Re-Union Functionality Matrix - 2

Features	Features
GROUPS	**MEMBERSHIPS**
Search Function	Search Function
Export to CSV	Export to CSV
Edit Colum View	Edit Colum View
Group Types (Static/Import/Dynamic)	Membership Types
Group Creation Wizard	General
Rules to add entities based on rules	**Membership**
Remove Groups	Membership Details
Association	Activities
Description	Content
Content	Edit Fields
Activities	**Approved**
Linking to Packages	Search Function
Mailing List - Belongs to	Export to CSV
Dependent Groups	Edit Colum View
Members	Members
Search Function	Type
Export to CSV	Add Members
Manage Group Rule (Dynamic)	Make Members Inactive
Append by Rule (Static)	Reject Members
Add Members (Static)	Reports
Remove Members (Static Groups)	Personal Transaction Reports
Reports	Detailed Report
Personal Transaction Reports	**Pending**
Detailed Report	Search Function
Quick Interactions	Export to CSV
Type	Edit Colum View
Subject	Members
Communication Date	Type
Summary	Approve Members
Dashboard	Reports
Contribution Rules	Personal Transaction Reports
View Results	Detailed Report
Export Results	

Re-Union Functionality Matrix - 3

Features	Features
MEMBERSHIPS - cntd	**General**
Inactive	Add notes to all entities, groups and members
Search Function	View Notes
Export to CSV	View Profie
Edit Colum View	Change Application
Members	Sign Out
Type	**Integrations**
Approve Members	Integrations
Reports	Orange Leap
Personal Transaction Reports	Donor Direct
Detailled Report	Commerce Integrations
Rejected	Auth.net
Search Function	Paperless Transactions
Export to CSV	Orange Leap
Edit Colum View	Bean Stream
Members	CyberSource
Type	
Approve Members	
Reports	
Personal Transaction Reports	
Detailled Report	

CONTROL CENTRE FUNCTIONAL MATRIX

Control Centre Functionality Matrix

Features	Features
Forms	**Properties**
Create New Forms	General
Form Template types	Edit Domain Name
Donation	Edit Description
Recurring Donation	View Host Name
Registration	Edit Address Line 1, 2 and 3
Membership Application	Edit City, State and Postal Code
Custom Survey	Edit Country
Container	Edit Phone Number
Visual	Edit Fax Number
View Files for Domain	Edit Business Name
Upload Files to Domain	Upload a Logo
Delete Files from Domain	Edit Tax ID Number
Templates	Mailing
Message Templates	View Virtual Server Group
View Templates	View Bounce Email Address
Create Templates	View Default E-mail From Address
Delete Templates	Edit Default Display Name
Actions Templates	Edit Default Reply To E-mail Address
View Templates	Edit Spam Test E-mail
Create Templates	Edit Spam SMTP
Delete Templates	Edit Spam POP
Response Templates	Edit Spam Username
View Templates	Edit Spam Password
Create Templates	Change Password Template
Delete Templates	CRM
Content	View CRM Integration
Headers	View Integration Sync Flag
Create Headers	Commerce
Delete Headers	View Ecommerce Processor
Footers	View Ecommerce Account
View Footers	View Ecommerce Password
Create Footers	View Ecommerce Currency
Delete Footers	View Allowed Card Types
Text Boxes	View Available Currencies
View Text Boxes	Set Invoice Padding and Prefix
Create Text Boxes	Set Reference Codes to Display in Re-union
Delete Text Boxes	Add a slogan and footer to Receipt
Codes	Edit Receipt Premium Byline

View Codes	Edit Receipt Transaction Title
Add Codes	Edit Receipt Premium Title
Define where codes can be used	Edit Receipt Title
Delete Codes	Attributes
Define Reference Codes	View Donation Enabled Flag
Teams	View Individual Spouse Enabled Flag
Add Teams	View Household/Organization Enabled Flag
View Teams	Edit Default Country
Assign Users to Teams	Edit Default Culture
Roles	Edit Default Action Page Footer
Add Domain Roles	**Custom Fields**
View Domain Roles	Create New Survey for Contact
Manage Credentials for Roles	Create New Survey for Transaction
Assign Special Privelages to Roles	Choose Contact Type
View Global Roles	Create Questions
Users	Create Answers
Create a User	
Delete a User	
Manage a User	
Assign User to Teams	
Assign Domain Roles	
Assign Global Roles	