



.ORG OPPORTUNITIES

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About .ORG

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WHO IS PUBLIC INTEREST REGISTRY?

- Non-profit domain registry based in Reston, Virginia (US)
- Operate and manage the .ORG domain
- Active participants with ICANN and global domain community
- Serving those who want to make a positive impact
- Founded in 2002 by the Internet Society (ISOC)

“We empower, through the internet, those who are dedicated to improving our world.”





ABOUT .ORG

- Created in 1984 as part of the Internet's original TLDs
 - .com, .net, .gov, .edu, .mil, .org
- 10.1 Million .ORG domains currently under management

Top Level Domain	Total Domains
.COM	144 M
.NET	13.4 M
.ORG	10.1 M

- Management of .ORG transferred from Verisign to PIR in 2003
- First open Generic TLD to sign its DNS zone with DNSSEC

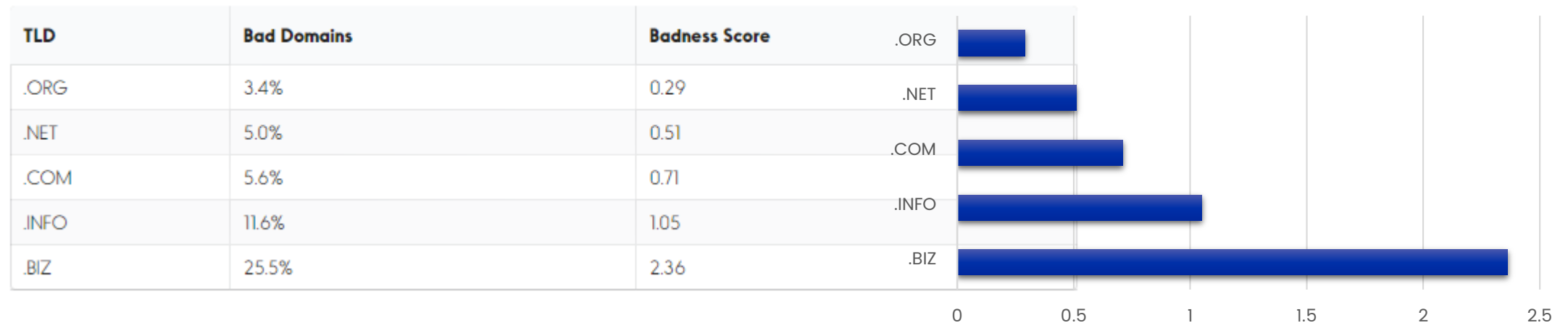




HOW DOES .ORG COMPARE TO OTHER TLDS?

TLD	Purpose
.COM	“Commercial” – businesses, e-commerce – anyone who wants to make money online
.NET	“Network” – internet, email, networking service providers, technology groups, etc.
.ORG	“Organization” – non-commercial industries; non-profits/NGOs, CSR, community groups, etc.

SPAMHAUS Average Scores for 2019

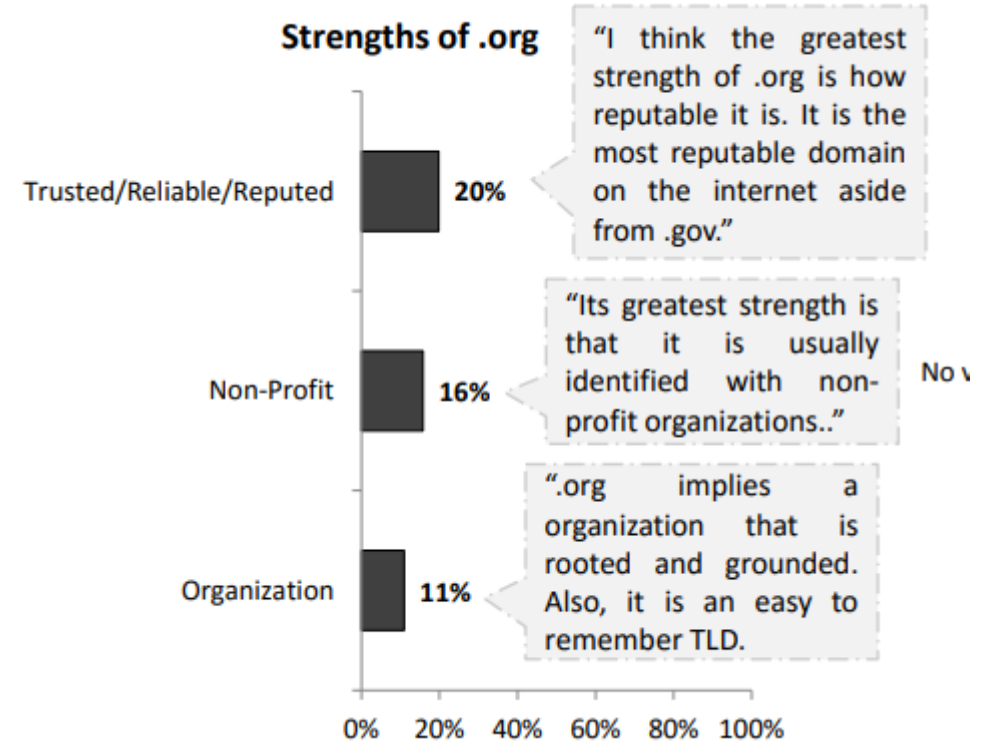


<https://thenew.org/org-people/about-pir/resources/anti-abuse-metrics/>



HOW DOES .ORG COMPARE TO OTHER TLDS?

- Top identified strength of .ORG is Trust/Reliability/Reputation
- Organizations that choose .ORG are making a statement: revenue generation is not a top priority
- Those who choose .ORG are viewed as being more trustworthy/reliable as well.
- Example: Political groups/organizations



Hanover Research:
.ORG Brand Perception Survey 2018



THE .ORG DOMAIN IS FOR EVERYONE!

EVERYONE WHO:

- Wants to build their online presence on the world's most trusted domain
- Wants to associate their brand and organization with the .ORG mission/promise: To do great things on the Internet
- Is looking for the cleanest, most abuse-free domain space available
- Wants a domain that is operated by a registry that is at the forefront of Internet policy building and security technology development
- Would like to join and participate in the .ORG Community and leverage educational and support opportunities available



THE .ORG BRAND IS TARGETED TO:

CAUSE-BASED ORGANIZATIONS/INDIVIDUALS

- Businesses with CSR Branches



- Social Enterprises



- Non-Profits



- Charitable Crowdsourcing



- Community Interest Groups





NON-PROFIT OPPORTUNITY

OVERALL MARKET NON-PROFIT DISTRIBUTION

THERE ARE MORE THAN 10 MILLION NON-PROFITS WORLDWIDE

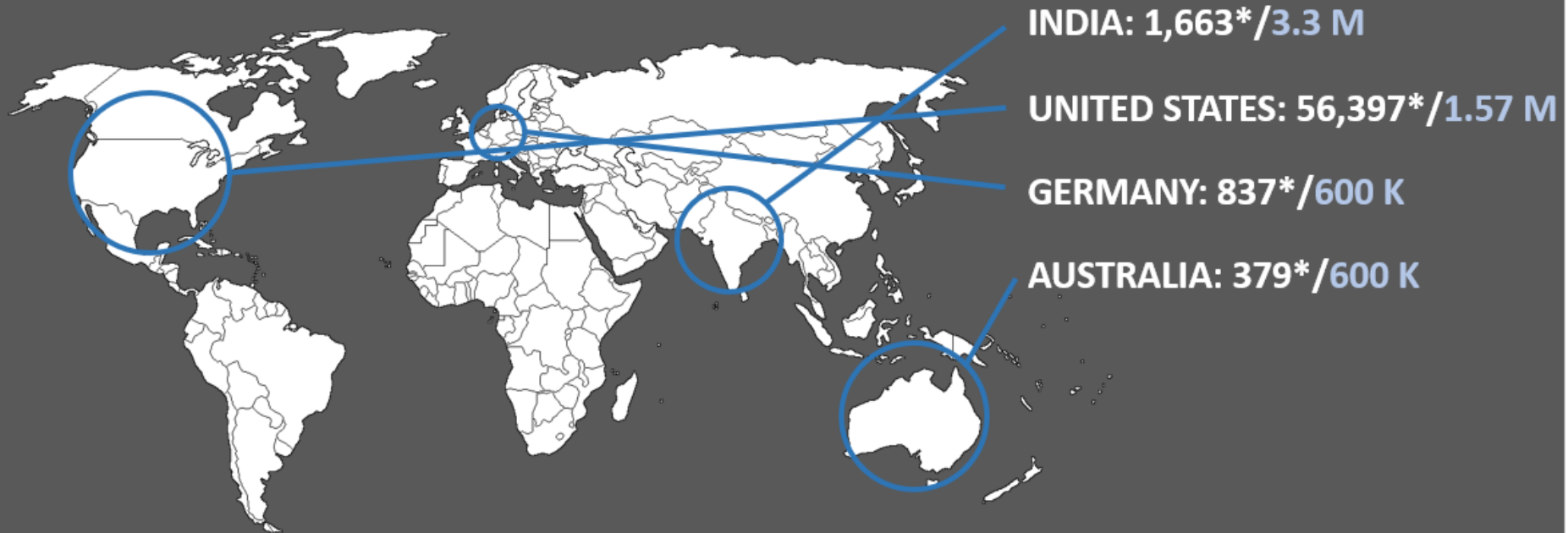




NON-PROFIT OPPORTUNITY

OVERALL MARKET .ORG USAGE AMONG NON-PROFITS

POTENTIAL HUGE OPPORTUNITY IN NON-PROFIT SPACE





An award-winning international non-profit organization which empowers children through skateboarding and education in Afghanistan, Cambodia and South Africa. By combining skateboarding with creative, arts-based education, this .ORG gives children the opportunity to become leaders for a better world.



Google.org

This philanthropic division of google is dedicated to accelerating the progress of innovative non-profits by connecting them to the best of google. Since 2005, this .ORG has worked to extend the reach of non-profits with a unique blend of support that includes tools, funding, and volunteers from around google. The .ORG has committed to awarding \$1 billion in grants and over 1 million employee volunteer hours over the next 5 years.

PIR Proprietary and Confidential



**POWER YOUR INSPIRATION.
CONNECT YOUR WORLD.**

“For diverse global communities and individuals who want to do great things online, .ORG is the original open gTLD, purpose-driven to empower and connect those who inspire the world.”

- .ORG one of the six original TLDs born with Internet in 1985
- More than 10M domains under management
- First open TLD to implement DNSSEC
- Customers cut across nearly every industry vertical
- One of the most recognized and trusted domains in the world
- 68% of NGOs, non-profits, and charities use .ORG worldwide.
- 72% of donors are more likely to trust those who use .ORG





MESSAGING & POSITIONING: 2020 INITIATIVES

#WeLiveForThis Campaign

- Focus on the people 'of' .ORG (The .ORG Community) and the people 'behind' .ORG
- Show how PIR people are dedicated to the success of .ORG customers
- Highlight the breadth/depth of the amazing things .ORG registrants are doing online
- Will be integrated throughout all content marketing and distribution channels

.ORG Story Initiative

- 20+ Stories to be published over the year
- 10 featured 2-minute video vignettes
- Actively recruiting .ORGs through targeted initiatives to ensure we have a good mix of all .ORG types

2020 .ORG Impact Awards

- Building off success of 2019 awards program
- More participation of .ORGs globally
- Substantial increase in prizes/scope/scale of event – Bigger & Better across the board!
- Increased opportunities for partner involvement





SELLING .ORG





SELLING .ORG: THE PIR CHANNEL SERVICES TEAM



**Inma
Del Rosal**

Senior Director,
Channel
Services



**Scott
McBreen**

Manager,
Channel
Services



**Gianni
Ponzi**

Manager,
Channel
Services

- The Tucows sales team works closely with the PIR channel services team to provide resellers with the best solutions for selling .ORG
- Please contact the Tucows sales team if you'd like to explore additional opportunities for selling .ORG
- We'll ensure that Tucows has all the tools you might need to succeed with .ORG



WHY SELL .ORG?

- Strong brand recognition
- High usage rates
- Best-in-class renewal rates
- Secure with lower abuse rates
- More cost-effective than most TLDs



SELLING .ORG: QUALITY PERFORMANCE INDEX

- Designed to improve the quality of the domain space by incentivizing quality growth behaviors
- Rewards partners/registrars that show commitment to the PIR mission of maintaining/growing trust in .ORG
- Promotes the overall quality of domain space and the Internet as a whole
- QPI scores for partners are calculated using multiple KPIs:
 - Abuse takedown rate
 - DNSSEC
 - Site usage
 - SSL Certificates
 - Renewal Rates



SELLING .ORG:

- Benefits of **QPI** to Sales:
 - Increased trust
 - Lower abuse profile
 - Better renewal rates
 - Higher benefits (discounts) for improved QPI score
- Selling .org: Tips & Guidance:
 - Newsletter, email and social media campaign
 - Spotlight .ORG once a quarter at least with special pricing
 - Bundle .ORG with your top selling VAS
 - Brand Protection





HOW CAN WE HELP YOU?

- To grow your .ORG business:
 - Collateral/marketing materials
 - Research including customer profile data
 - Materials will be shared with Tucows, who will share with webinar attendees
- To address your customer and business needs via .ORG discount and other programs:
 - What works better for your customers?





QUESTIONS?

sales@tucows.com



THANK-YOU

