



advance your mission

.ORG

The Public Interest Registry

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About .ORG

- » **Approximately 6.5 million domains under management**

- » **The non-commercial home of organizations:**
 - Where people gather
 - Share ideas
 - Get involved
 - Enhance lives
 - Advocate/promote causes
 - Fund causes

.ORG and Major Global Trends

- » Green Movement / Environmental
- » Advocacy
- » Social Networking
- » Corporate AND Individual “Doing Good”



www.makeitrightnola.org

» Why .ORG is the home for these ideas

- People expect to find this information on a .ORG domain,
- Content providers prefer .ORG to match expectations of the users and to get their traffic

“People down here call it ‘the fight of their lives’.”

- Brad Pitt

» What this means for Registrars

- More opportunity to sell .ORG as a differentiator
- Example Registrar: Name.com

Resource Center

- » Tools for .ORG websites

- » **Text content** for registrars to promote the value of a .ORG address

- » **Web site tools and widgets** to address the needs of .ORG websites
 - Social networking add-ons
 - Fundraising widgets

- » **Links to organizations** that provide services for non-commercial organizations

RISG

Registry Internet Safety Group

- » **Facilitate dialogue, affect change, and promulgate best practices** to address Internet identity theft including “phishing” and all of its related forms, and malware distribution.
- » RISG seeks to **decrease occurrences of phishing and malware distribution**, in all of its forms, by developing best practice suggestions for Registries and Registrars.
- » RISG members shall also attempt to create methods to share data among member companies that will **enhance the understanding of phishing and malware** and further the mission of RISG to eliminate them.
- » The RISG will endeavor to **function collaboratively with other Internet industry groups** possessing similar objectives.

» .ORG domain name promotions

.ORGanic Growth Incentive

- » Program Period:
 - 1 Jan to 30 June, 2008
- » Receive REBATES up to \$2.50 on new registrations (net of DELETES)
- » Rebate amount based on percentage growth of overall Domains under Management month to month



Program Level	% Growth of Domains under Management	REBATE Type (applied to Net NEW Create monthly volume)	Net Domain Price
Level 1 Domains Under Management growth	2% - 4.49%	\$0.50	\$5.65
Level 2 Domains Under Management growth	4.5% - 6.49%	\$1.00	\$5.15
Level 3 Domains Under management growth	6.5% and above	\$2.50	\$3.65

Grow your total Domains under Management and receive a REBATE on Net New Creates

.ORGanic REBATE Sheet

EXAMPLE #1

Percentage Growth Formula

Dec 2007 Domains under Management	Jan 2008 Domains Under Management	Percentage Growth	REBATE Type
500,000	510,000	2%	\$0.50

Registrar Net New Create Monthly Volume:

14,000 (net of DELETES)

TOTAL REBATE APPLIED TO MARCH 2008 INVOICES:

\$7,000.00

(Rebate x Net New Create Volume)

Compounded Six Month Payout*:

\$42,000.00

* Assumes monthly domains under management growth continues at 2% or higher

EXAMPLE #2

Percentage Growth Formula

Dec 2007 Domains under Management	Jan 2008 Domains Under Management	Percentage Growth	REBATE Type
5,000	5,500	10%	\$2.50

Registrar Net New Create Monthly Volume:

1,000 (net of DELETES)

TOTAL REBATE APPLIED TO MARCH 2008 INVOICES:

\$2,500

(Rebate x Net New Create Volume)

Compounded Six Month Payout*:

\$15,000.00

* Assumes monthly domains under management growth continues at 6.5% or higher

Secondary “Bonus” Promotion

» **Primary Requirements:**

- » Registrar includes free hosting and a multi-page website builder tool with .ORG domain name purchase.
- » Registrar has a dedicated page describing the value of a .ORG address.
- » Registrar introduces offer with banner ad on their home page.
- » Registrar then eligible for a \$1 discount on domain name from PIR

Secondary “Bonus” Promotion

» **Our Goals**

- » Help non-technical .ORG registrants build a web presence quickly and easily, encouraging live content on .ORG domains.
- » We want to provide an opportunity for Registrars to gain **new customers** to offer additional services to year over year.

2006 Promo Review ccTLD + gTLD promotion

- » In September of 2006, PIR partnered with NIC .MX to launch a program designed to
 - Increase awareness and build confidence in the internet in Mexico,
 - Increase awareness of .ORG in Mexico and
 - Demonstrate how a ccTLD and gTLD can work together to increase internet usage in a specific country.



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Thank You!