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Partner
PROGRAM

2025 Kickoff

Program Overview and Roadmap

Neon One Experts, At Your Service

Partner programs are a team effort and we have been working hard to get our entire operational team organized around where we want to take partnerships in the coming years. Here's some key members of our partner team.



Adam Slowinski
**Federated Partner
Manager**



Tim Stahl
**Head of
Partnerships**



Colleen Medina
Partner Manager



Building stronger partnerships that create more impact for nonprofits

Agenda

- 01 | Why this program exists
- 02 | Program purpose & benefits
- 03 | Joint value to nonprofits
- 04 | Customer journey & implementation
- 05 | Partner tools & resources
- 06 | How to partner with us + next steps

Why This Program Exists

Partners + Neon One = strategy + technology → ***stronger communities***

- Disjointed systems → lost data, inefficiency
- Manual tasks → less time for mission and programs
- Limited revenue streams → stalled growth & reach
- Hard to maintain personal connections with supporters



The Partner Program Purpose

Designed to amplify your impact

- Supports consultants, agencies, and service pros guiding nonprofit growth.
- You bring the expertise, we bring the tools, resources, and support.
- Together, we connect strategy + technology
→ ***stronger communities***





Ideal Match Up: ICP/IPP

Neon One Ideal Customer

Who: U.S. Based Nonprofits, a few case-by-case international orgs

Size: Brand-new startup to \$10M+



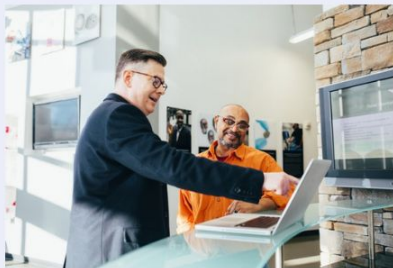
What NPOs Do:

Fundraising, membership programs, community-building (across all verticals)

Neon One Ideal Partner

Who: Consultants, agencies, or service pros already serving NPOs. U.S. or International (but working with U.S. based NPOs)

Size: Established practices w/steady base



What Partners Do:

Fundraising strategy, marketing, tech consulting, member management, operational support

Neon One Ideal Customer

Biggest Challenges NPOs face:

Juggling too many disconnected systems, struggling to keep donors/members, limited ways to bring in revenue, too much manual work

Why NPOs Buy: To grow their community, raise more money, save time, and clean up their data

NPO Budget Mindset: Ready to invest in the right tech and support to hit their goals

Decision Makers: Executive Directors, Development Directors, Membership Managers

Neon One Ideal Partner

Biggest Challenges We Solve:

Hard to stand out in a crowded consulting market, no easy way to reach NPOs, and wanting to deliver more with out adding more staff

Why Partner: To expand offerings, boost billable work, and keep clients coming back

Partner Budget Mindset: Already selling high-value services and understand the ROI when tech and service work together

Decision Makers: Owners, Principals, Senior Consultants

**Extend your reach. Grow your impact.
Serve nonprofits better.**

As a Partner, You Gain:

Access to 7,500+ nonprofits



Visibility via multimillion-dollar marketing



New Revenue opportunities (referral commissions)



Partner-first support, training, and resources



Your Clients Gain:

Trusted advisor backed proven technology

Priority onboarding, support, and discounts

A clear path from messy data to meaningful connections

Confidence in a system that grows with them

Why Join Forces?

This partnership makes you stronger, makes us stronger, and most importantly, makes nonprofits stronger.

Partner Program Benefits

Built to support both you & your nonprofit clients.

As a Partner, You Gain:

Dedicated Partner Manager

Slack channel + portal access

Training & Partner Academy

Co-marketing opportunities

MDF/donations-in-name program

Your Clients Gain:

10% automatic discount

Guided Onboarding & Training

Live trainings & open-office hours

Jump-the-line Support

Ongoing Consultant involvement

Why Join Forces?

This partnership makes you stronger, makes us stronger, and most importantly, makes nonprofits stronger.

Together we deliver measurable impact

Single source of
truth for data &
community

41%

less time spent on
manual tasks

33%

average donation
growth
in one year

Stronger donor &
member
relationships

Proven Results

*Together, we help nonprofits
grow stronger, one result at a
time.*



To provide you with the leading nonprofit operating platform designed to empower you to grow your impact and inspire generosity through easy to use, integrated technology.



\$89-405/month

All-in-one donor,
membership, event
management



2.75% + \$0.30
/transaction

Fully integrated payment
processing



\$54+ /month

Mobile-first P2P
platform



\$62+ /month

Nonprofit-specific
templates, intuitive
drag-and-drop builder



\$0.89/ticket

Specialized ticketing for
performing arts orgs

Neon CRM Pricing



Total revenue is \$1M or under



ESSENTIALS

Designed for small, fundraising-focused organizations looking to centralize their data, enhance constituent relationships, and improve operational efficiency. This package is an ideal choice for organizations implementing their first CRM system.



Starts at:

\$89 / month

+ Membership configuration starts at:

\$98 / month

- Constituent Login Portal
- Grant Management
- Activity Tracking
- Prospecting
- 3 Active Workflows

Total revenue is \$5M or under

⚡ IMPACT

Designed for small to mid-sized organizations aiming to streamline operations, manage events, oversee volunteers, and leverage enhanced integrations with open API options.



Starts at:

\$188 / month

+ Membership configuration starts at:

\$207 / month

- QuickBooks integration
- Volunteer Management
- Events Management
- Online Store
- Open API
- 15 Active Workflows

Total revenue is \$5M-\$10M



EMPOWER

Designed for organizations seeking a true red carpet experience and larger organizations. This package offers advanced automation tools, top-tier support, and our most robust set of premium features to enhance your organization.



Starts at:

\$368 / month

+ Membership configuration starts at:

\$405 / month

- Radius Search
- Unlimited Active Workflows
- Live Chat & Phone Support
- Biannual Roadmap Preview
- Monthly Expert Hour
- Data Quality NCOA Service



How Revenue Band Pricing Works

Neon CRM pricing is designed to fit the unique needs of each organization. The table below shows the starting price to the maximum price of **monthly recurring subscription costs** per package and revenue band.

Revenue Bands	Essentials	Impact	Empower
\$0 – \$1M	\$89 – \$167	\$188 – \$279	\$368 – \$450
\$1M – \$5M		\$288 – \$351	\$474 – \$583
\$5M – \$10M			\$608 – \$683
>\$10M			Custom



Neon Fundraise, Websites, & Arts People Pricing



NEON
Fundraise

Starts at:

\$54+ / month

Built for organizations running dynamic peer-to-peer fundraising campaigns, this package helps you expand your reach, engage supporters, and raise more through modern, customizable experiences. An ideal choice for teams ready to elevate their fundraising events and campaigns.



NEON
Websites

Starts at:

\$62+ / month

Great for organizations of any size that want a beautiful, high-performing website without technical hassle. Use the visual editor and mission-centric templates along with built-in SEO, analytics, accessibility, hosting, and real-time Neon CRM integration to bring your mission online quickly and confidently.



Arts People
A **NEON ONE** Company

Starts at:

\$0.89 / ticket

Great for performing arts organizations managing shows, patrons, and campaigns in one flow. With intuitive ticketing, membership tools, flexible pricing, and fundraising backed by a team built for the arts, you can focus less on logistics and more on performance.



The Process to Serve the Customer Together

Your role in the partner-integrated client journey

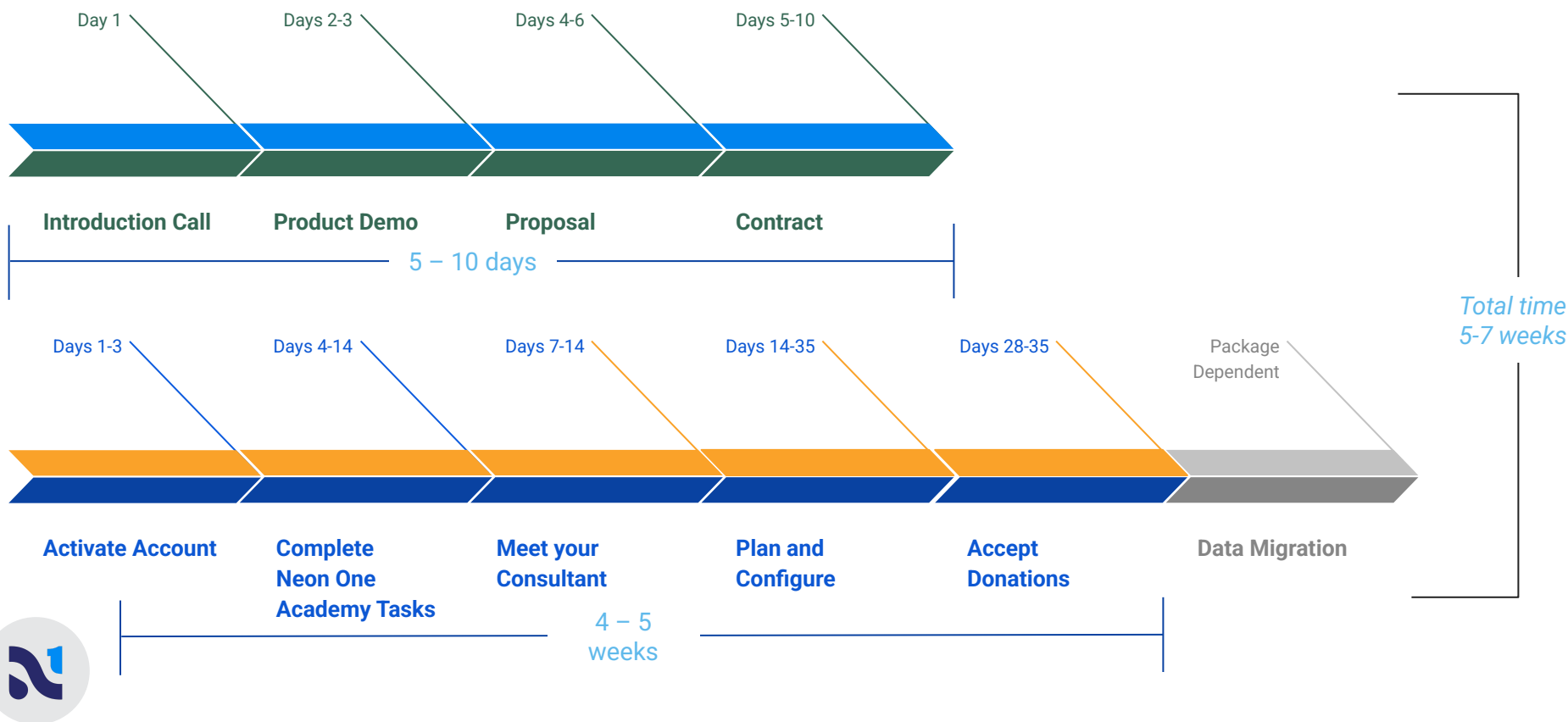
- **Qualify** Identify an organization that could benefit from Neon One
- **Connect** Confirm with Colleen that there is no active sales contact, then schedule a discover call with us.
- **Discovery & Demo** Neon One conducts discovery call & demo
**Partners may join as much or as little as they like!*
- **Proposal & Quote** Neon One provides a customized proposal and quote
- **Contract & Payment** Contracts signed and payment processed by Neon One
- **Implementation** Client begins onboarding with Neon One.
**Partners may join implementation if their services apply.*
- **Support** Referred clients receive priority support and white-glove service
- **Get Paid** After payment, you earn commission or MDF/Donation will be made

Timeline

By working together, we shorten the sales cycle to just 5–10 days and streamline implementation to 6–8 weeks, helping clients see value faster and start making an impact sooner.



The Neon CRM Customer Journey



**Above reflects our Simple Start Package- *Jump ahead of the line with a 7 day expedited consultant assignment (prices vary by implementation pkg)*

Neon CRM Implementation Process

A guided process with multiple opportunities for **your expertise**

Discovery → Planning with partner + consultant

Data Conversion → Cleanup + migration

Orientation → Neon One Academy + setup

Training → CRM configuration + strategy

Launch → Go-live + ongoing consulting

CAP clients can expect an expedited implementation timeline of **6-8 weeks*

Orientation

System setup, orientation in Neon One Academy, and data export.

Data Conversion

Data analysis with Neon Consultant and complete conversion.

Discovery

Implementation planning session with Consultant and data evaluation

Training

Deep dive into Neon CRM settings, configure for ongoing use



Partner Tiers

Benefits	 SILVER	 GOLD	 PLATINUM
# Closed Prospects	1 - 5	6 - 10	11 +
Discount for Referred Prospects	10% off all software purchases	10% off all software purchases	10% off all software purchases
Support	Skip-the-line enhanced support	Skip-the-line enhanced support	Skip-the-line enhanced support
Co-marketing Collateral	Access	Access	Access
Neon One Partner Academy Resources	Exclusive Access	Exclusive Access	Exclusive Access
Company Listing on Neon One CAP webpage	Included	Included	Included
Quarterly Partner Email Inclusion	At least one Annually	At least one Annually	At least one Annually
Public Speaking & Content Submission Opportunities	✗	Access	Access
Partner PR Campaign Inclusion	✗	Multiple Annually	Multiple Annually
Opportunities to Participate in Neon One Podcasts	✗	✓	✓
Free Neon CRM Sandbox	✗	✓	✓
Inclusion in Partner Corner of Neon One Monthly Newsletter	✗	One Inclusion	Multiple Inclusions
MDF/Donation per Closed Prospect (6-10)	✗	\$300	\$300
MDF/Donation per Closed Prospect (11+)	✗	✗	\$500
Exclusive Partner Opportunities at Generosity Xchange 2026	✗	✗	✓
Intro to Neon One's Sales Teams for Your Company's services	✗	✗	✓





Ready to Partner with Us? Let's Go!

Simple Steps:

1. Book Your 15-Minute Call

Schedule a quick meeting with me to get your final questions answered and choose your Partner Program tier. Colleen's scheduling link: <https://neonone.chilipiper.com/me/colleen-medina/15-partner-activation>

2. During 15 minute call:

- Ask questions
- Select initial tier. If you select Gold or Platinum, we'll schedule your Business Strategy Meeting during our call.
- Partner Manager to send via email NDA and partnership agreement for your signature at end of meeting.

3. Sign & Commit

Once sign, you're officially a Neon One Partner and can start referring clients.

4. Join Your Partner Training

Attend one of three live training sessions in the next two weeks or catch the recording if you can't make it live.

5. Start Referring & Growing

Log into Partner Academy and explore the support assets and educational videos. Begin sharing Neon One with your clients and watch your impact and revenue grow.



Have a Referral Ready Now?

Who do you know is ready to make the decision? Let's get our discovery call booked today!

- 1.) Send Colleen Medina (cmedina@neonone.com) an email with the referral organization name, point of contact information. Colleen will verify the referral is not in any current sale cycle with Neon One already.
- 2.) Partner to send an introduction email connecting Colleen to your referral. She will then schedule discovery call with referral.





**Stand for Our
Customers.**



Colleen Medina

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 partners@neonone.com

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Everything You Need to Win With Clients



List of Enablement Tools:

- Neon One CRM Qualifying Questions
- Neon One Academy Partner Learning Tracks
- Leave Behind Partner One Page
- Partner Specific Pricing document
- Pre-recorded Demo Tape (*coming soon*)
- Market comparison tools & battlecards, & WHY WE WIN one sheet (*coming soon*)





Thank you.