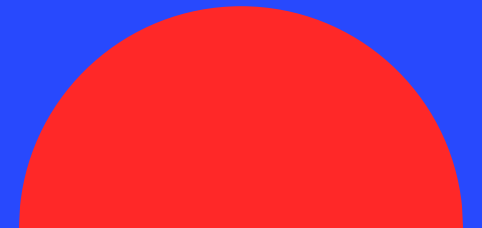
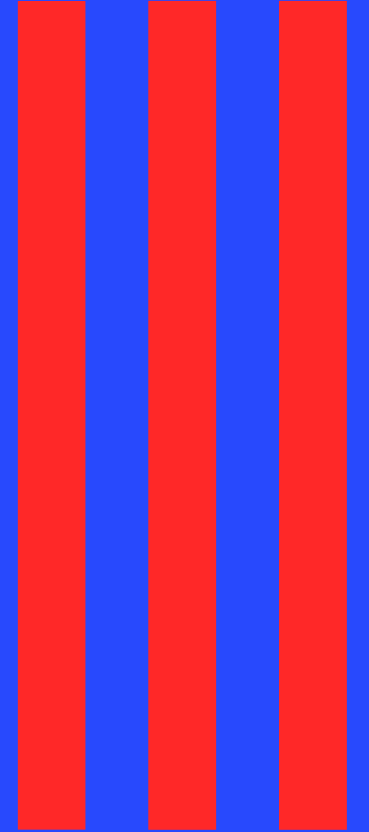
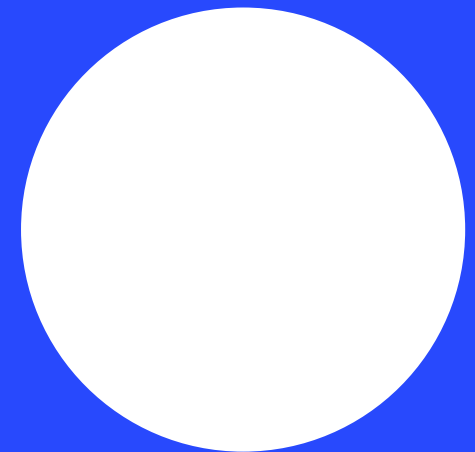
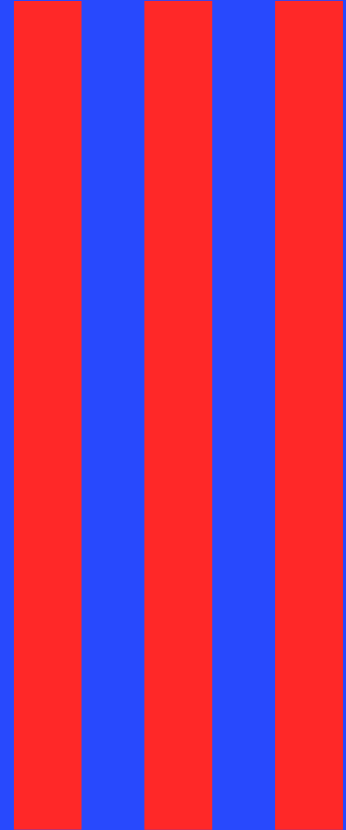


Making the Most of North Texas Giving Day, Giving Tuesday and Your End of Year Ask

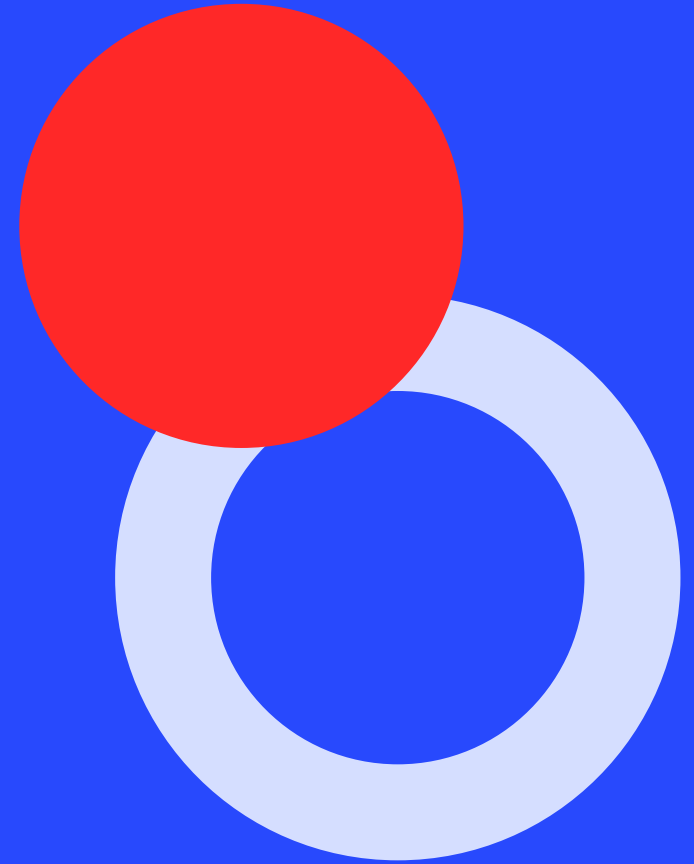


About Jo

TrizCom Public Relations
Pitch PR
Total Eclipse DFW
Arts & Culture Commissioner



The State of Giving in Dallas



Top 10 Cities Supporting Local Charities In 2022

- #1 St. Louis
- #2 Salt Lake City
- #3 Atlanta-Sandy Springs-Marietta
- #4 Milwaukee-Waukesha-West Allis
- #5 Cincinnati-Middletown 59%
- **#6 Dallas-Fort Worth-Arlington 58%**
- #7 Baltimore-Towson 57% NEW
- #8 Charlotte-Gastonia-Concord 57%
- #9 New York-Northern New Jersey-Long Island 54%
- #10 San Diego-Carlsbad-San Marcos

Top 10 Cities Supporting Arts & Culture in 2022

- Boston-Cambridge-Quincy
- San Francisco-Oakland-Fremont
- Portland-Vancouver-Beaverton
- Seattle-Tacoma-Bellevue
- Bridgeport-Stamford-Norwalk
- New York-Northern New Jersey-Long Island
- Washington-Arlington-Alexandria
- San Jose-Sunnyvale-Santa Clara
- Minneapolis-St. Paul-Bloomington
- Philadelphia-Camden-Wilmington

Source: <https://www.fidelitycharitable.org/insights/2023-geography-of-giving/ranking-top-charitable-cities-by-cause.html>

Top 10 Cities Supporting Education in 2022

- Bridgeport-Stamford-Norwalk
- Boston-Cambridge-Quincy
- San Francisco-Oakland-Fremont
- New York City-Northern New Jersey-Long Island
- Washington, D.C.-Arlington-Alexandria
- San Jose-Sunnyvale-Santa Clara
- Philadelphia-Camden-Wilmington
- Cleveland-Elyria-Mentor
- Baltimore-Towson
- Miami-Fort Lauderdale-Pompano Beach (NEW)

Source: <https://www.fidelitycharitable.org/insights/2023-geography-of-giving/ranking-top-charitable-cities-by-cause.html>

Top 10 Cities Supporting Environment & Animals in 2022

- Boston-Cambridge-Quincy
- Portland-Vancouver-Beaverton
- San Francisco-Oakland-Fremont
- Bridgeport-Stamford-Norwalk
- Washington, D.C.-Arlington-Alexandria
- Baltimore-Towson
- San Jose-Sunnyvale-Santa Clara
- Seattle-Tacoma-Bellevue
- Philadelphia-Camden-Wilmington
- St. Louis

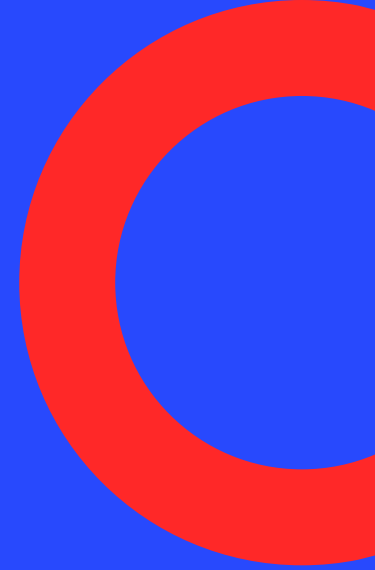
Source: <https://www.fidelitycharitable.org/insights/2023-geography-of-giving/ranking-top-charitable-cities-by-cause.html>

Top 10 Cities Supporting Health in 2022

- Boston-Cambridge-Quincy
- Bridgeport-Stamford-Norwalk
- Miami-Fort Lauderdale-Pompano Beach
- Cleveland-Elyria-Mentor
- New York City-Northern New Jersey-Long Island
- Detroit-Warren-Livonia
- Baltimore-Towson
- Philadelphia-Camden-Wilmington
- Chicago-Naperville-Joliet
- Charlotte-Gastonia-Concord

Source: <https://www.fidelitycharitable.org/insights/2023-geography-of-giving/ranking-top-charitable-cities-by-cause.html>

Top 10 Cities Supporting International Affairs in 2022



- Washington, D.C.-Arlington-Alexandria
- San Jose-Sunnyvale-Santa Clara
- New York City-Northern New Jersey-Long Island
- Seattle-Tacoma-Bellevue
- San Francisco-Oakland-Fremont
- Portland-Vancouver-Beaverton
- Boston-Cambridge-Quincy
- Baltimore-Towson
- San Diego-Carlsbad-San Marcos
- Chicago-Naperville-Joliet

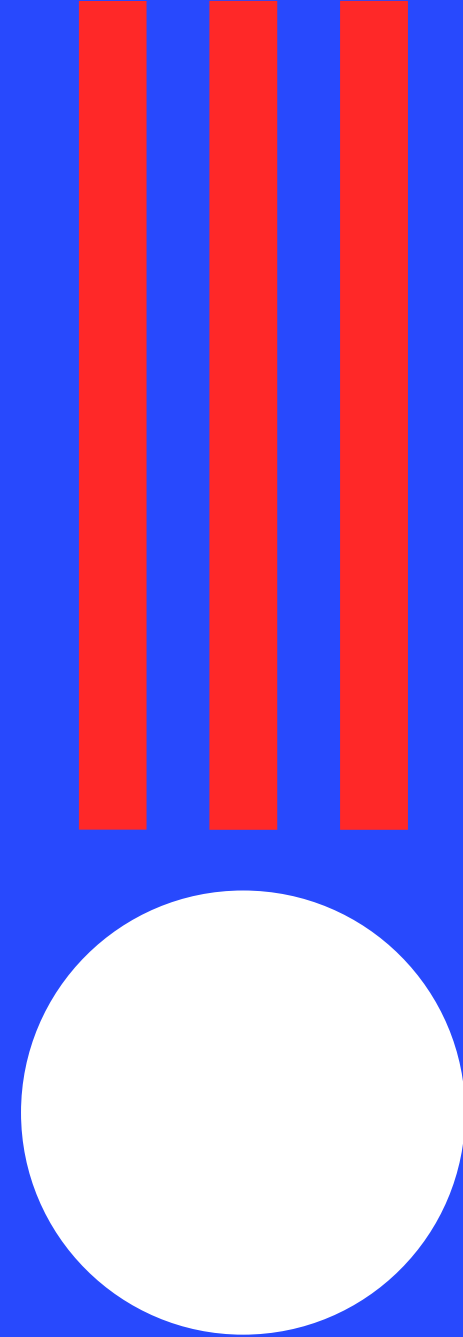
Source: <https://www.fidelitycharitable.org/insights/2023-geography-of-giving/ranking-top-charitable-cities-by-cause.html>

Top 10 Cities Supporting Religion in 2022

- Indianapolis-Carmel
- Houston-Sugar Land-Baytown
- Minneapolis-St. Paul-Bloomington
- St. Louis
- Detroit-Warren-Livonia
- **Dallas-Fort Worth-Arlington**
- Charlotte-Gastonia-Concord
- Atlanta-Sandy Springs-Marietta
- Cincinnati-Middletowns
- Salt Lake City

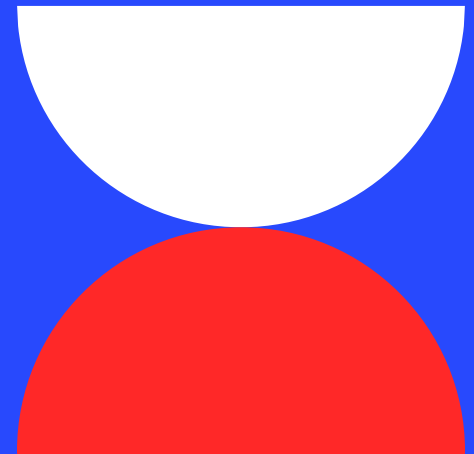
Source: <https://www.fidelitycharitable.org/insights/2023-geography-of-giving/ranking-top-charitable-cities-by-cause.html>

Giving Tuesday Opportunities



**Giving Tuesday is not
just a fundraising day.
It's a day when people
TALK and THINK about
giving back.**

- Giving Tuesday CEO Asha Curran

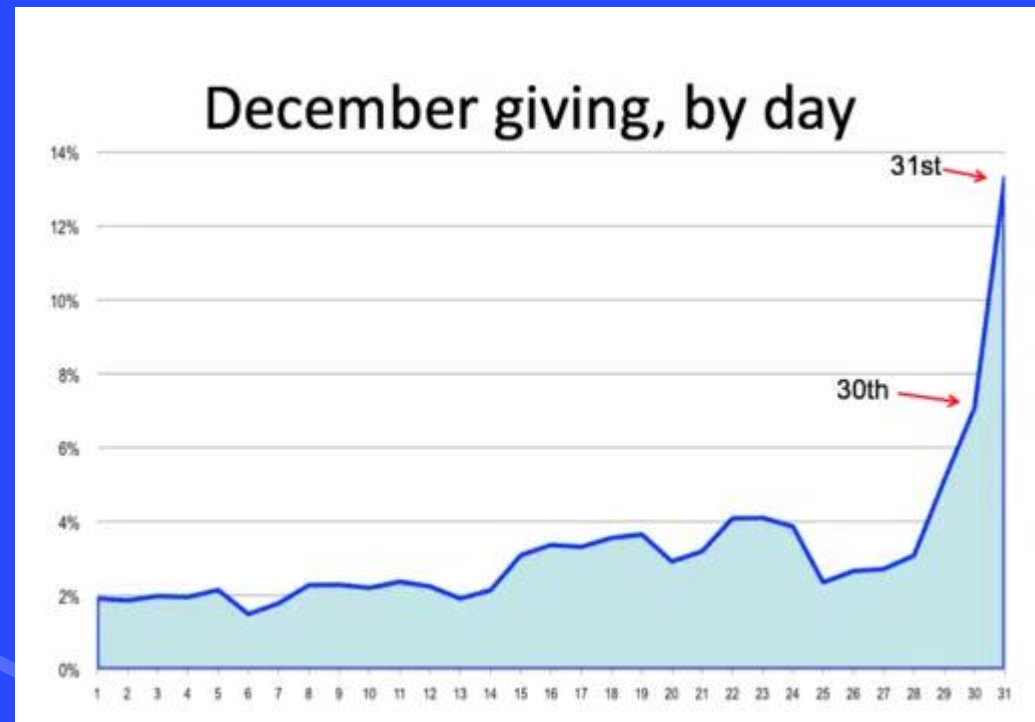


Statistics

- GivingTuesday donors in the U.S. gave \$3.1 billion in 2023. ¹
- 34 million adults in the U.S. participated in GivingTuesday in some way ¹
- GivingTuesday inspires people around the world to give their time, skills, goods, voice, and more, showing that everyone has something to give and every act of generosity counts. ¹
- 12x more donors get involved with a nonprofit organization on GivingTuesday compared to an average day of the year. ²
- Supporters gave an average one-time gift size of \$175 ²

While Important, Keep the Day in Perspective

Many nonprofits make the mistake of treating Giving Tuesday as the biggest fundraising event of the year. It is an incredibly important date, and it will do wonders for your fundraising strategy to maximize the day. However, if it's not your biggest day of fundraising, don't worry, you're not alone.



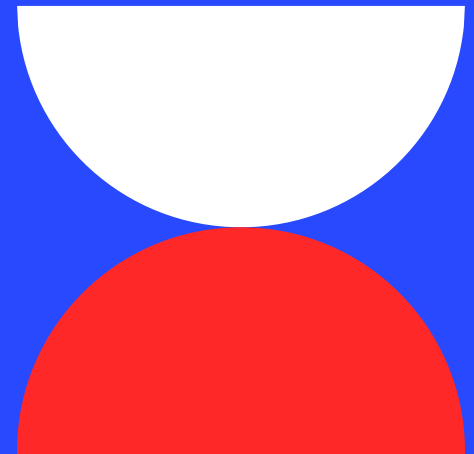
To Keep Perspective, Ask Yourself

Consider how you've approached Giving Tuesday and year-end fundraising in the past. Ask yourself questions such as:

- Were our year-end fundraising results impacted by Giving Tuesday?
- Are your Giving Tuesday donors retained at a higher or lower level than other donors?
- Do Giving Tuesday donors upgrade at the same velocity as donors garnered via other campaigns?
- Did the hours spent preparing and executing your Giving Tuesday strategy yield as much as those hours being spent on other types of campaigns?
- Do survey results from Giving Tuesday donors yield the same level of allegiance to your organization?

Opportunities

- New Donors
- New Volunteers
- Reach New Prospects
- Increase Awareness and Consideration
- Grow database



GivingTuesday Phases

There are five basic phases to a successful #GivingTuesday. If you follow this guide, you'll be setting yourself up for success.

- Strong storytelling
- A solid plan
- Key supporters to share your story
- Strong execution
- Continued follow-up and engagement with donors

GivingTuesday Channels

Social Media

Email

Organic Search

Digital Advertising

Influencer Marketing

Podcasts

Video Marketing

Events

Phone

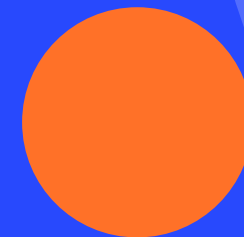
SMS/Text

Radio

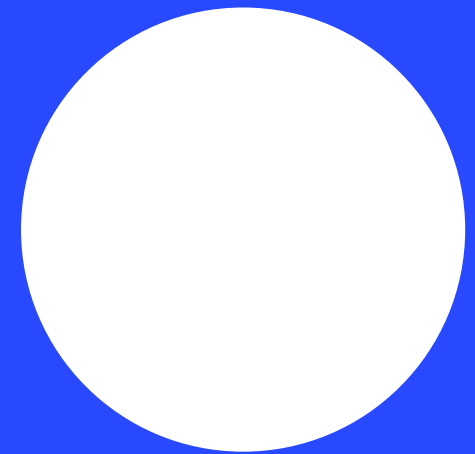
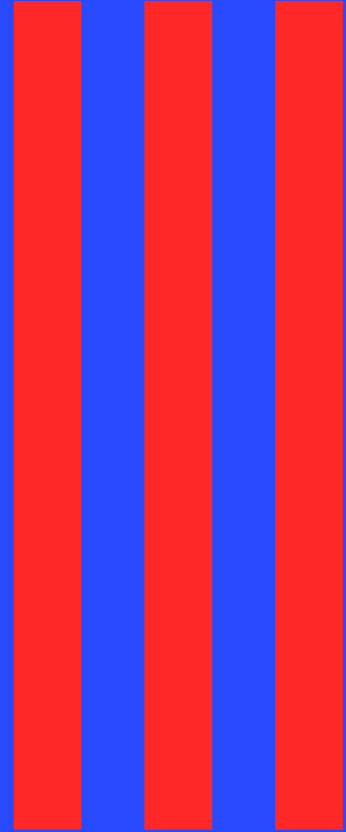
Television

Outdoor

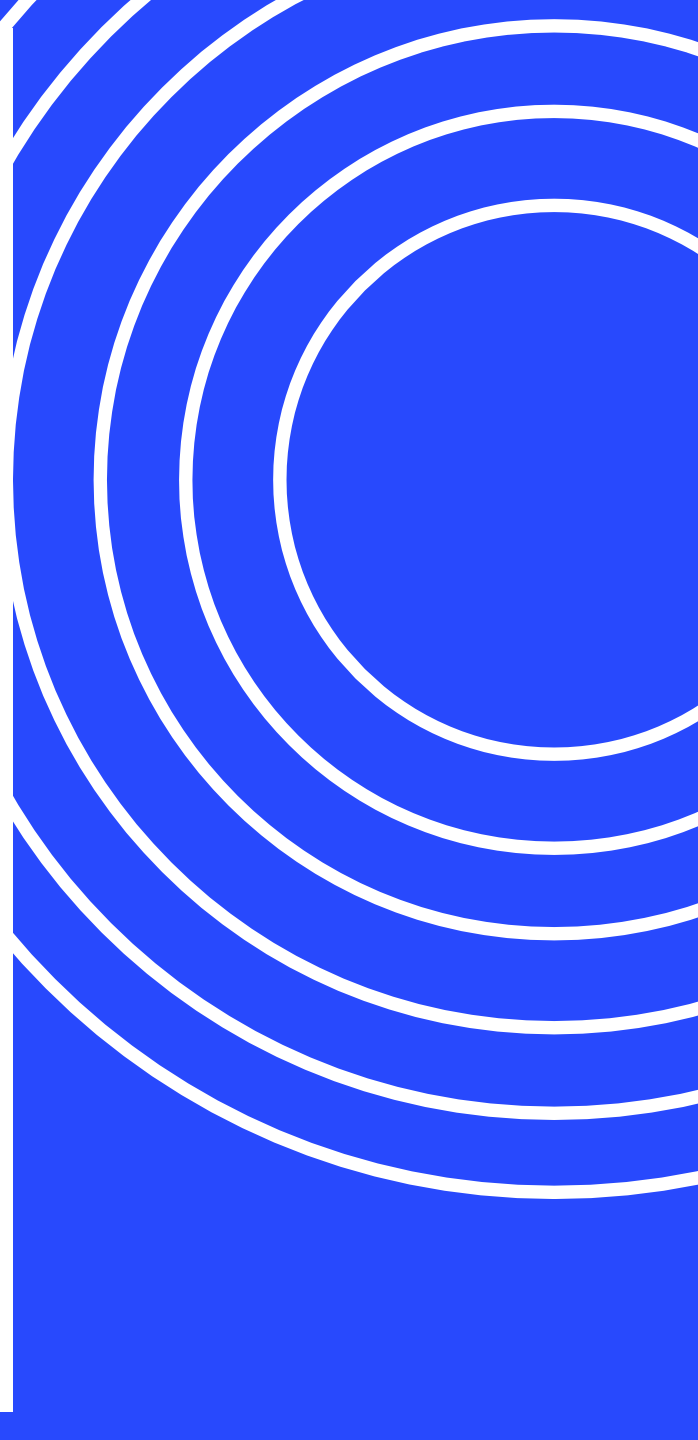
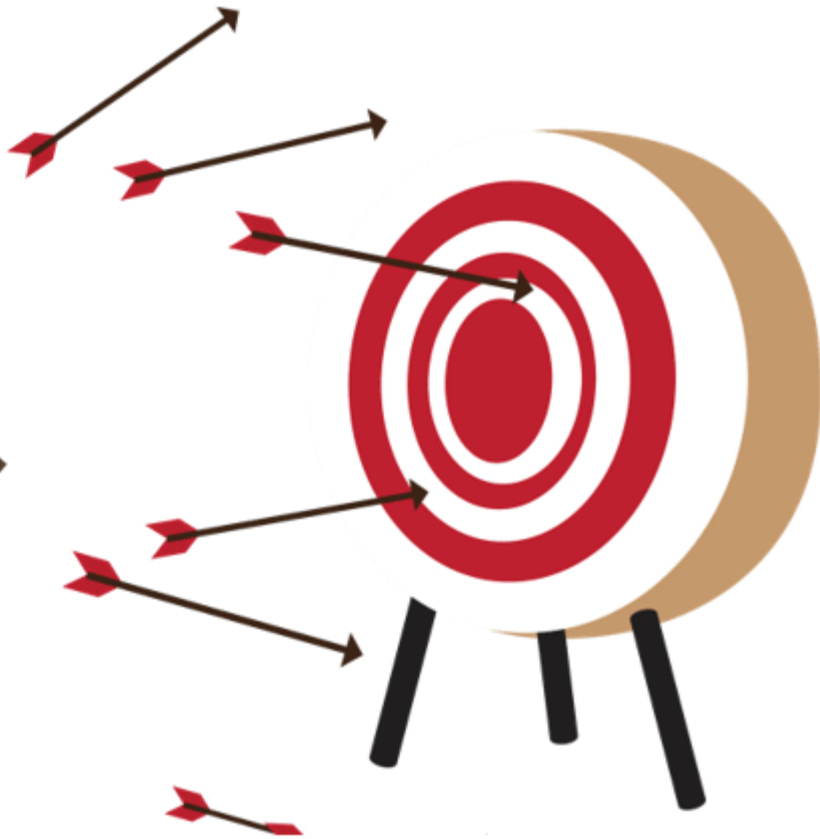
Direct Marketing



Goals & Measurements

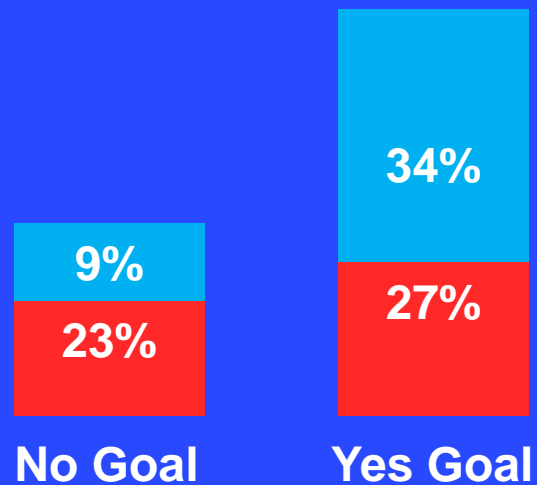


READY! FIRE! AIM!



HAVING A GOAL MAKES A BIG DIFFERENCE

Having a Goal vs. Campaign



- Orgs that had a **measurable goal** reported greater success
- Effect has been **increasing each year**
- Setting goals helps **focus** activity

Why does Goal Setting Matter?

1. Allows you to plan activities aligned with that objective
2. Goals can motivate others

Met Most

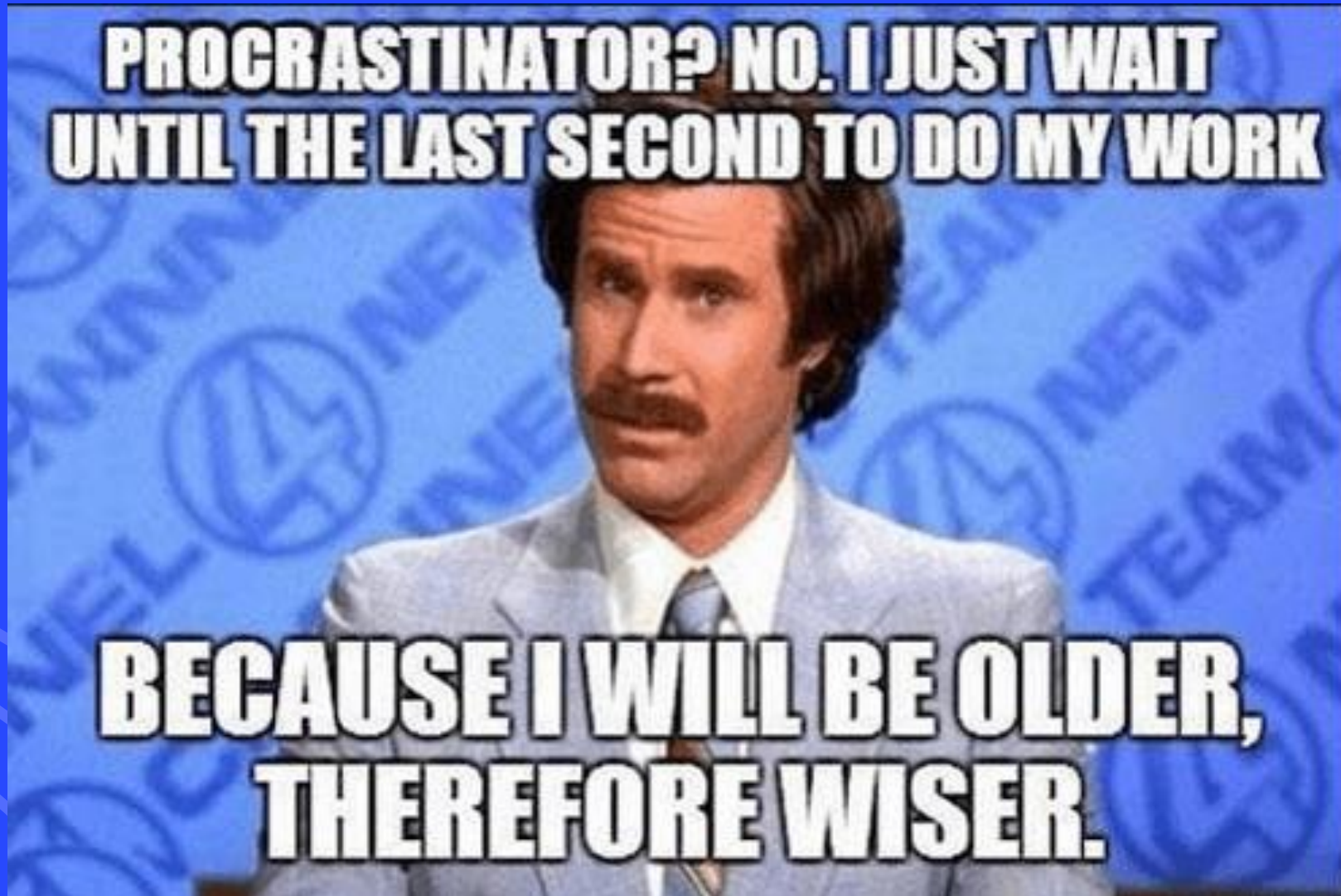
Exceeded Expectations

Remember...

**FAILING
TO PLAN IS
PLANNING
TO FAIL**

KRISTENBENTSON.COM

Or, If you are like my teenage daughter....



THE PLAN

Goals VS Objectives VS Strategies VS Tactics

GOAL

The overarching aim that you want to achieve

OBJECTIVES

Specific goals that break down the overarching aim into smaller, more achievable goals with measurements and KPIs

STRATEGIES

The specific plans that are used to achieve the goals and objectives

TACTICS

The specific actions that are taken to achieve the goals



SMART OBJECTIVES

Specific – *Is your goal clear?*

Measurable – How will you measure success? KPIs?

Attainable – Are your metrics realistic?

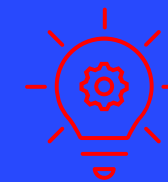
Relevant – *Is your goal related to your mission?*

Timely – *Do you have a timeline?*

SMART Objectives Template

S	Specific What are you going to do? Why is this important? Use GivingTuesday to attract 200 new donors and raise \$20,000 for the end-of-year campaign.
M	Measurable How will you measure success? How will you know when you have achieved your goal? \$20,000 & 200 new donors
A	Attainable Is your goal realistic? Do you have the resources to accomplish this goal? We raised \$15,000 last year and have more volunteers this year.
R	Relevant Is your goal tied to your mission? The end-of-year campaign helps fund our services.
T	Time-Bound When will you start and finish? 15 Days (one week before and after GivingTuesday).

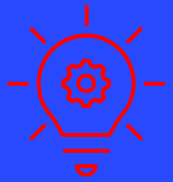
Objective: To acquire 200 or more new donors and raise \$25,000 a week before, during and a week after GivingTuesday to fund our services.



TIP: Begin your goal with TO followed by an action verb.

Strategies

Objectives: To acquire 200 or more new donors and raise \$25,000 a week before, during and a week after GivingTuesday to fund our services.



TIP: Begin your strategies with “By”

Strategies:

By creating a page to motivate visitors to take specific actions.

By creating a save the date campaign

Your Audiences

Your GivingTuesday target audience is the group of individuals you want to reach based on the goal you have set for your campaign. Your clearly-defined goal will help you identify who you want to reach through your GivingTuesday efforts.

Are you targeting current donors, new donors, etc?

The earlier you can identify your target audience, the better. Think about who in your community might support this specific initiative (e.g., parents, young alumni, staff, local businesses, etc.).

If your target market is in a particular industry (for example, doctors), then you will focus your marketing in that industry. The more specific you can be the better. Instead of picking doctors, you may want to pick neurosurgeons. You may also want to determine if there is a geographic area that you are targeting.

Personas

Who They Are (Demographic information)

- Age
- Employment
- Income bracket
- Marital/Family status and life stage
- Geographic location

Gathering demographic information is a great place to begin drafting your persona because it's easy to obtain through surveys and creates a clear overview of a person.

What They Think and Why (Motivations/Frustrations)

- What values/interests do they have?
- What causes do they support?
- What are their attitudes/frustrations towards causes?
- What is their motivation for giving?
- What problems do they want to help solve?

This information will help you better understand what inspires your target supporter, and who they actually are. It will be important to understand the “why?” behind each of the answers to these questions.

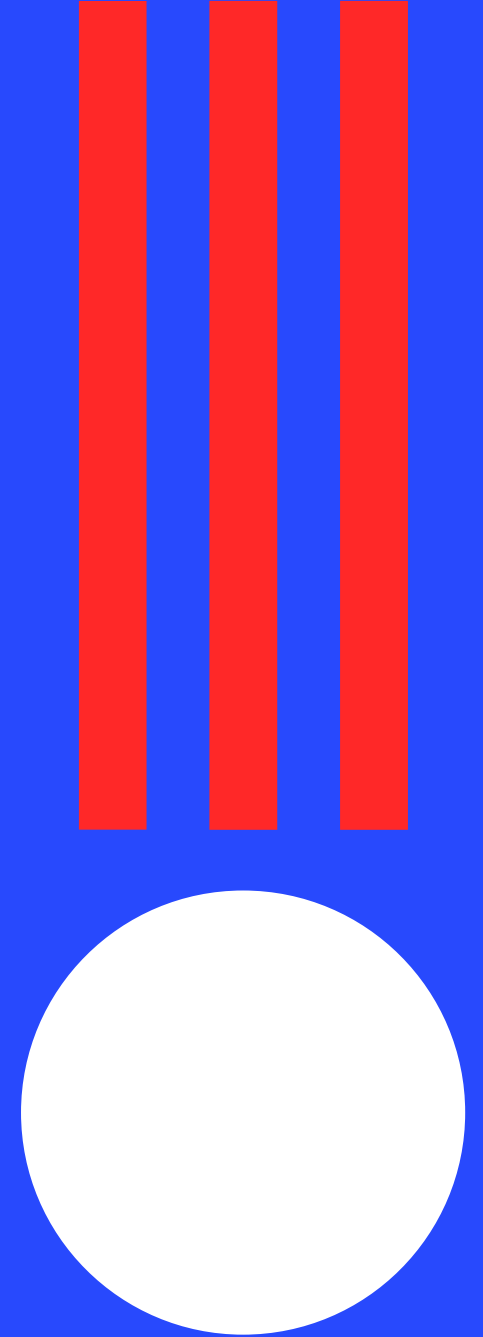
How They Interact With Causes (Behaviors)

- Relationship with the charitable sector (e.g. long-time donor, prospect, volunteer, board member, or lapsed donor)
- Giving history
- Past campaign engagement (e.g. through an event, on social media, or by visiting website)
- Communication preferences

If you have access to donor management software or a supporter database, you may already have this information available. For our “Save the Animals” fundraising campaign, we should be able to answer the following questions based on information available in our donor database:

- *How much have we raised from a particular donor in the past?*
- *What is the average donation amount?*
- *Where are my top donors located and how much have they donated?*

**2 Things You
Must Do if You
Don't Do
Anything Else!!!**



Start Early

To create a successful Giving Tuesday campaign, your nonprofit needs a well-thought-out plan. This involves starting early to ensure your strategy covers all critical aspects of the campaign.

- **Focus on Engagement:** Keep donor engagement as your top priority, as it not only boosts fundraising for the current campaign but also encourages long-term giving.
- **Segment Your Donor Lists:** Tailor your outreach efforts by segmenting your donor lists to connect more effectively with each group.
- **Draft Email Campaigns:** Prepare targeted email copy for each segment to promote your Giving Tuesday campaign.
- **Prepare Social Media Content:** Craft platform-specific social media messages to spread the word and engage your audience.
- **Optimize Your Donation Page:** Ensure your donation page is streamlined and user-friendly (more details in the next section).
- **Create Text Message Content:** Develop compelling text message copy for your subscribers to drive donations.

Regularly review these elements on your donation page to prevent donor drop-off and improve their giving experience. For more resources, visit the Giving Tuesday website and explore their comprehensive Giving Tuesday Toolkit.



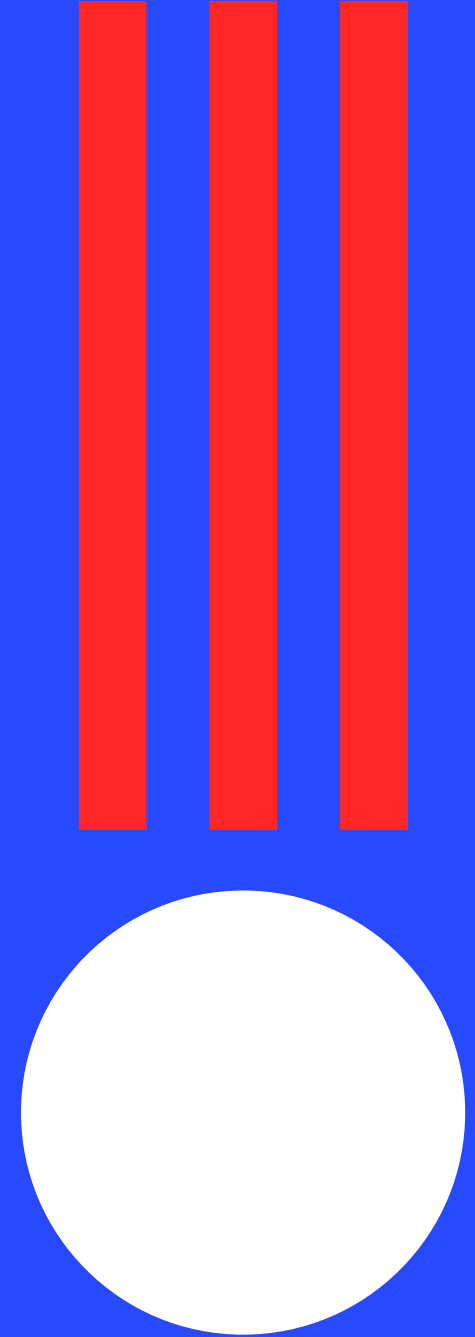
Create & Optimize Your Giving Tuesday Donation Page

A well-optimized donation page is crucial for a successful Giving Tuesday campaign, as most donations will be made online. To maximize contributions, ensure the donation process is smooth and user-friendly:

- **Minimize Page Load Time:** A slow-loading page can deter potential donors.
- **Simplify the Donation Form:** Avoid overwhelming donors with too many or overly complex questions.
- **Use Images Sparingly:** One or two impactful images are enough—don't clutter the page.
- **Ensure Mobile Optimization:** Many donors will be using mobile devices, so your page should be mobile-friendly.
- **Design a Clear Confirmation Page:** A well-designed confirmation page reassures donors their contribution was successful.
- **Craft a Thoughtful Confirmation Email:** Send a personalized, well-crafted email to confirm their donation and express gratitude.

Regularly review these elements on your donation page to prevent donor drop-off and improve their giving experience. For more resources, visit the Giving Tuesday website and explore their comprehensive Giving Tuesday Toolkit.

Case Study



Background

TrizCom PR worked on an end-of-year campaign for Heroes for Children in 2019.

Part of this end-of-year campaign included GivingTuesday.

The organization was experiencing extreme donor fatigue, and we were charged with finding ways to attract new donors.

We decided to use GivingTuesday as a fundraising campaign for micro Donations and reach new (younger) donors.



Goal: To attract 350 or more new donors and raise \$25,000 a week before, during and a week after GivingTuesday to help increase disbursements to families who have a child battling cancer.

Specific – **YES**, 350+ new donors & raise \$25,000.

Measurable – **YES**, 350+ new donors AND \$25,000

Attainable – **YES**, albeit the organization had NEVER raised this much during GivingTuesday

Relevant – **YES**, The goal is related to the mission.

Timely – **YES**, a week before, during and a week after GivingTuesday

Audience: Millennials - Millennials prefer to give to and get involved with nonprofits that they hear about from friends and social networks.

Phases: There are five basic phases to a successful #GivingTuesday. If you follow this guide, you'll be setting yourself up for success.

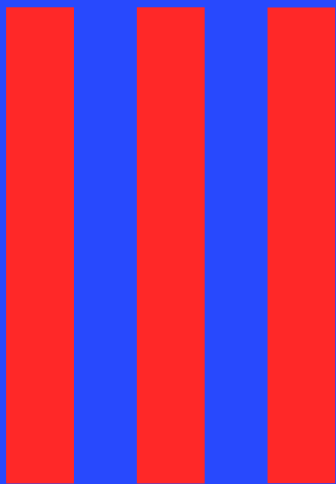
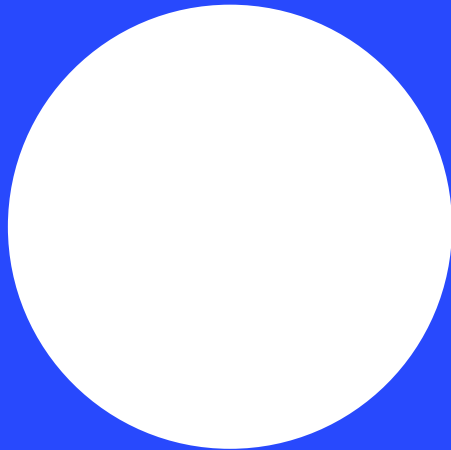
- Strong storytelling
- A solid plan
- Key supporters to share your story
- Strong execution
- Continued follow-up and engagement with donors

Channels:

- Social Media
- Email
- Web
- Text
- Phone

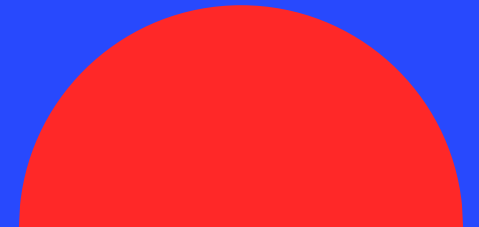
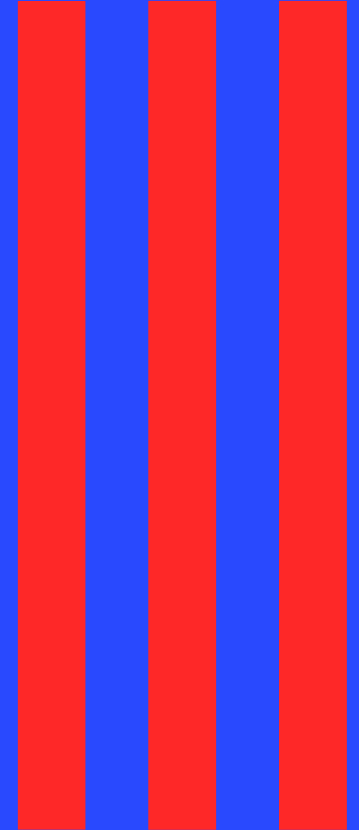
Fundraising Platform:

- MobileCause



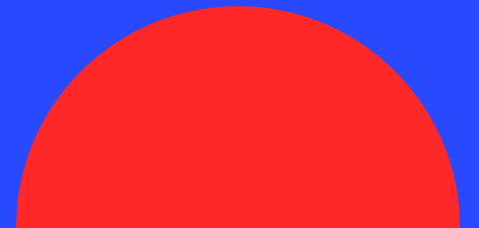
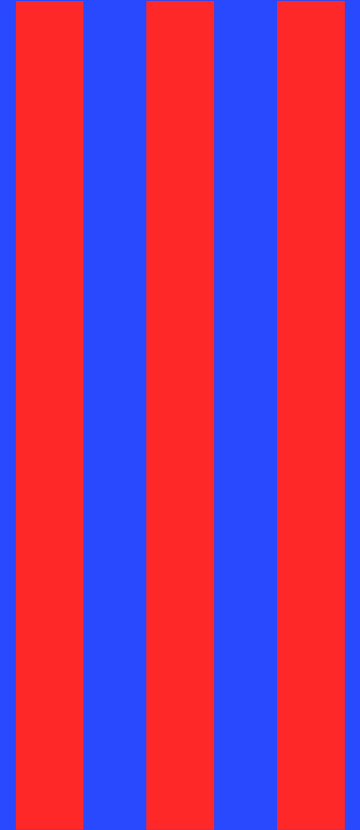
Strategy: By Maximizing Online Giving

- Ensure optimization (desktop, mobile and tablet devices) Sites that have Mobile friendly donation pages yield 34% more donations.
- Create a specific landing page for campaign
 - Landing page is branded with end-of-year branding
 - Include videos and photos
 - Include suggested donation amounts
 - Have recurring gift options
 - Have In memory or In honor of option
 - Use an animated thermometer to help raise 35% more donations by creating a sense of excitement
 - Include the amount that has been raised, number of days, hours and minutes left in the campaign.
- Maximize #GivingTuesday; #GivingHeroesDay
- Ensure Payment Page Is Optimized
- Ensure Text To Give Software is Set Up
- Ensure Email Software Is Set Up
- Ensure Social Media Is Ready
- Ensure Facebook Fundraising Campaigns Are Ready



Strategy: By activating a save the date campaign

- The first weeks of November is where you tell your story. (Exposition)
- Mid-November through Thanksgiving week, remind people why they support you: what have you accomplished this year? Who have you helped? (Impact)
- On Thanksgiving Day or the day before, send another text sharing a touching story and thank people for their continued support.
- The day before and on #GivingTuesday, send your requests for gifts. (Ask)
- During #GivingTuesday and the days after, thank and acknowledge your donors and supporters. (Stewardship)

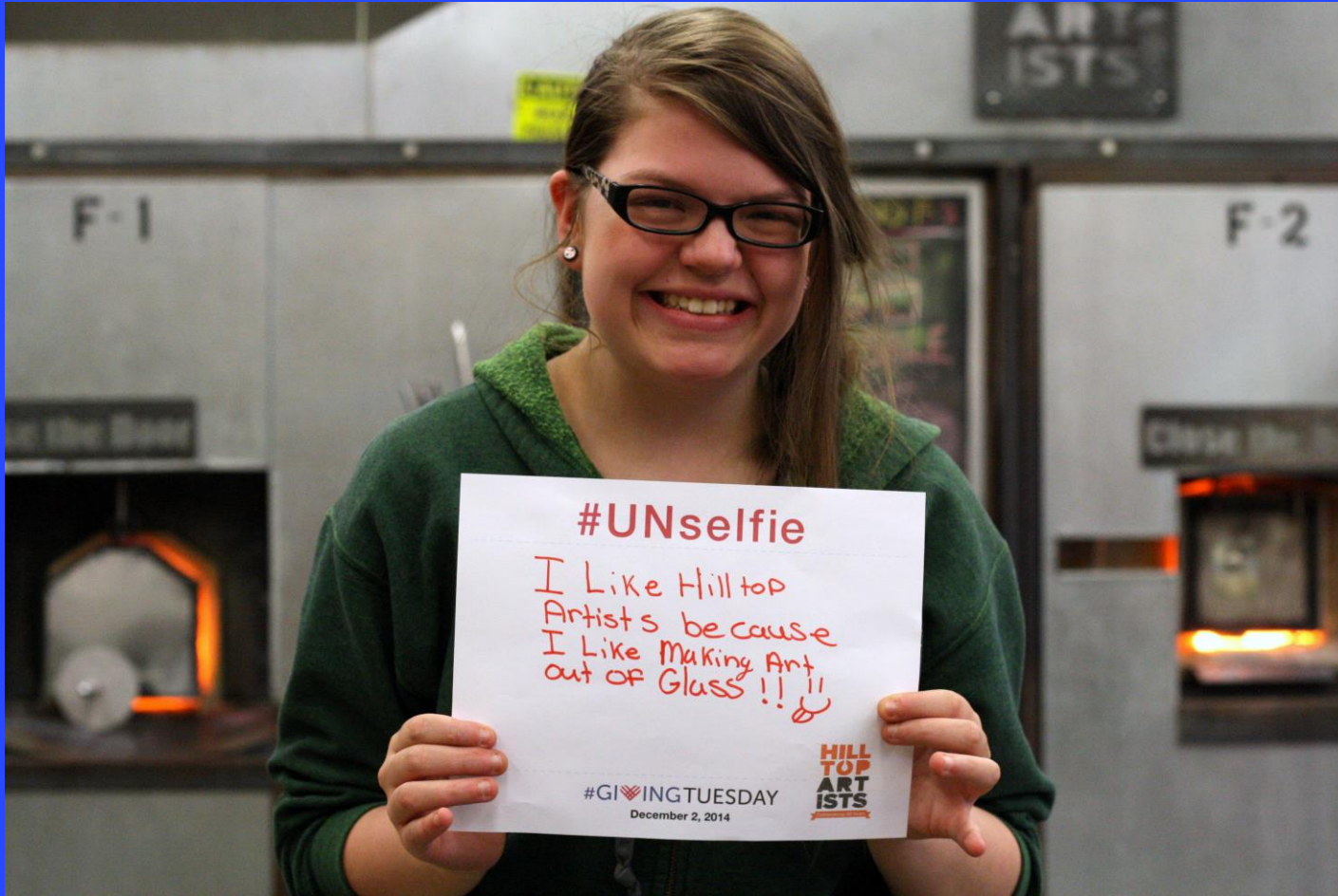


Strategy: By utilizing brand ambassadors.

- Provide the images, links, and suggested language that you want them to share.
- Create an email or direct message to recruit brand ambassadors
- Create requirements -
 - o As a Digital Ambassador, we ask that you tell your friends about #GivingTuesday/#GivingHeroesDay by posting on your personal social accounts
 - Change your profile pic to the supplied image
 - Post your own story/stories
 - Make a gift & share the #GivingTuesday/#GivingHeroesDay Donate Link
 - Include the #GivingTuesday/#GivingHeroesDay hashtag on all posts, so we can follow & share
 - Remember, what you post should be authentic and appropriate for you and your friends.
- Give them the keyword and short code and donation form short links for the campaign. (for tracking)
- Deliver the official logos for your organization, #GivingTuesday, and any “mashup” logos if you have them.
- Create branded #GivingTuesday/#GivingHeroesDay posts for them to share with unique and inspiring calls-to-actions.
- Social media imagery – what pictures or graphics do you want people to post on their feeds?
- Ask your most loyal followers to share and post on their personal pages to increase awareness and donations.
- Check in with them leading up to and on #GivingTuesday/#GivingHeroesDay to keep them up to date and make sure they're ready.

Strategy: By creating an #UNselfie campaign

- Encourage your Ambassadors and supporters to post “UNselfies” to spread your message and raise visibility.
- Encourage unique messages: why they care, why they give
- Provide a branded printable template to promote their own #UNselfie to their personal network
- Ask them to replace their profile pictures with their personal and branded #UNSelfie
 - Step 1 - Take a “selfie” picture holding a placard explaining how or why you and your friends are giving this year and be sure to include your text-to-give keyword and shortcode.
 - Always use the hashtags #UNselfie and #GivingTuesday/#GivingHeroesDay in the text of your post.
 - Include your donation link in the text of the post that accompanies your picture.
 - Post your UNselfie to Instagram, Snapchat, Facebook and/or Twitter and share with your friends – and encourage them to take UNselfies of their own.

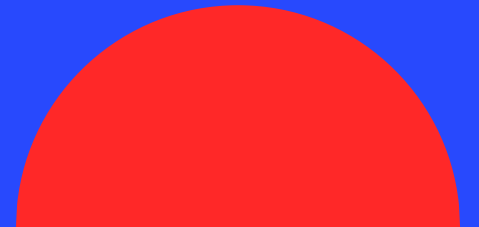
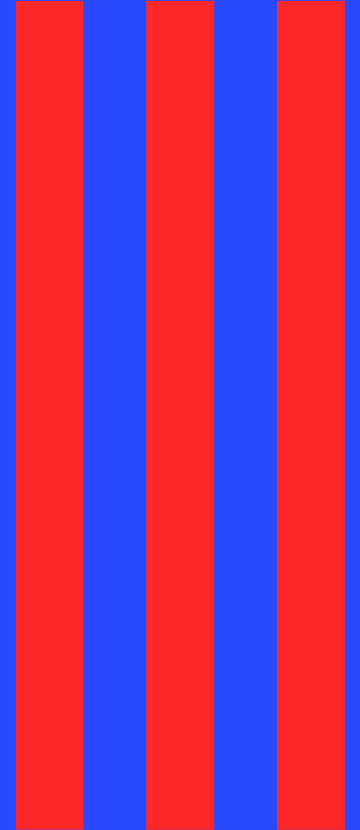


#UNselfie

I Like Hilltop
Artists because
I Like Making Art
out of Glass !!!

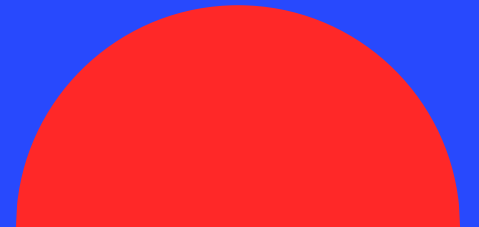
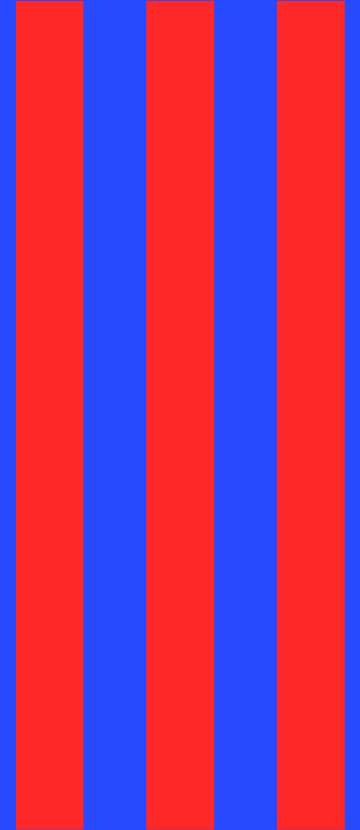
#GIVINGTUESDAY
December 2, 2014

HILL
TOP
ART
ISTS



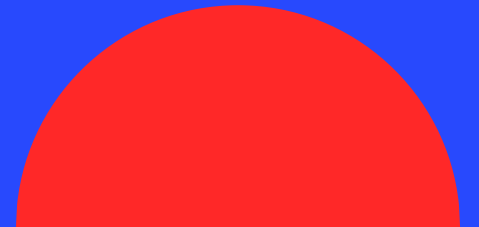
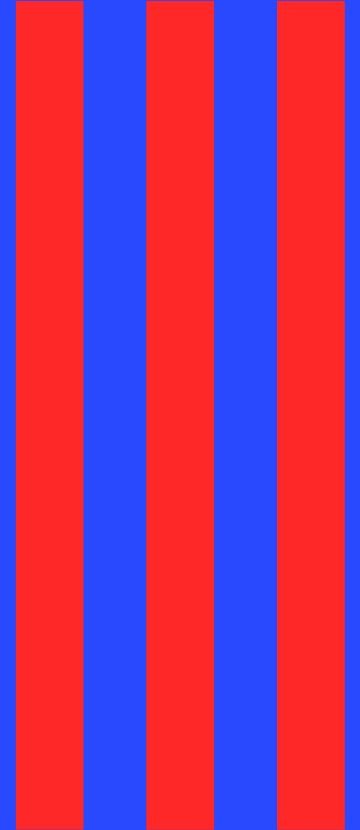
Strategy: By Implementing An Email Campaign

- One-Click donations from emails
- Make it easy for supporters to click your DONATE button in emails and give in seconds from a computer, tablet or smartphone.
- Embed a video on your sign-up form
- Track every donation from email
- Strengthen email campaigns with text reminders



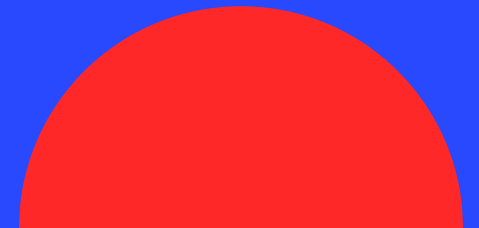
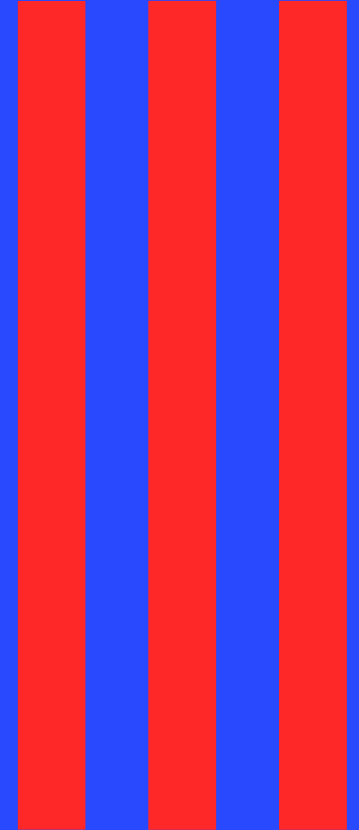
Strategy: By Implementing Social Media (Conveniently collect donations from all types of social media posts and pages.)

- Promote your donation page shortlink in posts and text-to-donate keyword in images and videos
- Make it easy and obvious for your social followers to make donations.
- Encourage followers to click shortlinks in Facebook and Twitter posts
- Encourage followers to text-to-donate in photos on Instagram
- Embed your donation page inside your Facebook page
- Encourage followers to text-to-donate on Facebook Live and shout out donors as they appear on your fundraising thermometer
- Empower social followers to make micro donations of \$1 or more



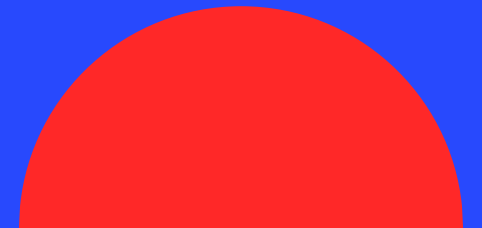
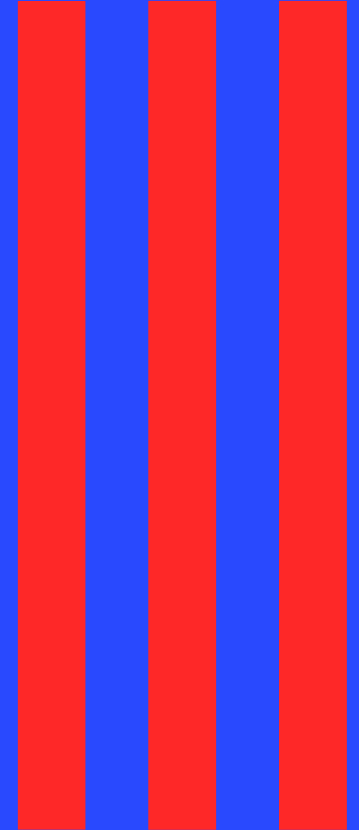
Strategy: By Collecting Donations from Text Messaging

- Connect with donors using text messages that have a 98% open rate
- When it comes to getting in touch, there's no better way to talk to your supporters than directly on their mobile device. Even better, the TCPA allows special permissions for nonprofits, meaning you can upload any phone numbers you have on record and start contacting your donors in a matter of minutes.
- Send at least 3 texts with compelling content before asking for a donation
- Send links to videos, web pages, social campaigns, and sign-up forms
- Integrate text reminders to increase conversions for every channel



Strategy: By Utilizing Donations Via Phone (empower staff, volunteers and board to collect secure phonathon donations.)

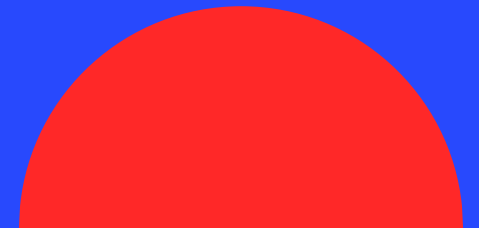
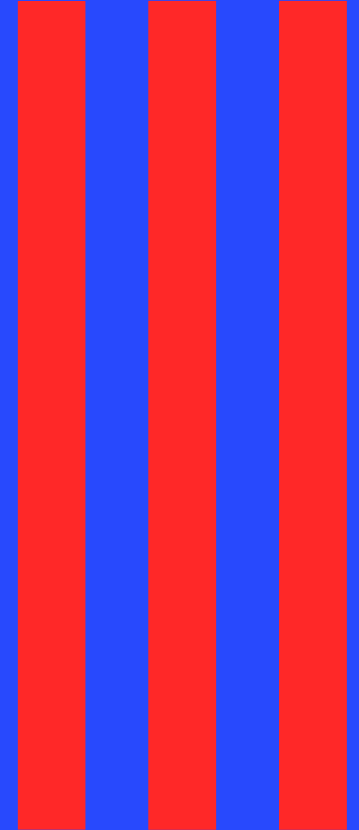
- Give listeners the power to give from anywhere in seconds
- For donors that don't want to give their credit card information over the phone, instantly send them donation page links by text message. Additionally, you can send 3 automatic reminder text messages if they do not fulfill their pledge.



Strategy: By Launching a Peer-to-Peer Giving Challenge

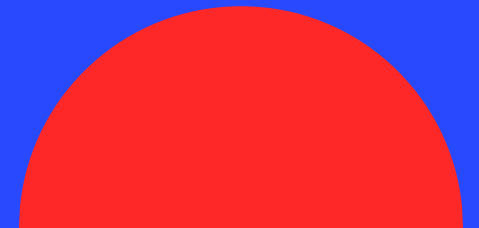
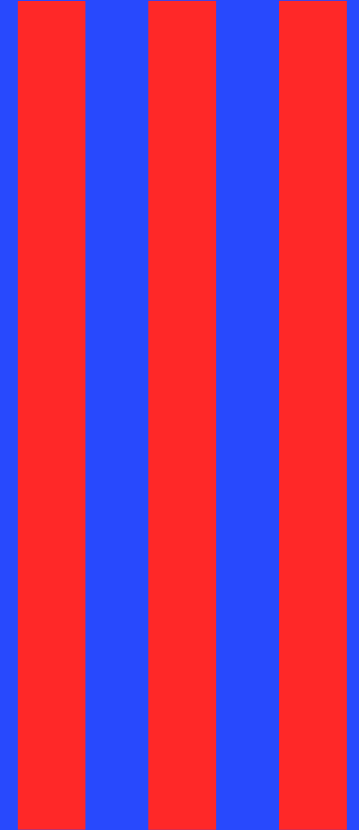
One-third of all online donations are a result of peer-to-peer fundraising. Peer-to-peer fundraising is one of the most popular types of crowdfunding, giving your supporters the option to either donate directly to your cause or volunteer to fundraise on your behalf. They can recruit their family, friends, and social networks to do the same, amplifying the effectiveness of your fundraising simpler and easier than ever before. You can enable:

- Ambassadors create their own page in seconds
- Donations go directly and securely to your cause
- Pages are easily shared via social media, email, and text



Strategy: By Collecting Donations from Text Messaging

- Connect with donors using text messages that have a 98% open rate
- When it comes to getting in touch, there's no better way to talk to your supporters than directly on their mobile device. Even better, the TCPA allows special permissions for nonprofits, meaning you can upload any phone numbers you have on record and start contacting your donors in a matter of minutes.
- Send at least 3 texts with compelling content before asking for a donation
- Send links to videos, web pages, social campaigns, and sign-up forms
- Integrate text reminders to increase conversions for every channel



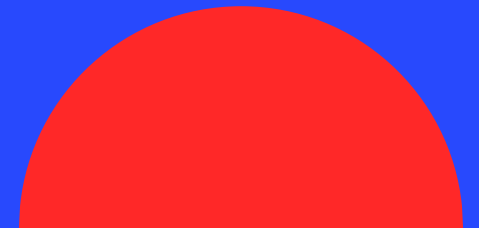
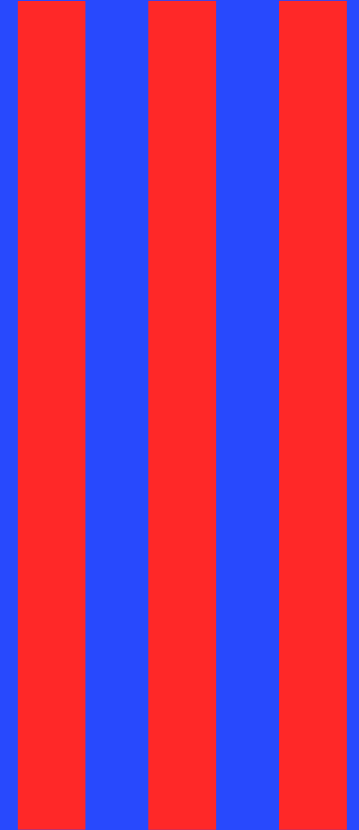
Strategy: By Utilizing User Created Video to Enhance Ask

Because 57% of online donors make a gift after watching a video, making it the most effective form of media. Additionally, In terms of views, likes and shares, raw footage—like that which has been captured on a smartphone—consistently outperforms professionally produced videos and photos.

- Showcase the good you are doing
 - Share stories of individuals that have been touched by your mission
 - Highlight the transformative impact of giving
 - Compel audiences to take action
- Create a user submit campaign for HFC's families to communicate how HFC has helped them.
 - Ask them to create a video up to 2 minutes
 - Introduces them
 - How HFC helped them
 - 3 words that describe HFC
 - Asks viewer to give
 - Create an instruction sheet on how to record video and communicate a clear deadline
 - Create a sample video to send to the family so they have an idea
 - Include a permission form to use their video

Board of Directors Videos

- Why they give
- 3 words that describe HFC
- Asks viewer to give
- Create an instruction sheet on how to record video
- Communicate a clear deadline
- Create a sample video to send to the family so they have an idea
- Include a permission form to use their video



Dear _____:

Congratulations. You are getting this because you have been hand-selected by Heroes for Children. In just a few weeks, our Holiday Campaign kicks off. This year, we are incorporating video messaging on our social and digital accounts. Because you have been such an advocate for Heroes, we want to invite you to join the fun. It is super easy.

We have an audacious goal this year to raise \$130,000 and we want you to help us get there with a video. Did you know that 70% of donations to nonprofits like ours are made after watching a video?

It's super easy.

1. We need is a 1-minute video taken with your smart phone. The flow should be something like a story with a beginning, middle and end.
 - Beginning: Tell the viewers about your relationship with Heroes for Children.
 - Middle: Tell the viewers about a problem that Heroes for Children solves.
 - End: Ask the viewers to be a hero with a donation – any amount from \$1 to \$1,000. Every bit helps. They can go online to heroesforchildren.org or text HFC to 71777.
 - And then say thank you.
2. Send us your video. You can text it to us ____-_____. Or what is even easier is to log into Facebook and send it to us using messenger.
3. Then share your video on your social media channels and we will too. Be sure to include a hashtag #HeroesGiving and tag Heroes for Children (@HeroesforChildren) so we can share your video too. In your social media text be sure to include www.heroesforchildren.org or text HFC to 71777.

It really is that easy. Imagine if we get 50 videos. And each person has 100 social media followers – Heroes for Children has the potential of reaching 5,000 brand new people who may or may not know about Heroes! That is pretty awesome.

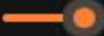
It's all up to you. What do you think?

I've attached a few things for you:

- A sample video made by a Board of Director to help with inspiration (<http://bit.ly/32XhZvE>)
- A quick tip sheet
- A video consent form

And, of course, we are available to help too – just shoot us an email or give us a call.



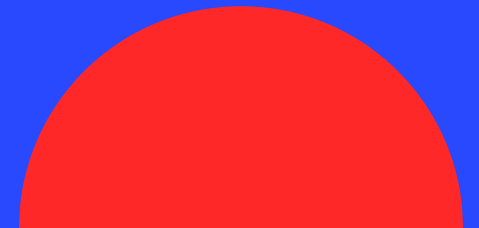
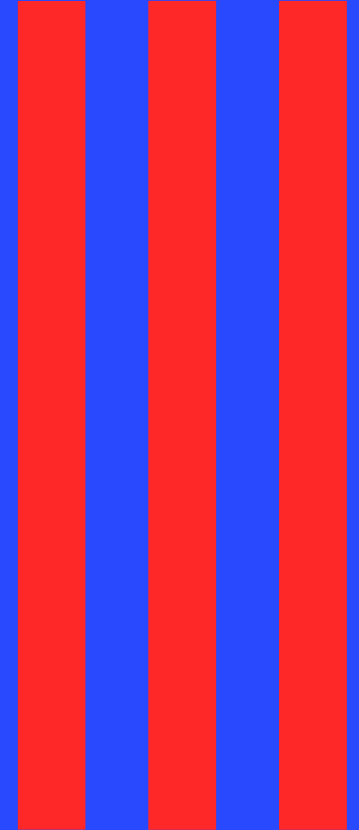
0:00:02  0:01:36

HFC-Giving-Tuesday-Jo-Trizila-Vide...



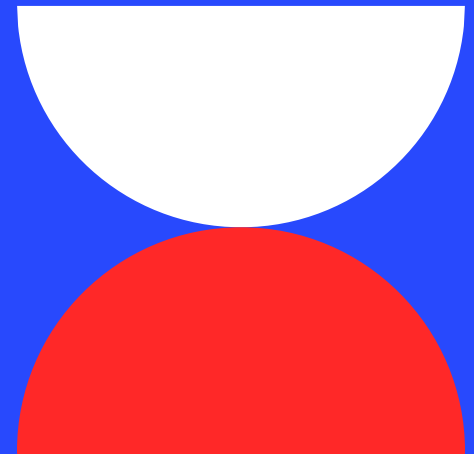
Strategy: By Utilizing Analytics, track the effectiveness and make real-time adjustments to your website, donation page and messaging.

- Google - Track conversion rates on your website and donation page
- Social media - Track your reach on Facebook, Twitter, and Instagram
- Short links (like bit.ly) - Track the number of people that click your links
- Donor records - Track average gift sizes and frequencies



**We have found the number one
way to succeed with P2P giving is
to...**

**Give the fundraiser
EVERYTHING THEY WILL NEED
TO BE SUCCESSFUL.**



MobileCause

https://www.givesmart.com/resource/giving-tuesday-game-plan-strategic-marketing-for-nonprofits/?utm_medium=ppc&utm_source=adwords&utm_campaign=Properties

Thank you

Jo Trizila

214-232-0078

jo@trizcom.com

www.TrizCom.com

