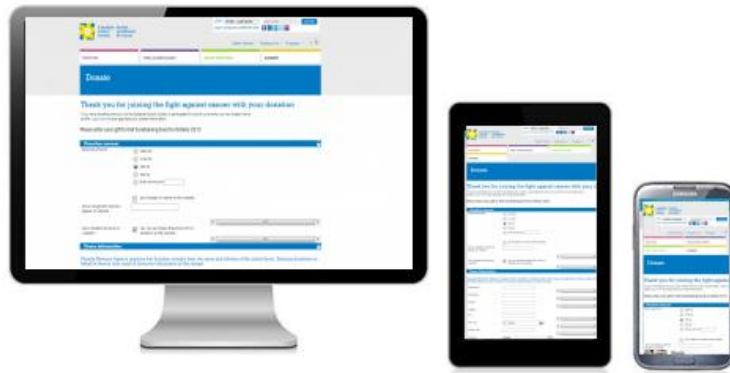


- 1. Concentration of emotional energy on an object or idea.
- 2. The investment of emotional significance in an activity.

Response

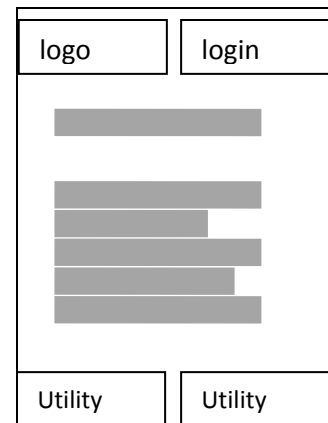
“2013 is the year of Responsive Web Design”
 - Mashable (<http://mashable.com/2012/12/11/responsive-web-design/>)



Cathexis Partner’s *RESPONSE* Base Package: \$750

Deployment services include:

- Creation of Blackbaud Luminare wrapper utilizing the responsive design template to ensure proper viewing on a variety of devices.
- Creation of responsive design donation form featuring client defined fields.
- Implementation of client provided auto responder messages.
- Implementation of client provided Thank You page content.
- Provide links to new donation form.



Cathexis Partner’s *RESPONSE* Package+: \$1,500

- Includes base package services plus implementation customization – up to a maximum 8 hours.

Cathexis Partner’s *Custom RESPONSE*: \$3,000

- Custom responsive design utilizing client’s branding and responsive requirements (30 hours maximum support).

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