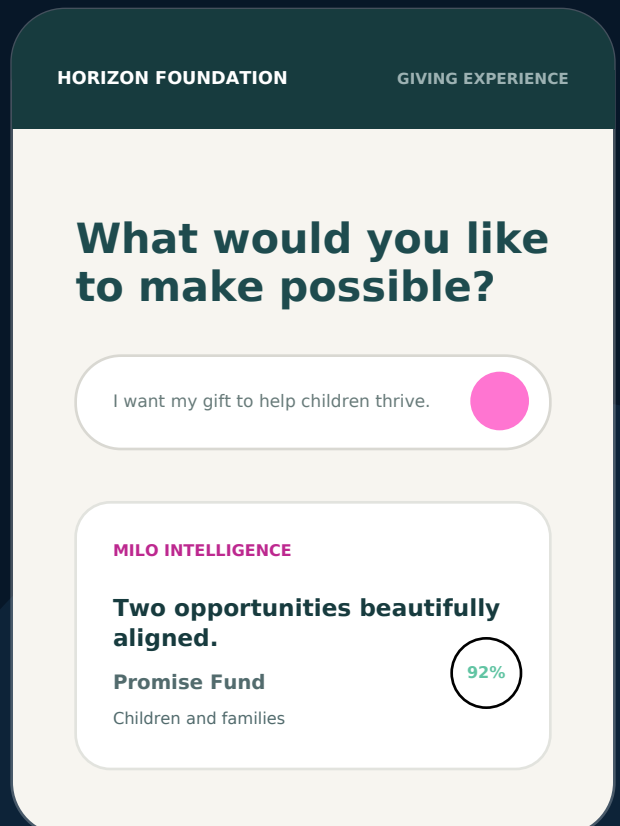


INVESTMENT, DELIVERABLES & OWNERSHIP GUIDE

Giving should feel as meaningful as the gift itself.

A complete guide to Lisa, Milo, implementation, ongoing care, ownership, and the investment required to create a donor experience unique to your organization.



LISA / FRICTIONLESS GIVING

MILO / INTELLIGENT FRICTIONLESS GIVING

The transaction is only one moment in the donor relationship.

Most giving systems are designed to process a decision after it has been made. Lisa and Milo are designed for the moments before it: when donors are still exploring, comparing, asking, hesitating, or looking for a person.

01

A donor arrives with purpose, questions, and different levels of confidence.

02

The experience clarifies relevant causes, methods, and next steps.

03

The existing platform receives a better-informed donor ready to act.

Two ways to remove uncertainty.

LISA

Human-guided giving

A premium, professionally managed giving journey with visible help, carefully structured pathways, and a warm bridge to your team.

MILO

Intelligently guided giving

An adaptable intelligence layer that understands donor questions, surfaces relevant options, and routes each donor toward the right action or person.

Keep the systems you trust. Transform the experience donors see.

Lisa and Milo sit above your existing fundraising infrastructure. Your systems continue to process gifts, record donor data, and support financial operations.

DONOR EXPERIENCE

Lisa and Milo clarify intent, pathways, stories, and human support.

CONNECTION LAYER

Approved handoffs connect donors to giving, scheduling, inquiry, and staff workflows.

TRUSTED SYSTEMS

Your CRM, processor, DAF, giving platform, analytics, and internal processes remain in place.

What the investment is really buying

A specialized donor-facing product plus the strategy, knowledge, architecture, customization, testing, licensing, and continuing care required to make it credible for your institution.

HORIZON FOUNDATION

GIVING EXPERIENCE

What would you like to make possible?

I want my gift to help children thrive.

MILO INTELLIGENCE

Two opportunities beautifully aligned.

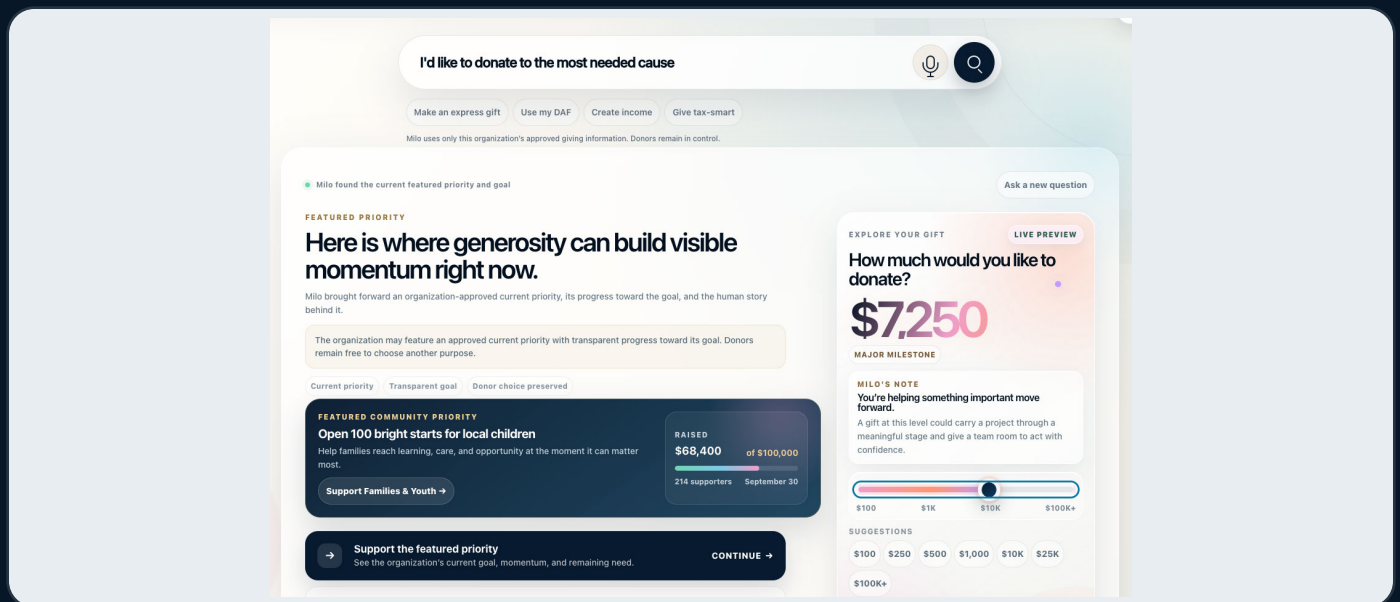
Promise Fund

Children and families

92%

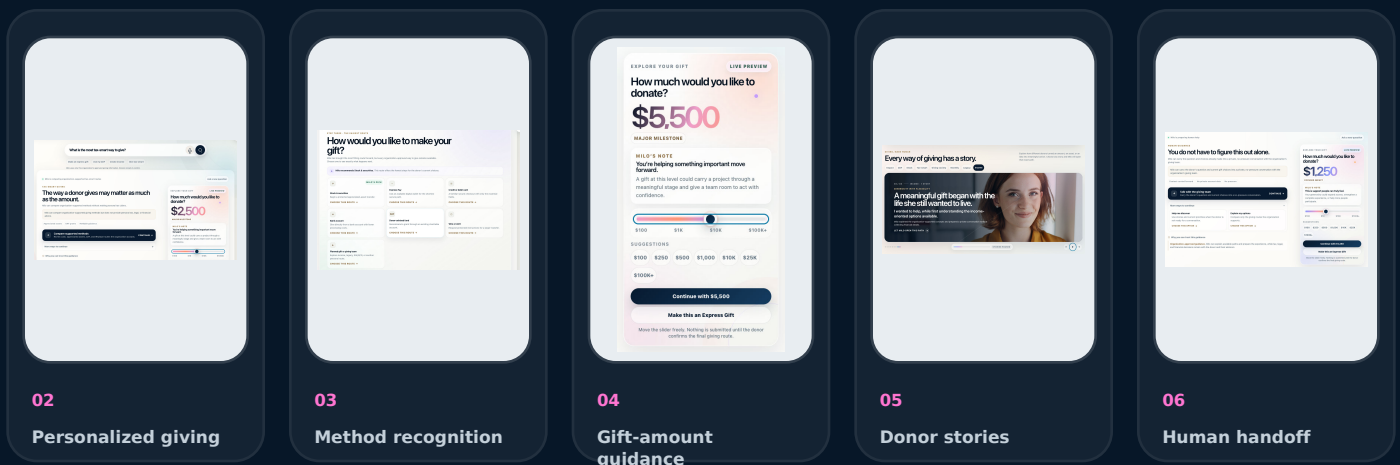
Intelligence made visible at every donor moment.

Representative Milo screens show how natural language, personalization, giving-method recognition, amount guidance, donor stories, and human handoff can become one coherent journey.



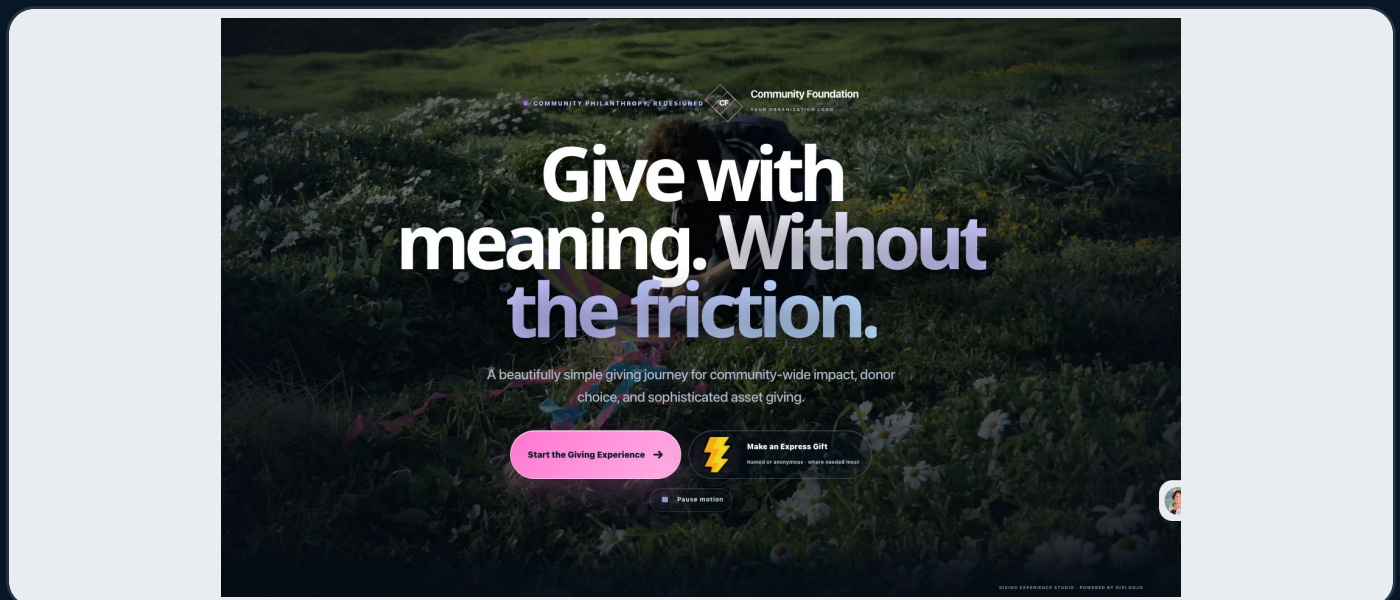
NATURAL-LANGUAGE RESPONSE

A donor begins in their own words. Milo turns that question into a clearer next step.



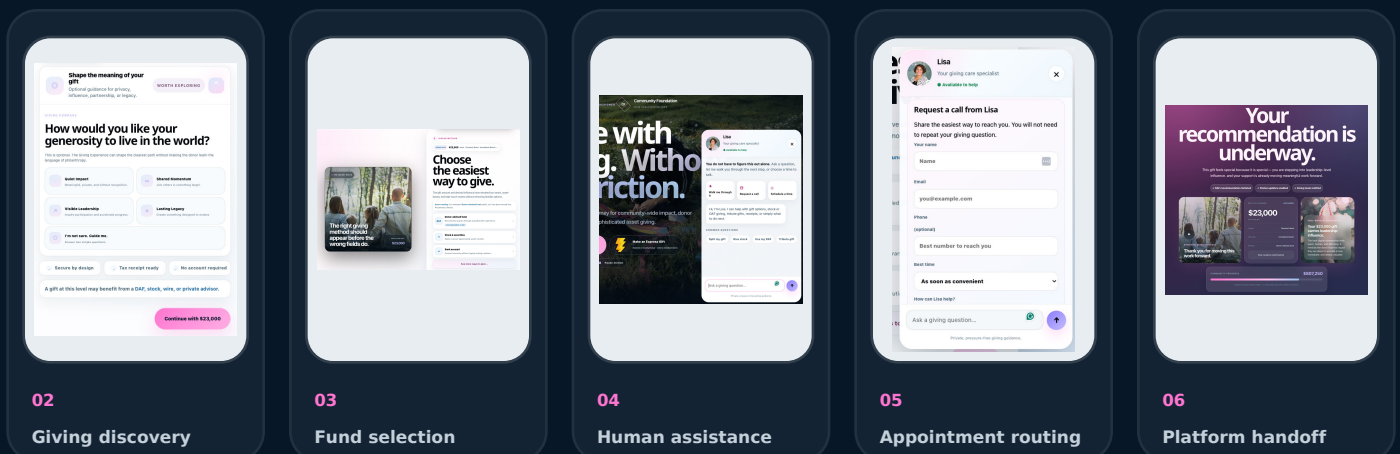
A premium path from welcome to confident action.

Representative Lisa screens show how cinematic welcome, giving discovery, fund selection, visible assistance, contact routing, and trusted-platform handoff create a human-centered giving experience.



PREMIUM WELCOME

The first moment feels calm, intentional, and worthy of the organization's mission.



Professionally managed. Intentionally human.

Lisa is a complete, licensed giving experience for organizations that want a beautifully structured donor journey and unmistakable access to real human help.



Lisa Essentials

Starting implementation

\$24,500

+ \$695/month License & Care

FIRST-YEAR BUDGET FROM

\$32,840

BEST FIT

When donor confidence matters as much as donor speed.

- A primary giving journey needs clearer organization and stronger human support.
- Your team wants a premium front-end without replacing the donation platform.
- Donors need calls, appointments, inquiries, and giving-team access at the right moments.
- Your organization prefers Divi Dojo to manage the structural experience and keep it cohesive.

From discovery to a fully launched experience.

The starting engagement coordinates six essential workstreams. Each one protects the quality, credibility, and usability of the finished experience.

01

Giving strategy & donor discovery

- Stakeholder session
- Journey and friction review
- Audiences, methods, goals
- Success recommendations

02

Experience & pathway planning

- Primary journey architecture
- Giving opportunity map
- Human-help moments
- Approved blueprint

03

Premium brand customization

- Organization art direction
- Responsive interface
- Brand and imagery system
- Interactive prototype

04

Lisa Experience Core

- Licensed plugin installation
- Lisa support language
- Fund and method paths
- Domain activation

05

Connections & measurement

- One primary handoff
- Contact and scheduling routes
- Analytics events
- Measurement plan

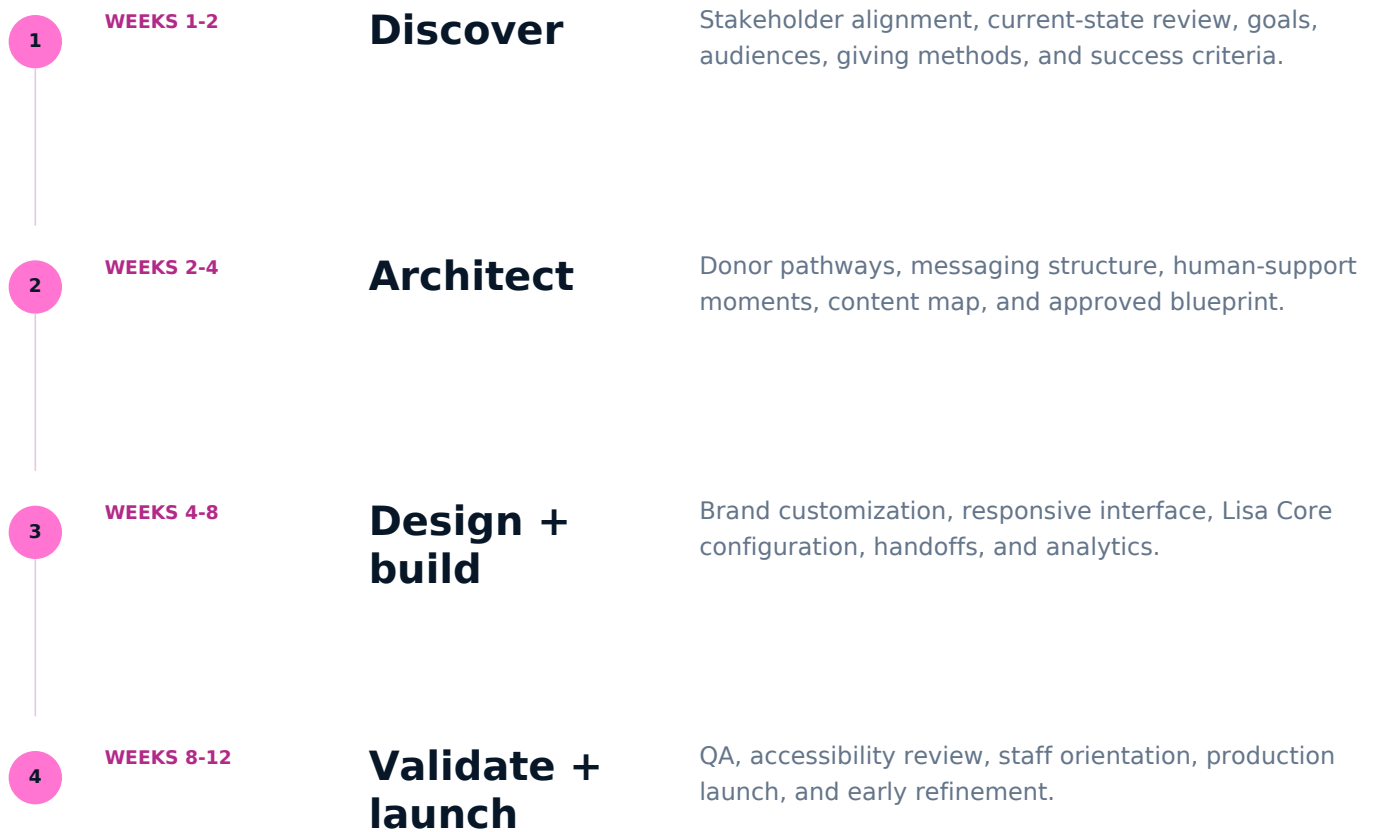
06

QA, training & launch

- Responsive and browser QA
- Accessibility review
- Staff orientation
- 90-day refinement

What happens, when it happens, and what is handed over.

A focused Lisa engagement typically runs 8 to 12 weeks, depending on content readiness, stakeholder availability, and the complexity of platform handoffs.



At launch, your organization receives

- The approved production experience
- Lisa Experience Core on licensed domains
- Staff orientation and operating guidance
- Analytics events and launch measurement plan
- 90-day refinement window

How the \$24,500 starting investment is allocated.

This planning illustration shows the disciplines combined in the starting engagement. It is not an à la carte menu: removing strategy, QA, or architecture would compromise the finished experience.

Discovery and giving strategy	\$4,000
Experience and journey architecture	\$4,500
Brand and interface customization	\$5,000
Lisa Core configuration and donor pathways	\$5,500
Platform handoff and analytics	\$2,500
Accessibility, QA, training, and launch	\$3,000
TOTAL STARTING IMPLEMENTATION	\$24,500

WHAT CAN CHANGE THE FINAL SCOPE

- Additional donor audiences or giving journeys
- More funds, campaigns, languages, or content production
- Advanced CRM, API, identity, or data connections
- Complex governance, review, accessibility, or security requirements

The monthly investment keeps Lisa licensed, current, and cared for.

License & Care begins at launch. It protects the underlying product, the quality of the donor experience, and your organization's path to timely refinements.

Lisa Experience Core license and product updates	\$250
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Compatibility, security, and technical care	\$175
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Performance, accessibility, and analytics monitoring	\$95
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Minor content or routing refinement allowance	\$175
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MONTHLY TOTAL	\$695 / MONTH
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INCLUDED WITH CARE

- Up to 60 minutes of minor refinements monthly
- One annual experience review
- Private Core and compatibility updates
- Preferred scope for new campaigns
- Continued licensed operation on approved domains

A clear boundary protects both sides

Monthly refinement time does not accumulate. New journeys, content production, integrations, or major redesigns are scoped separately. This keeps routine care predictable without quietly turning the care plan into unlimited project work.

A donor-intelligence experience built around your institution.

Milo helps donors ask real questions, understand giving options, discover relevant opportunities, and move toward the right digital or human next step.



Milo Intelligent

Starting implementation

FIRST-YEAR BUDGET FROM

\$49,500

+ \$1,500/month Intelligence, License & Care

\$67,500

WHAT MILO ADDS

Knowledge, logic, recommendations, and room to evolve.

- Natural-language donor questions and intent recognition
- Cash, stock, DAF, recurring, planned, and major-gift guidance
- Multi-fund and multi-cause pathways
- Editable organizational knowledge and donor stories
- Gift-officer, department, and human-help routing
- Intent analytics and quarterly intelligence optimization

The strategy and intelligence foundation.

Milo begins with organizational knowledge and donor intent. The first four workstreams establish what Milo should understand, how it should respond, and how the experience should feel.

01

Knowledge & donor strategy

- Stakeholder discovery
- Question and intent mapping
- Giving-method inventory
- Governance plan

02

Intelligent journey architecture

- Natural-language framework
- Amount, cause, method logic
- Multi-fund pathways
- Human handoffs

03

Premium brand customization

- Organization art direction
- Responsive interface
- Milo language and character
- Interactive prototype

04

Milo Core intelligence

- Licensed Core installation
- Recommendation structure
- Routing configuration
- Management tools

Population, validation, launch, and optimization.

The next four workstreams turn the intelligence framework into a useful institutional product, validate it with your team, and refine it with early engagement evidence.

05

Knowledge, funds & stories

- Approved institutional knowledge
- Funds, causes, campaigns
- Giving-method content
- Stories, FAQs, contacts

06

Connections & analytics

- Primary platform handoff
- Contact and scheduling routes
- Intent analytics
- Measurement plan

07

QA, governance & training

- Answer validation
- Accessibility and browser QA
- Knowledge approval
- Management-tool training

08

Initial intelligence refinement

- Guided launch
- Early question review
- Routing improvements
- 90-day optimization

How the \$49,500 starting investment is allocated.

Milo's starting investment funds more than interface design. It establishes the knowledge, logic, governance, management, validation, and optimization foundation required for responsible donor guidance.

Discovery and knowledge strategy	\$7,500
Experience and journey architecture	\$6,000
Premium brand and interface customization	\$6,500
Milo Core intelligence configuration	\$10,000
Knowledge, intent, and routing development	\$8,500
Platform connections and analytics	\$4,000
Accessibility, QA, training, and launch	\$4,000
Initial intelligence optimization	\$3,000

TOTAL STARTING IMPLEMENTATION**\$49,500****Planning note**

Advanced departments, knowledge governance, languages, data connections, integrations, and high-volume institutional requirements move Milo into Advanced or Enterprise scope.

Intelligence only stays valuable when it stays current.

Milo's monthly investment supports the product, the knowledge and routing model, the analytics, and the continuing optimization cadence that distinguishes an evolving intelligence layer from a fixed chatbot.

Milo Core license and intelligence releases	\$500
Knowledge and donor-routing optimization	\$350
Compatibility, security, and technical care	\$250
Intelligence and engagement analytics	\$150
Monthly refinement allowance	\$250
MONTHLY TOTAL \$1,500 / MONTH	

INCLUDED WITH INTELLIGENCE CARE

- Up to 90 minutes of scheduled refinements monthly
- Quarterly intelligence review
- Organization-managed knowledge tools
- New supported giving-path logic
- Knowledge-base and routing refinement

Shared stewardship

Authorized staff keep approved funds, causes, stories, FAQs, contacts, and institutional knowledge current. Divi Dojo maintains Milo Core, compatibility, routing behavior, and the optimization roadmap.

Large expansions, new departments, advanced integrations, or major modules are scoped separately.

Choose the level of guidance your donors need.

Both products are fully branded, licensed, and designed to complement your existing fundraising systems. The distinction is the type of donor guidance and the way the experience evolves.

CAPABILITY	LISA	MILO	SUITE
Premium branded donor journey	Included	Included	Included
Visible human guidance	Core	Handoff	Core
Natural-language questions	-	Included	Included
Institutional knowledge base	-	Included	Included
Recommendations	Curated	Intelligent	Intelligent
Management model	Studio	Team + studio	Coordinated
Organization-editable knowledge	Managed for you	Included	Included
Dedicated Core plugin	Included	Included	Integrated
Starting implementation	\$24,500	\$49,500	\$64,500
Starting monthly	\$695	\$1,500	\$2,000
Starting first year	\$32,840	\$67,500	\$88,500

The Intelligent Giving Suite combines Milo's discovery and recommendation layer with Lisa's prominent human-care experience and coordinated team handoffs.

Clear roles protect the quality of the launch.

A premium experience depends on timely decisions, approved information, and a shared understanding of what belongs to the organization and what remains part of the Divi Dojo product framework.

01

Your organization provides

- Internal sponsor and stakeholders
- Brand assets and approved content
- Platform and technical information
- Knowledge owners and approvals
- Timely feedback and governance

02

Divi Dojo provides

- Strategy and architecture
- Product framework and design
- Configuration and connections
- QA, training, and launch
- Licensed updates and care

03

Ownership is separated

- You own brand and content
- You own organizational data
- Divi Dojo retains Core products
- Approved-domain license
- No resale or transfer

The practical protection model

Both experiences are deployed through dedicated Core plugins, licensed for approved domains, and supported through private product updates.

Your agreement defines permitted use, renewal, support, domain activation, organizational content ownership, and restrictions on redistribution or commercial reuse. Sensitive routing or intelligence logic is kept out of the presentation layer wherever practical.

A premium engagement begins with the right questions.

We will help your team identify the appropriate starting point without overscoping the project. A final proposal follows focused discovery and technical review.

01

Experience review

A focused conversation about the donor journey, giving methods, current systems, audiences, and what your organization wants to make easier.

02

Technical fit

Review of your giving platform, CRM destinations, scheduling, analytics, content readiness, governance, and any integration requirements.

03

Defined proposal

A clear recommendation, deliverables, timeline, responsibilities, implementation investment, ongoing care, and optional expansion scope.

BEGIN A CONVERSATION

vision.dividojo.com

Frictionless and intelligent giving experiences for organizations that care deeply about donor relationships.