

## Kind Quiz Options.

Choose from 3 plans that address your specific audience and preferred branding.

The Kind Quiz leverages behavioral science and AI to assess 98,304 different combinations of individual values. We then personally match an individual's value profile with activities from our proprietary database of more than 10,000 social impact opportunities.

Kind Quiz Deliverables	Core	Personalized	Customized
15-page Data Analytic Summery® Report	✓	✓	✓
Individual Kind Profiles + Demographic Data	✓	✓	✓
Individual Data Delivery Files	✓	✓	✓
Monthly Delivery of New Prospective Donors	✓	✓	✓
Launch Campaign Email Templates	✓	✓	✓
Social Media Promotion and Website Templates	✓	✓	✓
Summery Nonprofit Donation	✓	✓	✓
Launch Campaign KPIs	✓	✓	✓
3 Cohort-Level Curated Engagement Campaigns	✓	✓	✓
Featuring Client Logo		✓	✓
Configured UN SDG Matching		✓	✓
Configured Demographic Screens		✓	✓
3 AI-curated Personalized Engagement Activities per Profile		✓	✓
Client Social Media Links		✓	✓
Client-branded Auto-email		✓	✓
A/B Tested Quiz Naming			✓
Client-focused Profile Naming			✓
Client-customized, Behavioral Science-based Questions			✓
Client-designated Photography			✓