

Unlike other firms, BSD is a full-service agency that offers integrated graphic design, Web site development, technology development and implementation—built atop the BSD Online Tools—and strategic campaign and program management services. This means that our entire team of designers, technologists, and strategists will work in collaboration from the start of your project to help ensure your success.

Our integrated approach avoids the confusion, delays, and misaligned expectations that too often bedevil projects divided among multiple specialist vendors. It also helps ensure that your program benefits from all the relevant features and capabilities that we've built into the BSD Online Tools.

Planning and building your Web site

Meeting our clients' goals generally begins with the design, development, and launch of a Web site for you incorporating the latest in constituency development and advocacy tools. This entails a coordinated mix of graphic design, site development, and technology implementation services. Since 2004, we have developed successful Web sites for over a hundred issue-driven organizations and companies, which has given us a special competency in issue-oriented Web design and development.

The Web site and applications that we develop are implemented on the foundation of the BSD Online Tools, our industry-leading application that powers Web-based grassroots community, advocacy, and fundraising activities for dozens of issue organizations, political campaigns, unions, and corporations. The BSD Online Tools are extensive and versatile, including a content management system and separate modules to support advocacy, fundraising, email marketing, and related programs.

Campaign management and strategic services

Most BSD programs include online campaign strategy and program management services, to plan and execute constituency development, advocacy, and fundraising campaigns using the BSD Online Tools integrated with your Web site, and to help you integrate the capabilities of your BSD-enabled online program with your existing communications plan.

Our Strategy Team has developed and managed successful online strategies for organizations with both large and small communications budgets, including meeting and exceeding aggressive constituency development, fundraising, and advocacy targets. Our associates work extensively with the BSD Online Tools, and are knowledgeable about how to make the most effective use of the capabilities that are available, and about how to make use of ancillary services and promotional channels such as online advertising, viral video, social networking sites, and blogs.

The BSD Online Tools

The BSD Online Tools are a tiered Web-based subscription service, which we set up and manage for you. This means you can be up and running almost immediately, with no hardware or software for you to buy, install, or configure. It means that as we improve the tools and release updates, they become available to you. And it means that you can easily link into the BSD Online Tools from your existing Web site, no matter whether it's hosted by us, by you, or by a third-party hosting provider.

In developing and refining our online tools, we have drawn on our experience in working with organizations like yours, and our understanding of the Web enhancements that they most commonly ask for—Web content management, email outreach, online fundraising, advocacy, community-generated content. For each of these needs, we've developed or licensed an industry-leading Web application, and we've joined them into a single suite of tools behind a common management interface that makes it easy for you to integrate them with your Web site and manage campaigns.

When you get set up with the BSD Online Tools, you'll be given login access to the BSD Control Panel—a Web-based administrative interface that enables you to manage the look and feel of your Web site via our content management system, plan and manage campaigns using the tools you have enabled, manage your constituent file, and monitor and track responses and results.

[more >>](#)



Getting started with BSD

Typical program fees

BSD's program fees vary according to the size and complexity of your Web site, the extent of your online goals, the degree to which your Web site needs to integrate with legacy accounting and processing systems, and other similar factors. A typical engagement might be priced as follows:

- For Web design, we typically charge a one-time fee of \$15,000 to \$25,000, payable one-half in advance and one-half at the Web site launch. Additional costs may apply for more complex sites, the use of stock photography, Flash-based graphics, and other special needs.
- For technology implementation, we charge one-time implementation fees starting at \$6,500 (for the Content Management and Campaign Tools modules), payable one-half in advance and one-half at site launch. Additional fees for Advanced Tools may apply.
- For technology licenses and hosting, we charge a base monthly fee of \$850 to \$1,850 (depending on the number of modules selected), with additional charges applying if your data transfer rate or the size of your online community grows beyond a threshold.
- For custom technology development (such as integration with databases and legacy systems, and the development of specialized features and applications), we charge a preferred hourly rate of \$185, which may vary for certain services.
- The BSD Strategy Team is available to provide a wide range of ongoing program management services to help you get the most value out of your BSD-developed online presence once your site is launched. These services often include copywriting and creative services, developing and managing online advocacy campaigns using the BSD Online Tools, developing and implementing online advertising and social networking program to acquire donors and supporters, and integrating your online and offline marketing efforts. Typically these post-launch services are retainer-based, with the size of the retainer varying with the complexity of your needs.

ready to get started?

Contact Thomas Gensemer
thomas@bluestatedigital.com
202-449-5569

BSD Background

Blue State Digital (BSD) is a leader in online fundraising, advocacy, social networking, and constituency development programs for nonprofit organizations, political candidates and causes, and corporations. Since our founding in 2004, we've delivered successfully on the promise of the Internet to over 200 satisfied clients, including Obama for America, AT&T, and the Communications Workers of America, raising well over \$100 million in contributions and generating tens of millions of online signups and actions.

Our programs rest on the foundation of the BSD Online Tools, a carefully architected technology suite that integrates tools for fundraising, advocacy, social networking, constituency development, and content management through a unified interface. Along with our technology services, we provide comprehensive Web design and development services and strategic campaign management.

In addition to the concrete and measurable successes they generate for our clients, BSD-designed and -managed sites and campaigns are nominated every year for awards for attractiveness, usability, and innovation.

Based in Washington, D.C., BSD also has offices in Boston, New York, and California.

Achieve More Online with BSD's Online Tools

BSD's Online Tools Suite is the most effective Internet community solution available for candidates, cause-related organizations, and companies. Our tools combine fundraising, advocacy, and constituency-building capabilities into a comprehensive, action-oriented suite that will help you raise more money, grow your community faster, lock in constituent loyalty through social networking, and motivate your constituents to build public and legislative support behind the issues that matter to you.

The best fundraising tools on the market – including our innovative True Match technology, which matches up individual constituents personally to drive your fundraising revenue up – are at your fingertips, behind a program manager interface that helps you select segments based on their activity history and message them more effectively. And our advocacy tools, integrated with our versatile Legislative and Media Contact System, have been used successfully by dozens of organizations

to win critical issue victories in state houses, in Congress, and among opinion leaders and the press.

But the real power of the BSD suite flows from our community development and social networking capabilities. By deploying BSD's Online Tools Suite on your Web site, you can help your constituents connect with others who share their interests, motivations, and passions; leverage their desire to be part of a change-making movement; and motivate them to take specific actions that will further your cause.

Lead generation and tell-a-friend, peer-to-peer fundraising, blogging and community content management, event calendaring, a group communication engine open to every member—all these tactics are available for you to deploy, through our easy-to-use program manager interface. Point tracking, built-in messaging, and community rating are all built in, to help encourage your constituents to stay involved and active.