



LAKE COUNTY FOREST PRESERVES
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Preservation, Restoration, Education and Recreation

DATE: April 7, 2016

MEMO TO: S. Michael Rummel, Chair
Finance and Administrative Committee

FROM: Katherine Hamilton-Smith
Director of Public Affairs and Development

Agenda Item# 9.4

RECOMMENDATION: Recommend approval of a Resolution awarding a Contract for planned giving marketing services to Pentera, Inc., Indianapolis, Indiana in an amount not to exceed \$48,315.00.

STRATEGIC DIRECTIONS SUPPORTED: Organizational Sustainability; Leadership; Communications, Education and Outreach.

FINANCIAL DATA: Funding in the amount of \$16,105.00 for the first year of this three-year contract will be charged to approved Fiscal Year 2015-16 Budget in General District Development Division account 11354000 701500.

BACKGROUND: Planned giving, also known as gift planning, allows an individual to make a larger gift through their will or estate plan than they may be able to make from their income. While some planned gifts can provide a life income to the donor, other planned gifts use estate and tax planning techniques to provide for one or more charities and other heirs. The intention is to both maximize the gift and minimize financial impacts on the donor's estate. In 2014, US charities received a total of \$28.13 billion through planned gifts; 15.5 percent of overall giving in that year.

The District has received several six-figure planned gifts in the past, and the Development Division has worked since its inception in 2007 to identify and work with donors who have made planned gifts to the District through their will or estate plan. To date, staff are aware of 11 planned gifts, conservatively estimated at a total value of \$7.8 million.

Many charities rely on outside marketing firms to provide expert content based on current economic conditions and changing tax laws. In June 2015, the District initiated a one-year contract with Pentera, Inc. to provide this support. Pentera is one of the first planned giving marketing firms established in the US. Other nonprofit Pentera clients include Northwestern University, Loyola University, North Park University, Earlham College, University of Wisconsin Foundation, Ohio State University, Amherst College, San Diego Zoo, and Indianapolis Zoo.

The purpose of the planned giving marketing program is to educate and inform constituents about the various gifting opportunities available to help meet their individual financial goals while providing support for the District mission in the long term. To date, one printed newsletter and one printed postcard have been mailed to 3,000 constituents, resulting in ten requests for additional information and follow up conversations. A second printed newsletter will be sent in late March 2016.

Successful planned giving marketing efforts are specific, targeted and extend over several years or in perpetuity. The proposed contract would extend the District's work with Pentera for three years, beginning in May 2016 and concluding in May 2019.

REASON FOR RECOMMENDATION: Committee recommendation and Board approval are required in accordance with District policy.

REVIEW BY OTHERS: Chief Development Officer, Corporate Counsel.

PRESENTER: Katherine Hamilton-Smith

**LAKE COUNTY FOREST PRESERVE DISTRICT
LAKE COUNTY, ILLINOIS**

**A RESOLUTION AWARDING A CONTRACT TO PENTERA, INC., FOR
PLANNED GIVING MARKETING SERVICES FOR THE PRESERVATION FOUNDATION
OF THE LAKE COUNTY FOREST PRESERVES**

WHEREAS, the Lake County Forest Preserve District (the "District") desires to purchase planned giving marketing services to promote planned gifts to the Preservation Foundation of the Lake County Forest Preserves in support of the District mission (the "Services"); and

WHEREAS, the Director of Public Affairs and Development, and the Purchasing Manager have determined that the Services require personal confidence; and

WHEREAS, the Purchasing Manager has solicited a proposal for the Services; and

WHEREAS, District staff, the Purchasing Manager, the Director of Public Affairs and Development, and the Finance and Administrative Committee have reviewed the proposal and recommend the Board of Commissioners (i) find that the proposal submitted by Pentera, Inc., be determined to be the proposal that is most advantageous to the District; and (ii) award a contract for the Services to Pentera, Inc. (the "Contract"), in the amount not to exceed \$48,315.00 (the "Contract Price"); and

WHEREAS, the Board of Commissioners hereby finds that the proposal for the Services submitted by Pentera, Inc., is the proposal that is most advantageous to the District; and

NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of the Lake County Forest Preserve District, Lake County, Illinois THAT:

Section 1. Recitals. The recitals set forth above are incorporated as a part of this Resolution by this reference.

Section 2. Award of Contract. The Contract in the amount of the Contract Price, in substantially the form attached hereto, is hereby awarded to Pentera, Inc.

Section 3. Execution of Contract. The Executive Director of the District is hereby authorized and directed to execute the Contract for the Services in the amount of the Contract Price.

Section 4. Payments. The District Treasurer shall make payments under the Contract only pursuant to and in accordance with the Contract terms.

Section 5. Effective Date. This Resolution shall be in full force and effect from and after its passage and approval in the manner provided by law.

PASSED this _____ day of _____, 2016

AYES:

NAYS:

APPROVED this _____ day of _____, 2016

Ann B. Maine, President
Lake County Forest Preserve District

ATTEST:

Julie Gragnani, Secretary
Lake County Forest Preserve District

Exhibit # _____

Lake County Forest Preserves

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CONTRACT BETWEEN

LAKE COUNTY FOREST PRESERVE DISTRICT

AND

PENTERA

FOR THE

PLANNED GIVING MARKETING FOR THE
PRESERVATION FOUNDATION OF THE LAKE
COUNTY FOREST PRESERVES

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PLANNED GIVING MARKETING
FOR THE PRESERVATION FOUNDATION OF THE
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**CONTRACT BETWEEN
LAKE COUNTY FOREST PRESERVE DISTRICT
AND
PENTERA
FOR
PLANNED GIVING MARKETING FOR THE
PRESERVATION FOUNDATION**

In consideration of the agreements set forth below, the Lake County Forest Preserve District, a body corporate and politic and unit of local government organized and existing under the Downstate Forest Preserve District Act, 70 ILCS 805/001 et seq., 1899 West Winchester Road, Libertyville, Illinois 60048, ("Owner") and Pentera, Inc. a(n) Indiana S Corporation, 8650 Commerce Park Place, Suite G, Indianapolis, Indiana 46268, ("Consultant") make this Contract as of April 12, 2016 and hereby agree as follows:

ARTICLE I - THE SERVICES

1.1 Performance of the Services

Consultant shall, at its sole cost and expense, provide, perform, and complete all of the following professional planned giving marketing services, all of which are referred to in this Agreement as the "Services":

- A. Professional Services. Provide, perform, and complete, in the manner described and specified in this Contract, all professional services necessary to accomplish the "Project," as defined in Attachment A, in accordance with the Scope of Services attached hereto as Attachment B.
- B. Approvals. Procure and furnish all approvals and authorizations specified in Attachment A.
- C. Insurance. Procure and furnish all required certificates and policies of insurance specified in Attachment A.
- D. Standard of Performance. Provide, perform, and complete all of the foregoing in full compliance with this Contract, in a professional manner, and in accordance with the standards of professional practice, care, and diligence in existence at the time of performance of the Services applicable to recognized and qualified consulting firms in the Chicago Metropolitan Area (the "Standard of Performance").

1.2 Commencement and Completion Dates

Consultant shall commence the Services not later than the "Commencement Date" set forth in Attachment A, and shall diligently and continuously prosecute the Services at such a rate as will allow the Services to be fully provided, performed and completed in full compliance with this Contract not later than the "Completion Date" or, if the Services are to be performed in separate phases, the "Completion Dates," set forth in Attachment A. The time of commencement, rate of progress, and time of completion are referred to in this Contract as the "Contract Time."

1.3 Required Submittals

A. Submittals Required. Consultant shall submit to Owner all reports, documents, data, and information required to be submitted by Consultant under this Contract ("Required Submittals").

B. Time of Submission and Owner's Review. All Required Submittals shall be provided to Owner no later than the time, if any, specified in Attachment A, or otherwise in this Contract. If no time for submission is specified for any Required Submittal, then that Submittal shall be submitted within a reasonable time in light of its purpose and, in all events, in sufficient time, in Owner's opinion, to permit Owner to review that Submittal same prior to the commencement of any part of the Services to which that Submittal may relate. Owner shall have the right to require such corrections as may be necessary to make any Required Submittal conform to this Contract. No Services related to any Required Submittal shall be performed by Consultant until Owner has completed review of such Required Submittal with no exception noted. Owner's review and approval of any Required Submittal shall not relieve Consultant of the entire responsibility for the performance of the Services in full compliance with, and as required by or pursuant to this Contract, and shall not be regarded as any assumption of risk or liability by Owner. The Consultant shall not be held liable for claims of delay caused by the Owner's failure to timely review and approve any Required Submittal.

C. Responsibility for Delay. Consultant shall be responsible for any delay in the Services resulting from Consultant's, or its Sub-consultant's, delay in providing Required Submittals conforming to this Contract.

1.4 Review and Incorporation of Contract Provisions

Consultant represents and declares that it has carefully reviewed, and fully understands, this Contract, including all of its Attachments, all of which are by this reference incorporated into and made a part of this Contract.

1.5 Financial and Technical Ability to Perform

Consultant represents and declares that it is financially solvent, and has the financial resources necessary, and has sufficient experience and competent, and has the necessary capital, facilities, organization, and staff necessary to provide, perform, and complete the Services in full compliance with, and as required by or pursuant to, this Contract.

1.6 Time

Consultant represents and declares that the Contract Time is sufficient time to permit completion of the Services in full compliance with, and as required by or pursuant to, this Contract for the Contract Price.

1.7 Consultant's Personnel and Sub-Consultants

A. Consultant's Personnel. Consultant shall provide all personnel necessary to complete the Services, including without limitation, the "Key Project Personnel" identified in Attachment C. Consultant shall provide to Owner telephone numbers at which the Key Personnel can be reached on a 24-hour basis. Consultant and Owner may, by mutual agreement, make changes and additions to the designations of Key Project Personnel. Consultant shall have no claim for a Change Order, for compensation in excess of the Contract Price, or for a delay or extension of the Contract Time as a result of any such termination, reassignment, resignation, or substitution of Key Project Personnel.

B. Approval and Use of Sub-Consultants. Consultant shall perform the Services with its own personnel and under the management, supervision, and control of its own organization unless otherwise approved by Owner in writing. All sub-consultants and subcontracts used by Consultant shall be acceptable to, and approved in advance by, Owner. Owner's approval of any sub-consultant or subcontract shall not relieve Consultant of full responsibility and liability for the provision, performance, and completion of the Services in full compliance with, and as required by or pursuant to, this Contract. All Services performed under any subcontract shall be subject to all of the provisions of this Contract in the same manner as if performed by employees of Consultant. Every reference in this Contract to "Consultant" shall be deemed also to refer to all sub-consultants of Consultant. Every subcontract shall include a provision binding the sub-consultant to all provisions of this Contract.

C. Removal of Personnel and Sub-Consultants. If any personnel or sub-consultant fails to perform the part of the Services undertaken by it in compliance with this Contract or in a manner reasonably satisfactory to Owner, Consultant, immediately upon notice from Owner, shall remove and replace such personnel or sub-consultant. Consultant shall have no claim for damages, for compensation in excess of the Contract Price, or for a delay or extension of the Contract Time as a result of any such removal or replacement.

1.8 Owner's Responsibilities

Owner shall, at its sole cost and expense: (i) designate in writing a person with authority to act as Owner's representative and on Owner's behalf with respect to the Services except those matters that may require approval of Owner's Board of Commissioners; (ii) provide to Consultant all criteria and full information as to Owner's requirements for the Project or work to which the Services relate, including Owner's objectives and constraints, schedule, space, capacity and performance requirements, and budgetary limitations relevant to the Project; (iii) provide to Consultant all existing studies, reports, and other available data relevant to the Project; (iv) arrange for access to and make all provisions for Consultant to enter upon public and private property as reasonably required for Consultant to perform the Services; (v) provide surveys describing physical characteristics, legal limitations, and utility locations for the Project and the services of geotechnical engineers or other consultants when such services are reasonably requested by Consultant and are necessary for the performance of the Services, and are not already provided for in this Contract; (vi) provide structural, mechanical, chemical, air and water pollution tests, test for hazardous materials, and other laboratory and environmental tests, inspections, and reports required by law to be provided by Owner in connection with the Project; (vii) review Required Submittals and other reports, documents, data, and information presented by Consultant as appropriate; (viii) except as otherwise provided in Attachment A, provide approvals from all governmental authorities having jurisdiction over the Project when such services are reasonably requested by Consultant; (ix) attend Project related meetings; and (x) give prompt written notice to Consultant whenever Owner observes or otherwise becomes aware of any development that affects the scope or timing of the Services, provided, however, that failure to give such notice shall not relieve Consultant of any of its responsibilities under this Contract.

1.9 Owner's Right to Terminate or Suspend Services for Convenience

A. Termination or Suspension for Convenience. Owner shall have the right, at any time and for its convenience, to terminate or suspend the Services in whole or in part at any time by written notice to Consultant. Every such notice shall state the extent and effective date of such termination or suspension. On such effective date, Consultant shall, as and to the extent directed, stop Services under this Contract, cease all placement of further orders or subcontracts, terminate or suspend Services under existing orders and subcontracts, and cancel any outstanding orders or subcontracts that may be canceled.

B. Payment for Completed Services. In the event of any termination pursuant to Subsection 1.9A above, Owner shall pay Consultant (i) such direct costs, including overhead, as Consultant shall have paid or incurred for all Services done in compliance with, and as required by or pursuant to, this Contract up to the effective date of termination; and (ii) such other costs pertaining to the Services, exclusive of overhead and profit, as Consultant may have reasonably and necessarily incurred as the result of such termination. Any such payment shall be offset by any prior payment or payments and shall be subject to Owner's rights, if any, to withhold and deduct as provided in this Contract.

ARTICLE II - CHANGES AND DELAYS

2.1 Changes

Owner shall have the right, by written order executed by Owner, to make changes to the timing or scope of the Services to be provided pursuant to this Contract (a "Services Change Order"). When a Change Order causes an increase or decrease in the amount of the Services, an equitable adjustment in the Contract Price or Contract Time may be made. No decrease in the amount of the Services caused by any Change Order shall entitle Consultant to make any claim for damages, anticipated profits, or other compensation. Consultant shall not undertake any change in the Services without receipt of an executed Change Order from Owner.

2.2 Delays

For any delay resulting from a cause that Consultant could not reasonably avoid or control, Consultant, upon timely written application, shall be entitled to issuance of a Change Order providing for an extension of the Contract Time for a period of time equal to the delay resulting from such unavoidable cause. No extension of the Contract Time shall be allowed for any other delay in completion of the Services.

2.3 No Constructive Change Orders

No claims for equitable adjustments in the Contract Price or Contract Time shall be made or allowed unless embodied in a Change Order. If Owner fails to issue a Change Order including or fully including an equitable adjustment in the Contract Price or Contract Time to which Consultant claims it is entitled or, if Consultant believes that any requirement, direction, instruction, interpretation, determination or decision of Owner entitles Consultant to an equitable adjustment in the Contract Price or Contract Time that has not been included or fully included in a Change Order, then Consultant shall submit to Owner a written request for the issuance of or revision of a Change Order including the equitable adjustment or the additional equitable adjustment in the Contract Price or Contract Time that Consultant claims has not been included or fully included in a Change Order. Such request shall be submitted before Consultant proceeds with any Work for which Consultant claims an equitable adjustment is due and shall, in all events, be submitted no later than two (2) business days after receipt of such Change Order or receipt of notice of such requirement, direction instruction, interpretation, determination or decision. Notwithstanding the submission of any such request, Consultant shall, unless otherwise directed by Owner within two (2) business days after receipt by Owner of such request, proceed without delay to perform the Work in compliance with the Change Order or as required, directed, instructed, interpreted or decided by Owner, and shall, pending a final resolution of the issue, keep a daily record of such Work. Unless Consultant submits such a request within two (2) business days after receipt of such Change Order or receipt of notice of such requirement, direction, instruction, interpretation, determination or decision, Consultant shall be conclusively deemed (i) to have agreed that such Change Order, requirement, direction, instruction, interpretation, determination or decision does not entitle Consultant to an equitable adjustment in the Contract Price or Contract Time; and (ii) to have waived all claims based on such Change Order, requirement, direction, instruction, interpretation, determination or decision.

ARTICLE III - CONSULTANT'S RESPONSIBILITY FOR DEFECTIVE SERVICES

3.1 Representation of Compliance

A. Scope of Representation. Consultant shall perform all Services in conformance with this Contract, free from defects and flaws in design, and in accordance with the Standard of Performance (the "Representation of Compliance").

B. Opinions of Cost. It is recognized that neither Consultant nor Owner has control over the costs of labor, material, equipment or services furnished by others or over competitive bidding, market or negotiating conditions, or construction contractors' methods of determining their prices. Accordingly, any opinions of probable Project costs or construction costs provided for herein are estimates only, made on the basis of Consultant's experience and qualifications and represent Consultant's best judgment as an experienced and qualified professional, familiar with the industry. Consultant does not guarantee that proposals, bids or actual Project costs or construction costs will not vary from opinions of probable cost prepared by Consultant.

3.2 Corrections

Consultant shall be responsible for the quality, technical accuracy, completeness and coordination of all Services under this Contract. Consultant shall correct and remedy all of its errors, omissions, and negligent acts related to the Services, promptly and without charge.

3.3 Risk of Loss

The Services shall be provided, performed, and completed at the risk and cost of Consultant. Consultant shall be responsible for any and all damages to property or persons as a result of Consultant's errors, omissions, or negligent acts and for any losses or costs to repair or remedy any work undertaken by Owner based on the Services as a result of any such errors, omissions, or negligent acts. Notwithstanding any other provision of this Contract, Consultant's obligations under this Section 3.3 shall exist without regard to, and shall not be construed to be waived by, the availability or unavailability of any insurance, either of Owner or Consultant, to indemnify, hold harmless, or reimburse Consultant for such damages, losses, or costs.

ARTICLE IV - INSURANCE; INDEMNIFICATION

4.1 Insurance

Contemporaneous with Consultant's execution of this Contract, Consultant shall provide certificates and policies of insurance evidencing at least the minimum insurance coverage and limits set forth in Attachment A. For good cause shown, Owner may extend the time for submission of the required policies of insurance upon such terms, and with such assurances of complete and prompt performance, as Owner may impose in the exercise of its sole discretion. Such policies shall be in a form reasonably acceptable to Owner and from companies with a general rating of A-, and a financial size category of Class V or better, in Best's Insurance Guide and otherwise reasonably acceptable to Owner. Such insurance shall provide that no change to or cancellation of any insurance, nor any reduction in limits or coverage or other modifications affecting this Agreement, shall become effective until the expiration of thirty (30) days after written notice thereof shall have been given by the insurance company to Owner. Consultant shall, at all times while providing, performing, or completing the Services, including without limitation at all times while providing corrective Services pursuant to Section 3.2 of this Contract, maintain and keep in force, at Consultant's expense, at least the minimum insurance coverage and limits set forth in Attachment A.

4.2 Indemnification

Consultant, without regard to the availability or unavailability of any insurance, either of Owner or Consultant, shall, to the fullest extent permitted by law, indemnify, save harmless, and reimburse Owner against any and all lawsuits, claims, demands, damages, liabilities, losses, and expenses, including reasonable attorneys' fees, that may arise or be alleged to have arisen out of or in connection with Consultant's negligent acts, errors, or omissions, except only to the extent caused by the negligence of Owner.

ARTICLE V - PAYMENT

5.1 Contract Price

Owner shall pay to Consultant, in accordance with and subject to the terms and conditions set forth in this Article V and Attachment A, and Consultant shall accept in full satisfaction for providing, performing, and completing the Services, the amount or amounts set forth in Attachment A ("Contract Price"), subject to any additions, deductions, or withholdings provided for in this Contract.

5.2 Taxes, Benefits and Royalties

The Contract Price includes applicable federal, state, and local taxes of every kind and nature applicable to the Services as well as all taxes, contributions, and premiums for unemployment insurance, old age or retirement benefits, pensions, annuities, or other similar benefits and all costs, royalties, and fees arising from the use on or the incorporation into the Services of patented equipment, materials, supplies, tools, appliances, devices, processes, or inventions. Consultant waives and releases any claim against Owner arising from the payment of any such tax, contribution, premium, benefit, cost, royalty, or fee.

5.3 Progress Payments

A. Payment in Installments. The Contract Price shall be paid in installments in the manner set forth in Attachment A ("Progress Payments").

B. Pay Requests. Consultant shall, as a condition precedent to its right to receive each Progress Payment, submit to Owner an invoice accompanied by such receipts, vouchers, and other documents as may be necessary to reasonably establish Consultant's prior payment for all labor, material, and other things covered by the invoice and the absence of any lien or other interest of any party in regard to the Services performed under this Contract. In addition to the foregoing, such invoice shall include (i) employee classifications, rates per hour, and hours worked by each classification, and, if the Services are to be performed in separate phases, for each phase; (ii) total amount billed in the current period and total amount billed to date, and, if the Services are to be performed in separate phases, for each phase; (iii) the estimated percent completion, and, if the Services are to be performed in separate phases, for each phase; and (iv) Consultant's certification that all prior Progress Payments have been properly applied to the Services with respect to which they were paid. Owner may, by written notice to Consultant, designate a specific day of each month on or before which pay requests must be submitted.

5.4 Final Acceptance and Final Payment

The Services or, if the Services are to be performed in separate phases, each phase of the Services, shall be considered complete on the date of final written acceptance by Owner of the Services or each phase of the Services, as the case may be, which acceptance shall not be unreasonably withheld or delayed. The Services or each phase of the Services, as the case may be, shall be deemed accepted by Owner if not objected to in writing within sixty (60) days after submission by Consultant of the Services or such phase of Services for final acceptance and payment plus, if applicable, such additional time as may be considered reasonable for obtaining approval of governmental authorities having jurisdiction to approve the Services, or phase of Services, as the case may be. Within thirty (30) days after final acceptance, Owner shall pay to Consultant the balance of the Contract Price or, if the Services are to be performed in separate phases, the balance of that portion of the Contract Price with respect to such phase of the Services, after deducting therefrom charges, if any, against Consultant as provided for in this Contract ("Final Payment"). The acceptance by Consultant of Final Payment with respect to the Services or a particular phase of Services, as the case may be, shall operate as a full and complete release of Owner of and from any and all lawsuits, claims, or demands for further payment of any kind for the Services or, if the Services are performed in separate phases, for that phase of the Services.

5.5 Deductions

A. Owner's Right to Withhold. Notwithstanding any other provision of this Contract and without prejudice to any of Owner's other rights or remedies, Owner shall have the right at any time or times, whether before or after approval of any pay request, to deduct and withhold from any Progress or Final Payment that may be or become due under this Contract, such amount as may reasonably appear necessary to compensate Owner for any actual or prospective loss due to: (i) Services that are defective, damaged, flawed, unsuitable, nonconforming or incomplete; (ii) damage for which Consultant is liable under this contract; (iii) liens or claims of lien, regardless of merit; (iv) claims of Sub-consultants, suppliers or other persons, regardless of merit; (v) delay in the progress or completion of the Services; (vi) inability of Consultant to complete the Services; (vii) failure of Consultant to perform any of its obligations under this Contract; (viii) any other failure of Consultant to perform any of its obligations under this Contract; (ix) the cost to Owner including attorneys' fees and administrative costs of correcting any of the aforesaid matters or exercising any one or more of Owner's remedies set forth in Section 6.1 of this Contract.

B. Use of Withheld Funds. Owner shall be entitled to retain any and all amounts withheld pursuant to Subsection 5.5A above until Consultant shall have either performed the obligations in question or furnished security for such performance satisfactory to Owner. Owner shall be entitled to apply any money withheld or any other money due Consultant under this Contract to reimburse itself for any and all costs, expenses, losses, damages, liabilities, suits, judgments, awards, attorneys' fees and administrative expenses incurred, suffered or sustained by Owner and chargeable to Consultant under this Contract.

5.6 Accounting

Consultant shall keep accounts, books, and other records of all its billable charges and costs incurred in performing the Services in accordance with generally accepted accounting practices, consistently applied, and in such manner as to permit verification of all entries. Consultant shall make all such material available for inspection by Owner, at the office of Consultant during normal business hours during this Contract and for a period of three years after termination of this Contract. Copies of such material shall be furnished, at Owner's expense, upon request.

ARTICLE VI - REMEDIES

6.1 Owner's Remedies

If it should appear at any time prior to Final Payment that Consultant has failed or refused to prosecute, or has delayed in the prosecution of the Services with diligence at a rate that assures completion of the Services in full compliance with the requirements of this contract, or has attempted to assign this Contract or Consultant's rights under this contract, either in whole or in part, or has falsely made any representation or warranty in this Contract, or has otherwise failed, refused or delayed to perform or satisfy any other requirement of this Contract, or has failed to pay its debts as they come due ("Event of Default"), and has failed to cure any such Event of Default within five (5) business days after Consultant's receipt of written notice of such Event of Default, Owner shall have the right, at its election and without prejudice to any other remedies provided by law or equity, to pursue any one or more of the following remedies:

- A. Owner may require Consultant, within such reasonable time as may be fixed by Owner, to complete or correct all or any part of the Services that are defective, damaged, flawed, unsuitable, nonconforming or incomplete to accelerate all or any part of the Services, and to take any or all other action necessary to bring Consultant and the Services into strict compliance with this Contract.
- B. Owner may accept the defective, damaged, flawed, unsuitable, nonconforming, incomplete or dilatory Services as part thereof and make an equitable reduction in the Contract Price.
- C. Owner may terminate this Contract without liability for further payment of amounts due or to become due under this Contract.
- D. Owner may withhold from any Progress Payment or Final Payment, whether or not previously approved, or may recover from Consultant any and all costs including attorneys' fees and administrative expenses incurred by Owner as the result of any Event of Default or as a result of actions taken by Owner in response to any Event of Default.
- E. Owner may recover any damages suffered by Owner.

6.2 Terminations and Suspensions by Owner Deemed for Convenience

Any termination or suspension by Owner of Consultant's rights under this Contract for an alleged Event of Default that is ultimately held unjustified shall automatically be deemed to be a termination or suspension for the convenience of Owner under Section 1.9 of this Contract.

ARTICLE VII - LEGAL RELATIONSHIPS AND REQUIREMENTS

7.1 Binding Effect

This Contract shall be binding on Owner and Consultant and on their respective heirs, executors, administrators, personal representatives, and permitted successors and assigns. Every reference in this Contract to a party shall also be deemed to be a reference to the authorized officers, employees, agents, and representatives of such party.

7.2 Relationship of the Parties

Consultant shall act as an independent contractor in providing and performing the Services. Nothing in, nor done pursuant to, this Contract shall be construed (i) to create the relationship of principal and agent, partners, or joint ventures between Owner and Consultant or (ii) to create any relationship between Owner and any sub-consultant of Consultant.

7.3 No Collusion

Consultant hereby represents and certifies that Consultant is not barred from contracting with a unit of state or local government as a result of (i) a delinquency in the payment of any tax administered by the Illinois Department of Revenue unless Consultant is contesting, in accordance with the procedures established by the appropriate revenue Act, its liability for the tax or the amount of the tax, as set forth in 65 ILCS 5/11-42.1-1; or (ii) a violation of either Section 33E-3 or Section 33E-4 of Article 33E of the Criminal Code of 1961, 720 ILCS 5/33E-1 et seq. Consultant hereby represents that the only persons, firms, or corporations interested in this Contract as principals are those disclosed to Owner prior to the execution of this Contract, and that this Contract is made without collusion with any other person, firm, or corporation. If at any time it shall be found that Consultant has, in procuring this Contract, colluded with any other person, firm, or corporation, then Consultant shall be liable to Owner for all loss or damage that Owner may suffer thereby, and this Contract shall, at Owner's option, be null and void.

Consultant hereby represents and warrants that neither Consultant nor any person affiliated with Consultant or that has an economic interest in Consultant or that has or will have an interest in the Work or will participate, in any manner whatsoever, in the Work is acting, directly or indirectly, for or on behalf of any person, group, entity or nation named by the United States Treasury Department as a Specially Designated National and Blocked Person, or for or on behalf of any person, group, entity or nation designated in Presidential Executive Order 13224 as a person who commits, threatens to commit, or supports terrorism, and neither Consultant nor any person affiliated with Consultant or that has an economic interest in Consultant or that has or will have an interest in the Work or will participate, in any manner whatsoever, in the Work is, directly or indirectly, engaged in, or facilitating, the Work on behalf of any such person, group, entity or nation.

7.4 Assignment

Consultant shall not (i) assign this Contract in whole or in part, (ii) assign any of Consultant's rights or obligations under this Contract, or (iii) assign any payment due or to become due under this Contract without the prior express written approval of Owner, which approval may be withheld in the sole and unfettered discretion of Owner; provided, however, that Owner's prior written approval shall not be required for assignments of accounts, as defined in the Illinois Commercial Code, if to do so would violate Section 9-318 of the Illinois Commercial Code, 810 ILCS 5/9-318. Owner may assign this Contract, in whole or in part, or any or all of its rights or obligations under this Contract, without the consent of Consultant.

7.5 Confidential Information

All information supplied by Owner to Consultant for or in connection with this Contract or the Services shall be held confidential by Consultant and shall not, without the prior express written consent of Owner, be used for any purpose other than performance of the Services.

7.6 No Waiver

No examination, inspection, investigation, test, measurement, review, determination, decision, certificate or approval by Owner, nor any order by Owner for the payment of money, nor any payment for or use, occupancy, possession or acceptance of the whole or any part of the Services by Owner, nor any extension of time granted by Owner, nor any delay by Owner in exercising any right under this Contract, nor any other act or omission of Owner shall constitute or be deemed to be an acceptance of any defective, damaged, flawed, unsuitable, nonconforming or incomplete Services, nor operate to waive or otherwise diminish the effect of any warranty or representation made by Consultant or of any requirement or provision of this Contract or of any remedy, power or right of Owner.

7.7 No Third Party Beneficiaries

No claim as a third party beneficiary under this Contract by any person, firm, or corporation (other than Owner and Consultant) shall be made or be valid against Owner or Consultant.

7.8 Notices

All notices required or permitted to be given under this Contract shall be in writing and shall be deemed received by the addressee thereof when delivered in person on a business day at the address set forth below or on the third business day after being deposited in the United States mail, for delivery at the address set forth below by properly addressed, postage prepaid, certified or registered mail, return receipt requested.

Notices and communications to Owner shall be addressed to, and delivered at, the following address:

Lake County Forest Preserve District
1899 West Winchester Road
Libertyville, Illinois 60048
Attention: Rebekah Snyder

Notices and communications to Consultant shall be addressed to and delivered at the following address:

NAME Pentera, Inc.
ADDRESS 8650 Commerce Park Place, Suite G
CITY STATE Indianapolis, Indiana 46268
Attention: Chandra Towers Blatt

The foregoing shall not be deemed to invalidate any written notice that is actually received.

By notice complying with the requirements of this Section 7.8, Owner and Consultant each shall have the right to change the address or addressee or both for all future notices to it, but no notice of a change of address or addressee shall be effective until actually received.

7.9 Governing Laws; Venue and Jurisdiction

This Contract shall be governed by, and construed in accordance with, the laws of the State of Illinois, without regard to conflict of laws or choice of laws principles. The exclusive venue for any lawsuit arising out of or relating to this Contract is either the Circuit Court of Lake County, Illinois or the Northern District of Illinois, Eastern Division. By executing this Contract, Consultant agrees that it is subject to the personal jurisdiction of the State and Federal courts located within the State of Illinois.

7.10 Changes in Laws

Unless otherwise explicitly provided in this Contract, any reference to laws shall include such laws as they may be amended or modified from time to time.

7.11 Compliance with Laws and Grants

Consultant shall perform, or cause its Sub-consultants to perform, the Services in accordance with all required governmental permits, licenses, or other approvals and authorizations, and with applicable statutes, ordinances, rules, and regulations. This requirement includes, but is not limited to, compliance with the Fair Labor Standards Act; any statutes regarding qualification to do business; any statutes prohibiting discrimination because of, or requiring affirmative action based on, race, creed, color, national origin, age, sex, or other prohibited classification, including, without limitation, the Americans with Disabilities Act of 1990, 42 U.S.C. §§ 12101 et seq., and the Illinois Human Rights Act, 775 ILCS 5/1-101 et seq. Consultant shall also comply with applicable conditions of any federal, state, or local grant received by Owner or Consultant with respect to this Contract or the Services.

Consultant shall be liable for any fines or civil penalties that may be imposed or incurred by a governmental agency with jurisdiction over the Services as a result of Consultant's or its sub-consultants' improper performance of, or failure to properly perform, the Services or any part thereof.

Every provision of law required by law to be inserted into this Contract shall be deemed to be inserted herein.

7.12 Ownership of Documents

All content including text, graphics, illustrations, photographs, and designs made, conceived, or developed by Consultant before or during the term of this contract for the non-exclusive use of Owner is the sole property of Consultant ("Consultant Content"). All (i) content provided by the Owner to Consultant, including without limitation its logo, and (ii) content including text, graphics, illustrations, photographs, and designs made, conceived, or developed by Consultant before or during the term of this contract for the exclusive use of Owner (collectively, "Owner Content"), are the sole property of Owner. Consultant maintains all rights, title, and interest including but not limited to copyright rights in the Consultant Content. Owner maintains all rights, title, and interest including but not limited to copyright rights (if any) in the Owner Content. Owner is granted a non-exclusive license to use the Consultant Content in the materials prepared by Consultant pursuant to this contract. However, Owner may not re-use, reproduce, or repurpose the Consultant Content in any material or publication, other than the materials prepared by Consultant pursuant to this contract, without the prior express written consent of Consultant. Client agrees not to remove or alter Consultant legal disclaimers and copyright

notices from any Consultant Content. Nothing in this contract will be construed as the transfer of any ownership right in the Consultant Content to Owner.

7.13 Time

The Contract Time is of the essence of this Contract. Except where otherwise stated, references in this Contract to days shall be construed to refer to calendar days.

7.14 Severability

The provisions of this Contract shall be interpreted when possible to sustain their legality and enforceability as a whole. In the event any provision of this Contract shall be held invalid, illegal, or unenforceable by a court of competent jurisdiction, in whole or in part, neither the validity of the remaining part of such provision, nor the validity of any other provisions of this Contract shall be in any way affected thereby.

7.15 Entire Agreement

This Contract sets forth the entire agreement of Owner and Consultant with respect to the accomplishment of the Services and the payment of the Contract Price therefore, and there are no other understandings or agreements, oral or written, between Owner and Consultant with respect to the Services and the compensation therefore.

7.16 Amendments

No modification, addition, deletion, revision, alteration, or other change to this Contract shall be effective unless and until such change is reduced to writing and executed and delivered by Owner and Consultant.

IN WITNESS WHEREOF, Owner and Consultant have caused this Contract to be executed as of the day and year first written above.

(SEAL)

Attest/Witness

LAKE COUNTY FOREST PRESERVE DISTRICT

By: _____

Julie A. Gragnani

Alex Ty Kovach

Title: Secretary

Title: Executive Director

Attest/Witness

PENTERA, INC.

By: _____

By: _____

Heather Hennen

Title: _____

Title: _____

Financial Manager

ATTACHMENT A - SUPPLEMENTAL SCHEDULE OF CONTRACT TERMS

1. Project:
Provide planned giving marketing services for the Preservation Foundation, which services include: consultation and personalized marketing strategy development and development of all planned giving content, branding, and design of print and online marketing pieces

The Services include, but are not limited to, all of the Services provided in Consultant's detailed Scope of Work. See Attachment B.

2. Approvals and Authorizations:
Consultant shall obtain the following approvals and authorizations from the following governmental bodies on or before the following dates:

<u>Approval/Authorization</u>	<u>Date</u>
NA	NA

3. Commencement Date:
April 12, 2016

4. Completion Date:
April 11, 2019

Substantial Completion Date:
September 15, 2019

5. Insurance Coverage:
- A. Worker's Compensation and Employer's Liability with limits not less than:
- (1) Worker's Compensation: Statutory
 - (2) Employer's Liability:
 - a. \$1,000,000.00 injury-per-occurrence
 - b. \$500,000 disease-per-employee
 - c. \$500,00 disease-policy limit
- Such insurance shall evidence that coverage applies in the State of Illinois.
- C. Comprehensive General Liability with coverage written on an "occurrence" basis and with limits no less than:
- (1) General Aggregate: \$2,000,000.00
 - (2) Bodily Injury: \$2,000,000.00 per person
\$2,000,000.00 per occurrence
 - (3) Property Damage: \$2,000,000.00 per person
\$2,000,000.00 aggregate

Coverages shall include:

- ❖ Broad Form Property Damage Endorsement
- ❖ Blanket Contractual Liability (must expressly cover the indemnity provisions of the Contract)

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D. E. Umbrella Policy. The required coverages may be in any combination of primary, excess and umbrella policies. Any excess or umbrella policy must provide excess coverage of underlying insurance on a following-form basis such that when any loss covered by the primary policy exceeds the limits under the primary policy, the excess or umbrella policy becomes effective to cover such loss.

F. Owner as Additional Insured. Owner shall be named as an Additional Insured on all policies except for:

❖ Worker's Compensation Policy

G. Other Parties as Additional Insured. In addition to Owner, the following parties shall be named as Additional Insured on the following policies:

Additional Insured	Policy or Policies
<u>NA</u>	<u>NA</u>

6. Contract Price:
 Schedule of Prices - Lump Sum

For providing, performing and completing all Services, the total Contract Price of:

Forty-eight thousand three hundred fifteen Dollars and no Cents
 (in writing)

\$48,315 Dollars and 0 Cents
 (in figures)

Lump sum amount includes all travel, living and direct project expenses including printing, postage and handling. There shall be no additional costs.

7. Payments:
 Regardless of whether the Contract Price is based upon hourly rates or a lump sum, Consultant shall, not later than ten (10) days after execution of the Contract and before submitting its first pay request, submit to Owner a schedule showing the value of each component part or phase of the Services in form and with substantiating data acceptable to Owner ("Breakdown Schedule"). The sum of the items listed in the Breakdown Schedule shall equal the lump sum Contract Price or the not to exceed Contract Price, as the case may be. An unbalanced Breakdown Schedule providing for overpayment of Consultant on component parts or phases of the Services to be performed first will not be accepted. The Breakdown Schedule shall be revised and resubmitted until acceptable to Owner. No payment shall be made for Services until Consultant has submitted, and Owner has approved, an acceptable Breakdown Schedule. When a component or phase of the Services, as identified in the Breakdown Schedule, is complete, Owner will pay Consultant the value of such component or phase as provided in the Breakdown Schedule; however, Owner shall not be required to make payments more frequently than once per month.

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All pay requests from Consultant shall be made using the pay request format supplied by Owner.

Owner may require that the approved Breakdown Schedule be revised based on developments occurring during the provision and performance of the Services. If Consultant fails to submit a revised Breakdown Schedule that is acceptable to Owner, Owner shall have the right either to suspend Progress and Final Payments for Services or to make such payments based on Owner's determination of the value of the Services completed.

ATTACHMENT B - CONSULTANT'S SCOPE OF WORK

PENTERA AGREEMENT 2016-01CTB-945B

1. PRINT PUBLICATIONS AND SERVICES

Lake County Forest Preserves agrees to purchase from Pentera, Inc., the following publications and services:

The Pentera Pleat™ Newsletter - 4 Panel Version

Dimensions: 10.5" x 21" flat

Mailing size: 6" x 10.5"

Color: 4-Color

Reply device: attached reply card

Customization: 100% customized at no extra cost

Standard Postcard

Dimensions: 5 ½ x 8 ½

Color: 4-color

Reply device: N/A

	Quantity per issue	Per Issue Amount
Newsletter (2 issues per year)	3,000	\$4,105
Newsletter mail service (excluding postage)		\$395
Response Booklet	100	\$225
Shipping and Handling		\$70

Newsletter Issue Total **\$5,270**

	Quantity per issue	Per Issue Amount
Postcard (1 Issue per year)	3,000	\$1,545
Postcard mail service (excluding postage)		\$315
Shipping and Handling		\$35

Postcard Total **\$2,085**

NOTE: Estimated U.S. postage annually is \$1,620 (3,000 x \$0.18 x 3 total mailings) and will be invoiced at the beginning of each year and reviewed quarterly.

Print Products

- I. Newsletter Production Timeline:
 - a. First issue of the newsletter: Eight (8) weeks from when Pentera receives all materials from Client to be included in the newsletter (branding standards, artwork, photos, custom Client-generated content, etc.).
 - b. Subsequent issues: Six (6) weeks from when Pentera receives all materials from Client to be included in the newsletter (artwork, photos, custom Client-generated content, etc.).
- II. Custom newsletter: Including but not limited to:
 - a. Custom design (following your branding standards if provided or a unique design if not provided).
 - b. Photos provided by Client.
 - c. Content provided by Pentera.
 - d. Personalized content provided by Client.
- III. Client Communication Schedule
 - a. Annual Marketing Call: Client agrees to participate in an annual marketing call with the designated Pentera Account Executive in either January or February. Pentera Account Executive agrees to initiate scheduling this call. The agenda will include, but is not limited to, these topics:
 - i. Setting marketing goals for the year.
 - ii. Providing Client with latest marketing techniques and best practices.
 - iii. Selecting topics for the year for contracted materials.
 - iv. Determining mailing schedule for the year for contracted materials.
 - b. Pre-Production Call and Upcoming Project Reminders
 - i. Pentera agrees to contact Client two to three weeks in advance of starting a new project, according to the schedule determined in the Annual Marketing Call, in order to remind Client of scheduled start-date for project and to provide a timeline for production.
 - ii. Client agrees to respond to these reminders in order to start the project as scheduled.
 - iii. Pentera recommends a project "kick-off" call to plan (determine or confirm) content to be included in the project.

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IV. Topic Selection and Content Editing:

a. Options:

- i. Client may opt to select and/or edit content from Pentera's general selection of articles or from the Life Stage Marketer™ selection of "mini-articles," OR
- ii. Pentera will suggest, personalize, and/or edit topics based on Client's needs and goals as discussed in either the "Annual Marketing Call" or during the "Pre-Production Call" for a newsletter.
- iii. Client may provide a written donor story or stories not to exceed 300 words total.

V. Communication: Client agrees to communicate to Pentera issues with either Topic Selection Option so that Pentera may tweak the process in order to improve efficiencies.

VI. Testimonial-Writing Service

- a. Pentera will write up to one testimonial per newsletter about either a donor or a recipient (e.g., a recipient of a scholarship) provided that Client supplies a completed "Pentera Questionnaire."
- b. If Pentera conducts an interview instead of Client providing a completed "Pentera Questionnaire," an additional fee of \$195 will apply per interview.

VII. Number of Page Proofs

- a. Client may receive up to three (3) page proofs for each newsletter. Additional proofs will incur a cost of \$75 per proof for further Client changes. If there is a change that Pentera still needs to make, no further cost will be incurred by the Client.

VIII. Length of the Publication Program

- a. The length of the Publication Program is for the thirty-six (36) month period beginning April 12, 2016, and ending April 11, 2019, and is to consist of 6 newsletters and 3 Postcards.
- b. Client agrees that all work to be completed under this contract will be completed on or before April 11, 2019, with payment to follow according to the terms of this contract.
- c. If Client fails to complete this contract by the agreed upon date listed above, Client remains obligated to pay Pentera a cancellation fee equal to 60% of all remaining contracted amounts (including any contract addenda) due to Pentera as well as for all actual expenses and costs incurred by Pentera prior to the cancellation and any expenses and costs resulting from the cancellation.

IX. Change in Quantities

- a. Client may increase quantities for a particular publication.
- b. Client may not decrease quantities while under contract.
- c. Current Pentera pricing will apply in the event of an increase in quantity.

X. All prices FOB Indianapolis, Indiana.

Lake County Forest Preserves Marketing Plan:

- Print newsletter quantity = 3,000
- Print postcard quantity = 3,000
- eNewsletter and ePostcard quantities = unlimited
- All print products are 4-color/full color

Annual cost: \$16,105 for a plan and Website featuring a Pleat newsletter (including estimated postage)

SPRING

- Newsletter – Topic TBD. Topics include, but not limited to:
 - Bequest
 - Beneficiary designation
 - Life income gifts
 - Targeted group—singles, women, or by age
- eNewsletter (based on print newsletter)
 - Newsletter/eNewsletter follow-up booklets

SUMMER

- Postcard – Topic TBD. Topics include, but not limited to:
 - Bequest
 - Beneficiary designation
 - Direct to planned giving Web site
 - Legacy society membership promotion and growth
- ePostcard (based on print Postcard)

FALL

- Newsletter – Topic: Year-end Giving
- eNewsletter (based on print newsletter)
 - Newsletter/eNewsletter follow-up booklets

All pieces direct prospects to the included Core-level planned giving Web site and eBrochure Library

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Pricing includes:

- 2016 Promotion - 10% print discount on the print contract when a typical three-year contract is signed.
- Consultation and personalized marketing strategy development with your assigned Account Executive.
- All planned giving content, branding, and design.

Projects are to be completed in the calendar year in which payment is scheduled. Payments for projects not completed in the calendar year in which they are schedule cannot be carried forward to the next calendar year.

Cost of the three-year planned gift marketing program will be invoiced as follows:

\$11,485 in May 2016 (for 2 Newsletters and 1 Postcard)

\$11,485 in May 2017 (for 2 Newsletters and 1 Postcard)

\$11,485 in May 2018 (for 2 Newsletters and 1 Postcard)

2. WEBSITE, ePRODUCT, and eBROCHURE PRODUCTS AND SERVICES

Lake County Forest Preserves agrees to purchase from Pentera, Inc., the following publications and services:

Marketing as a Service™ eProduct Series Up to four single email sends of the printed newsletter, postcard, or QuickCard created and e-mailed by Pentera. Variations or changes to the original version will incur an additional fee. The Marketing as a Service™ pricing is contingent on the fulfillment of the print component of the contract and Client must also have a Web Site agreement with Pentera.

Core Level Planned Gift Web Site, eProduct, and eBrochure Library

Pentera Core Level Marketing as a Service™ Web Site and eProduct Series

Annual Subscription Fee	\$3,000
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eBrochure Library of fourteen (14) titles: annual subscription fee Included

Total Annual Cost \$3,000

eProducts (eNewsletters and ePostcards)

- I. Requirements: Must be a Pentera Web site and Pentera print Client.
- II. Schedule:
 - a. eProduct to be sent two (2) weeks after the corresponding print product mails.
 - b. Article pages of the microsite will be live for forty-five (45) days after the eProduct is sent, if applicable.
- III. Design of eProduct:
 - a. Layout:
 - i. Client chooses from one (1) of Pentera's two (2) layout options.
 - b. Design:
 - i. Logo and colors: Pentera to use Client's logo and colors to reflect Client's branding standards.
 - ii. Photos: Client has the ability to feature its own art throughout its eProducts. Client can also supplement with art from Pentera's vast stock photo library if needed.
 - c. Mockups:
 - i. Pentera will provide a PDF mockup of the eProduct (homepage and one article subpage, if applicable) for Client to approve the general layout and design before building the eProduct template. One (1) round of changes can be made by Client, as long as changes stay within chosen Pentera layout.
 - ii. Each round of changes to the layout or design after the eProduct template is built will incur a \$250 fee.
- IV. Content: Each eProduct to include the exact custom content from the corresponding printed product.
 - a. Headlines from printed product, if applicable.
 - b. Planned giving content from printed product, if applicable.
 - c. Donor testimonial(s) from printed product, if applicable.
 - d. Other custom content from the printed product, if applicable.
- V. No changes or edits can be made to the eProduct's content. (All customization and editing is completed during the production of the printed product.)
- VI. Reporting: Reports on open rates, click-throughs, and unsubscribes of eProducts will be provided to Client by Pentera approximately two (2) weeks after the eProduct send date.

Planned Gift Web Site — Core-Level for Lake County Forest Preserves (Client)

- I. Pentera, Inc. agrees to provide the following services:
 - a. Core-Level planned giving Web site
 - b. Web site hosting
- II. Web Site Features & Services
 - a. Custom Web Site
 - i. Seamless Match: Pentera provides a fully custom Web site that is matched at the time of the Pentera planned giving Web site build to Client's page of choice from Client's main site for a seamless integration. Any changes to the main site that occur after Pentera starts its build and that require Pentera to update its initial exact match will incur additional fees.
 - ii. Pentera Copyright: The Pentera Copyright must appear on all Pentera hosted webpages and cannot be modified.
 - iii. Custom Pages—includes adding content and/or photos provided by Client as follows:
 - Homepage (introductory paragraph, content, and photos in optional features section)
 - Bequest Language (custom language only)
 - Contact Form Page (content, contact info)
 - iv. Personalized Pages—includes adding Client name:
 - What to Give
 - Life-Stage Gift Planner™
 - Ways to Give (includes all gift vehicle pages; excludes gift vehicle diagrams)
 - Gift Comparison Chart
 - Disclaimer
 - Optional eBrochures—for subscribers to Pentera's eBrochure program
 - Planned Giving Calculator
 - Pentera will facilitate establishing a calculator with an outside vendor. Client is responsible for payment for the calculator.
 - v. Standard Pages—content authored and posted by Pentera on a regular basis:
 - Monthly Featured Article (These articles are authored by Pentera and cannot be altered.)

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- Article Archive (These articles are authored by Pentera and cannot be altered.)

III. Production Timeline:

- a. The Web site building process generally takes six to eight (6-8) weeks and is based on the Requirements/Assumptions described below.
- b. Pentera will provide a first draft within two to four (2-4) weeks after receiving all necessary information from Client.
- c. The final draft will be ready upon Client's approval plus an additional fourteen (14) business days for the site to go through Pentera's 4-Point Proofing Process.

IV. Requirements/Assumptions

- a. To maximize efficient and accurate communication, Client will provide one point of contact to oversee the Web site project and serve as the liaison to Pentera.
- b. The point of contact will submit all requests and changes to Pentera in writing.
- c. Pentera will provide a proposed design (a PDF mockup of the planned giving Web site homepage) for the planned giving Web site, which will include any or all of the following components:
 - A seamless match to the chosen page of the main site.
 - Custom language (a brief introductory paragraph with a maximum of 125 words).
- d. Client's point person, upper management, and any other interested parties will review, approve, and sign off on the proposed design (the PDF mockup of the planned giving Web site homepage design) before Pentera begins building the site.
 - i. Up to two rounds of revisions of the proposed design are included.
 - ii. Changes to design of the planned giving Web site after the site is built will incur additional fees. Important note: Any changes after the mockups are approved and after the site is built will incur additional charges.

V. Ongoing Maintenance and Site Revisions

- a. Complimentary Routine Updates
 - i. Legal Information: Pentera monitors its Client sites on a consistent basis to ensure that legal information is updated as Pentera deems necessary. Please note that if any Pentera-provided content has been altered by Client, while Pentera will continue to monitor those pages, ultimate responsibility to ensure that legal information is updated falls to Client.
 - ii. Legislation changes: When legislation that Pentera deems relevant to charitable gift planning is passed, Pentera will place an update alert on the homepage as quickly as practicable. This alert is not customizable.
 - iii. Articles: Pentera adds and later archives monthly planned giving articles. Each month Pentera places a featured planned giving article on the

Pentera-hosted planned giving Web site. Note: These articles are authored by Pentera and cannot be altered.

- b. Complimentary Client-Requested Updates: Requested updates to your Web site will be accommodated generally within three to five (3-5) business days to allow for proofreading. Your Custom Information:
 - i. Contact information updates are complimentary. Please submit them in writing.
 - ii. In most cases, we can add more urgent, minor changes within one (1) business day.
 - iii. We ask that the frequency not exceed more than one (1) round of changes per quarter except under exceptional circumstances.
 - iv. Although we routinely monitor your site content from a technical planned giving perspective, to ensure your customized content is current, please monitor it periodically and notify us if changes are necessary.
- c. Complimentary Monthly Communications from Pentera to Client
 - i. Monthly E-mail: Pentera sends Web Clients a monthly e-mail communication called WebWords, which provides you with helpful eMarketing tips, an update about monthly featured articles on your Web site, and questions and answers from Pentera experts.
 - ii. Analytics Reports: Complimentary Google Analytics-provided reports are e-mailed to you monthly.
- d. Site Updates (additional charges)
 - i. Redesign: If your organization redesigns your main site, Pentera will provide a seamless match for the planned giving site once the main site is live for a minimum of four (4) weeks. This will incur a \$750 additional charge for the design, Web development, and project management time involved. Pentera will notify the Client when they are on the schedule for the redesign.
 - ii. Menu or Site Structure: Changes involving the menu or other site structures will require additional development time and additional charges will apply.
 - iii. Pentera-Authored Donor Stories: If Pentera writes a donor story for the Web site, there will be a fee of \$195 per story.
 - iv. Other: Any other changes not covered in the "complimentary changes" section outlined in sections Va and Vb above will incur extra charges at the rate of \$175/hour for each of the following: design, Web development, and project management time.

Web site, eProduct, and eBrochure Library subscriptions are a continuation of current subscriptions and are for the time September 16, 2016 until September 15, 2019.

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Core Level Marketing as a Service™ will be invoiced as follows:

\$ 3,000 in May 2016

\$ 3,000 in May 2017

\$ 3,000 in May 2018

Web pages are to be created, hosted, and updated by Pentera, Inc.

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ATTACHMENT C - KEY PERSONNEL

1. Key Project Personnel – Owner

NAMES	TELEPHONE NUMBERS
Rebekah Snyder	847-968-3434
Katherine Hamilton-Smith	847-968-3380
Katherine O'Rourke	847-968-3438

2. Key Project Personnel – Consultant

NAMES	TELEPHONE NUMBERS
Chandra Towers Blatt, Senior Marketing Consultant	201-786-8295