

## Web-based Fundraising Solutions – from eTapestry

*eTapestry is different from software you may be used to. It doesn't require you to install, maintain and update software, or backup your data. It doesn't require new hardware, additional disk space, or specific operating systems. It doesn't require days of training, expertise in database operations or a multi-volume user guide to operate. It doesn't even require you to be at the office to use.*

*What eTapestry does is even more impressive. In its simplest form, eTapestry is software you run over the Internet, allowing you to access your data from anywhere. It tracks donors, prospects or alumni while managing gifts, pledges and payments. In its full form, eTapestry adds advanced executive analysis, contact management, advanced email, e-commerce, event registration, and complete website development. Because eTapestry is web-based, all upgrades, maintenance, backups, and data security are managed and monitored for you. It's also easy to learn and use, meaning you can focus on your fundraising, and not your fundraising software. Best of all, it will save you money – year after year – compared to traditional software.*

### Advanced Technology

eTapestry started with a simple concept. A concept that nonprofit organizations could benefit from software that didn't require them to monitor, maintain, update, and manage – saving them time, trouble, and money. A concept of allowing them to access their information from any computer, at any time, from any location – eliminating hardware issues, system compatibility problems, and competing software versions. It would provide the flexibility, accessibility, and affordability organizations needed so they could focus on their mission and not their software.

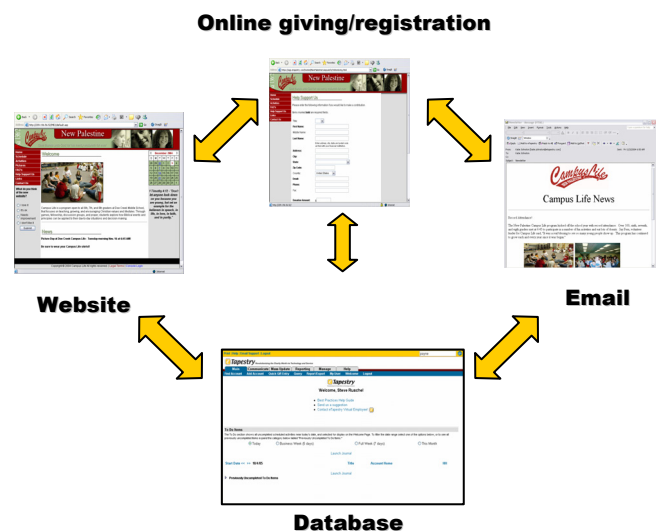


*eTapestry can even be accessed via your mobile devices – such as a PDA, Blackberry, or other Smart-Phone. You have access from anywhere at anytime!. eTapestry Mobile is a standard feature of your eTapestry service.*

In 1997, this type of system just didn't exist. So the founders of eTapestry began work on something new. This new application would utilize the Internet, the browser as an interface, and would be "hosted" or cared for at a central location where users could access their data whenever they wanted. Two years later, eTapestry was born, and today over 4000 nonprofits around the world are gaining the benefits of this web-based application.

### One Stop Shop

One of the great challenges faced by nonprofits is the successful implementation of the tools needed for their fundraising programs - database, website, ecommerce, and email. Even more difficult is integrating them to work together and share data. At eTapestry, we can help you build, maintain, and integrate all of these tools. No conflicting technologies, no redundant data, and no bickering vendors.



*eTapestry can help you integrate, manage, and maintain your complete system – database, website, ecommerce, and email.*

## Superior Security

The most important thing we do at eTapestry is securely care for our customers data. And we believe we do it better than anyone can do it themselves.

Complete security involves several areas. First and foremost, we protect our customer's data. This includes providing safe and secure access. SSL technology is used to encrypt all information as it passes along the Internet – not just for login information, but for all eTapestry functions. Data security includes an environment protected by the latest firewalls, router settings, and storage devices. It's an environment that is protected against attack and virus. Access to the systems are constantly watched, measured, and monitored to insure everything is running properly and safely.

Security also means protection against disasters – whether natural, environmental, or from hardware failure. Data is automatically backed up every day. Multiple copies are stored in multiple secure locations. Backups are tested and reviewed for accuracy. Redundant connections to the Internet, redundant hardware, and alternate systems are in place should they ever be needed. Everything necessary to protect your physical data and maintain your access to information is taken care of by eTapestry.

**"With other systems we have used, we had encountered such nightmares, and when that didn't happen [with eTapestry], we were pleasantly surprised."**

*Susan Sydor, Admin. Assistant to the President  
Florida Christian College*

We also understand the importance of your valuable donor data to your organization. **That's why you always retain complete ownership of your data. eTapestry has no rights to your information and does not use it in any shape or fashion** (it's all in our license agreement). We are simply caretakers of your data. You can export a copy of your data at any time for your own use or as a local backup. We want you to feel comfortable and confident in the handling of your data at all times.

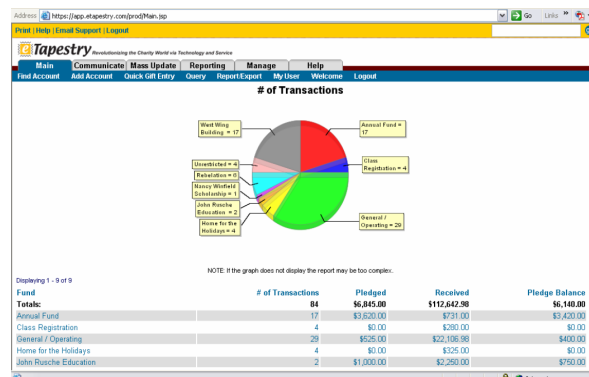
Finally, eTapestry provides contingency planning that is unparalleled in the industry. Your uninterrupted use of eTapestry is guaranteed through an extensive escrow agreement and continued hosting arrangements. No one has thought through and planned for your total security more than eTapestry.

## Easy To Use

Sure, lots of systems say they are easy to use. So what makes eTapestry different?

As a web-based application, eTapestry requires only an Internet connection and browser to operate. No special software to load, no special hardware to implement. It operates much like a website. Point and click to drill down to more information. Search for donors using a search engine style screen. Select from a wide variety of pre-built fundraising reports, or build your own as needed. Within minutes you can be viewing donor information, updating contact info, recording notes of a conversation, or sending email.

eTapestry is the first system specifically designed to be used by your entire staff – not just a couple folks who input data. Access to information is important to your fundraising success, and with eTapestry you can have access from anywhere.



*eTapestry reporting tools provide you the analysis needed to manage your fundraising efforts.*

## Cost Effective – Today and Tomorrow

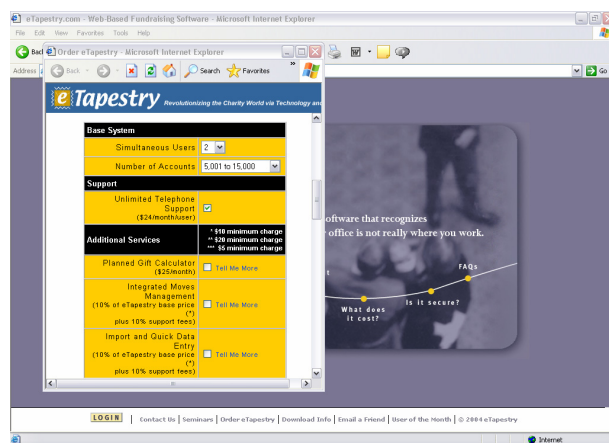
It sounds too good to be true. eTapestry can do more but costs less than other software applications, not just upfront, but in cost savings year after year. Our pricing is designed to fit the budget of any type or size of organization. Our goal is to give every nonprofit organization the opportunity to use the latest and most efficient tools for fundraising – that's why it's free to nonprofits with less than 500 records. Even if you have thousands of records, eTapestry usually costs less than the annual maintenance fees associated with typical in-house systems.

**"We wanted something that was Web-based, but we didn't want to spend a ton of money. I heard from people who were positive about the company. It's price and capabilities are unique."**

*Christel Gollnick, Executive Director  
Angel Flight Central*

Cost savings are not just reflected in the fees to use the software however. Traditional software also requires hardware updates, maintenance, network upgrades, and operating system enhancements. All of this means more cost in both time and money. In addition, traditional software requires the expertise of someone to administer updates, backup data, and maintain both the hardware and software.

With eTapestry all maintenance, backups, and updates are included – and handled for you automatically. Because you only need an Internet connection and a web browser, you can probably run eTapestry on existing hardware, even if you have a variety of computer types, operating systems, or applications.



Go online to eTapestry's website ([www.etapestry.com](http://www.etapestry.com)) and try out the price calculator. You can see for yourself what the costs would be for your organization.

The pricing structure for eTapestry is simple. It's a pricing structure that allows you to avoid any upfront capital expenditures. A monthly base fee covers your complete use of the software, all updates, email support, and all maintenance for one concurrent user – although you can have an unlimited number of logins, or named users. The monthly fee is based on the number of records in your database (donors, prospects, members, etc.). If you need additional concurrent users accessing the database, you pay a small monthly fee to add the number required.

***"eTapestry is constantly updating and improving and they do it at night. We looked at a ton of software packages. I felt comfortable with eTapestry's cost and knowing that I didn't have to be a computer guru to make this happen."***

*Judy Davidson, Director of Development  
Pusch Ridge Academy*

## Choose the Tools You Need

A wide variety of add-on tools and services let you build eTapestry to match your specific needs. It also allows you to “grow” into different activities and select the options you need when you need them.

**Advanced email** – html editor, scheduling, opt-out, spam analysis, delivery reporting

**Donor Login** – allow donors to access their gift history and contact info via your website

**Ecommerce** – custom built online giving and registration pages integrated to your eTapestry data

**Executive Reporting** – advanced executive analysis

**Grant Explorer** – grant research from GuideStar.org

**Matching Gifts** – identify matching gift opportunities

**Moves Management** – donor cultivation tools

**Outlook Email Integration** – automatically record copies of your Outlook emails in eTapestry

**Planned Gift Calculators** – record planned gift calculations as part of a donor's record

**Prospect Research** – online tools for detailed research

**Segmented Gifts** – easily handle split gifts

**WishList** – create an online registry of needed items where donors can specify the purpose of their gift

**Data Cleanup** – NCOA, de-dupe, and phone append

## Support and Training

Even with all the wonderful technology, innovative design, and advanced features of eTapestry, it is the customer support and training that truly sets it apart. In fact, for the last two years running eTapestry was recognized as the “Best Donor/Member Management ASP” by Campbell Research in their user satisfaction research study.

eTapestry has applied the same innovative thinking to support and training as they have with the software. Support can be found via telephone, email, instant messaging, or online. The online help includes user instruction, “how to” guides, and even video demonstrations of important functions and features.

Training with eTapestry is built to maximize your time and money. Instead of expensive, week-long classes off site, you take your training at a pace and schedule that meets your needs. Or try recorded sessions which can be shared throughout the organization and used as often as needed.

With eTapestry's innovative **Lifetime Training Agreement**, your entire staff can take all the classes they want, whenever they want. It's unlimited training, and it insures that you never let the cost of training prevent you from getting the most out of eTapestry!

**eTapestry Features** – *at the heart of eTapestry is one of the most advanced donor management and fundraising databases you will find. Here are some highlights of eTapestry's features.*

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### **Donor/Contact Management**

- Powerful search engine for account lookups
- Handles all variety and combination of donor types (individuals, couples, families, corporations, foundations, etc.) from a single screen.
- Unlimited addresses, phones, and salutations
- Tracks appointments, to do's, and other calendar events
- Separate recognition name fields
- Unlimited user defined categories for tracking demographics or interests
- Unlimited links to other accounts with reciprocal relationship linking
- Special household relationships allow sharing of gift history among family members
- Built in links to U.S.P.S. and other international postal services/telephone directories/mapping
- Additions and changes to record tracked by date and user
- On screen drill down reporting from any field
- Easy merging of duplicate records
- Mass assignment of user defined field values

### **Gift and Pledge Maintenance**

- Complete gift processing for all forms of gifts – cash, check, cc, stock, gift-in-kind, and real estate
- Complete pledge processing – including reminders, reporting, and variable schedules
- Memorial/tribute processing and reporting
- Non-deductible, matching gift, and soft credit handling
- Segmented or, split gift, capabilities
- Recurring transaction processing (payroll)
- eReceiving option for PDF receipt generation
- Annual receipt generation

### **Query/Reporting**

- All fields available for query, reporting, and exporting
- Simple, building block style, reusable queries with graphical interface for combining, adding, or subtracting
- All reports feature full drill down capability to any specific sub-totals, gift amount or donor record
- A wide range of standard reports on account, gift, memorial/tribute, or system information
- Flexible report writer for creating custom reports and exports
- Executive Reporting for advanced analysis
- Export files work with MS Word or MS Excel
- Reports can be printed, exported, emailed, or created in PDF format

### **E-Commerce/Website Integration**

- Accept online donations from your website and have the data automatically recorded in eTapestry
- Donor Login – Gives donors self-service to review gift history, make pledge payments, and update contact information
- Allow event registration (seminars, workshops, dinners, golf outings) on your website and have the data automatically input to eTapestry
- Complete website development services available

### **Communications**

- Capabilities for both individual or mass email
- Integrates with Outlook email
- Text or HTML email in merge style format
- Recording of all emails in account journal
- Contact management style tickler and calendar
- Easy integration to MS Word
- Advanced Email – with html editor, spam analysis, scheduling, auto opt-out, and delivery reports

### **Other Features**

- Accessible from any Internet connection
- Access from mobile devices such as PDA's, Blackberry's or Smart-Phones
- Interactive On-line help
- Lifetime Training Agreement
- Daily backups and automatic software updates and enhancements included
- Definable security by user controls access to various functions
- Advanced security allows control of data access
- Easily export data to local computer as needed
- Variety of data conversion options and services
- Custom eTapestry version for Raising More Money

### **Integrated Services**

- Planned gift calculators – Crescendo and PG Calc
- Matching gift database – from HEP Development
- E-commerce processing – from IATS Ticketmaster and Network 1 Financial
- Donor cultivation tools - for Moves Management and Raising More Money
- Website fundraising – from Firstgiving
- Prospect research services – from Target America and Wealth Engine
- Grant Explorer – from GuideStar.org
- Document Attachment
- NCOA processing
- Telephone updating
- WishList – gift registry from your website