



Total Savings \$3,969!

455% Return on Investment!

Explore the Value of IconCMO!

IconCMO adds value to the church with features like importing of online giving contributions (EFT), email communication, text messaging, tracking volunteers, link to the church accounting, multi-user access, and allowing parishioner's access to their information. In addition, to all of these benefits, we outlined some costs that IconCMO could reduce making it the most value for the dollar to churches.

We recommend each church use the formulas below to see the real savings for their own organization on a yearly basis and only illustrated a few of the savings within this document.

Postal Mail Savings (\$2,499):

On average 80% of all households actively use e-mail. For a church with 150 households, the church would have an average of 75 households (50% of the household count) that would participate. We illustrated the most popular mailings but the formula can be used for all mailings that happen in one year to realize the savings. If your church has more than 200 pieces then substitute the postage rate of 49 cents to the discounted rate of about 19 cents.

Monthly Newsletter	12 Months × 75 × .49 =	Annual Savings = \$441
Quarterly Statement	4 Quarters × 75 × .49 =	Annual Savings = \$147
Weekly Announcements	52 Weeks × 75 × .49 =	Annual Savings = \$1911
Total		\$2,499

Hardware Savings (\$1,170):

Offsite Backup Yearly Cost	12 Months × \$30 =	Annual Savings = \$360
Annual Labor for Backup	45 Labor Hours × \$10/hr =	Annual Savings = \$450
Server Replacement (Every 5 Years)	\$1200 Total Server Cost/5 years =	Annual Savings = \$240
Peripheral Components for Server	\$0.50 × Yearly Server Cost \$240 =	Annual Savings = \$120
Total		\$1,170.00

Payroll Savings (\$300):

Payroll Module CMO Cost \$275/yr	Competitor's Prices = \$360/yr	Annual Savings = \$85
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Note: We recommend the church review past purchases to see how much they spent on these yearly and add those to the savings already illustrated by the tables and include those cost savings into the Return on Investment (ROI) equation.

1. Hardware and software contracts?
2. Operating systems upgrades along with labor?
3. Installation cost?
4. Software upgrade and labor?

The \$3,969 savings from above and the \$715 cost of IconCMO for 150 households yields a

$$\frac{3969-715}{715} \times 100 = 455\% \text{ return on investment!}$$