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Key System Selection Criteria

Software vs. On Demand Solution

Does the solution require a technological infrastructure that I do not currently have in place?

Will additional resources and IT staff be required to implement and maintain the solution?

Will I need to invest in servers and other hardware?

Do I have the resources to maintain and update the constant barrage of security updates required to maintain a secure online management experience?

Features & Functionality

Does the solution provide the functionality that is essential to efficiently run my high school fundraisers and website?

Does the solution offer additional features that would help me run and grow my RECURRING fundraising operations?

Scalability

Am I currently experiencing rapid growth or do I expect to grow my fundraising program?

Are my new contributor volumes seasonal or cyclical?

Do I currently run multiple fundraising campaigns and/or sponsor programs? Do I expect to expand?

Can the solution manage multiple campaigns, sponsor programs on the same platform? Is it simple to add new campaigns and sponsor programs?

Ease of Use

Can multiple people use the solution from multiple locations?

Is the solution easy to use and manage even for volunteers or students with little computer or IT experience?

How much training will be involved to learn how to use the solution?

Will additional staff be required?

Cost of Ownership

Is the solution based on a fixed or variable pricing model?

Are costly upfront implementation investments needed?

Are there hidden fees for maintenance, upgrades and enhancements?

Does the pricing include support services?

Why Select the Students Business Platform

Direct Solution. On Demand.

- Software as a Service (SaaS) application
- EcTownUSA is fully responsible for hosting and maintenance
- No strain on staff or need to hire additional staff
- Continuous, seamless upgrades of best-practice features and improved functionality at no additional cost

One Complete Solution

- Integrates and automates all back-office fundraising operations and website management on one centralized platform
- Includes new contributor online capture, contributor management, donation processing, customer service automation, database management, marketing, fundraising financials, and reporting
- Ability to run your fundraiser on an exceptional basis

Scales With Your Needs

- Built to process and manage variable volumes of campaigns
- Manages multiple promotional programs for members and sponsor programs
- Scales up or down with no change in setup or infrastructure
- Scales as your fundraising grows and accommodates seasonal and cyclical events and fundraising project management

Intuitive & Easy

- Intuitive user interface follows the natural workflow of most high schools and fundraising groups at the school
- Unlimited users can work independently from many locations including access with internet enabled devices like cell phones and PDA's
- Easily adoptable for volunteer staff, students and webmasters for automating all of the school communications to parents and more
- Constantly upgraded online help to easily guide users for a fast learning curve
- Eliminates time-consuming manual tasks by automating processes that will reduce (not increase) the need for staff as you grow enterprise

Affordable & All-Inclusive

- Minimal upfront implementation investment (guaranteed affordable) for high schools just starting out and looking for the absolute best infrastructure for fundraising, or a large school district with thousands of students and contributing businesses
- Variable pricing model and low monthly hosting fee (maybe sponsored)
- Unlimited users – no school staff per user licenses needed
- Constantly upgraded application means more functionality without ongoing development expense
- SaaS delivery model eliminates need for IT capital server investments

Security & Reliability

Is the solution secure and reliable?

Implementation

Is implementation difficult and time consuming for my staff?

Will I receive implementation support or will I need to implement the solution myself?

Contributor Integration

Is contributor integration with other organization services and applications possible?

What other services and applications does the solution integrate with?

Is my contributor network extensive and relevant to my high school as to help promote my donors (contributors)?

Provider Stability & Expertise

How long has the solution existed?

What is the level of order management solutions and competencies?

Has the solution provided proven results for other high schools or Chambers of Commerce?

Security of Data & Reliable Hosting

- Access to state of art equipment, best practices and services of superior quality and reliability
- EcTownUSA maintains full compliance and remote backup processes. This includes a local backup option so you can backup on your local computer whatever is on our main server arrays for your school.

Quick & Seamless Implementation

- Seamless implementation
- Average implementation is 1-2 weeks (then launch)
- Implementation support from start to finish

The Contributor Advantage

- Open platform enables easy integration and exchange of data in standardized, secure formats with members and the public
- Flexibility in selecting service modules for contributors that are already included in the platform. Included are member directory listing submittal to Google, custom domain names for each contributor, online ad display system for each contributor business, full contributor online management with easy-to-use management dashboard, unlimited FREE support team
- Monthly contributor reporting reminding them how valuable their membership truly is to your high school fundraising program

World-Class Expertise & Experience

- Development started in 2002 and launched in 2004 (EcTownUSA)
- Led by experts with decades of experience in providing software solutions designed specifically for the data management and people processing industry
- Servicing 20000 members throughout 6 states and growing monthly

Visit StudentsBusiness.com, EcTownUSA.com or call 1.888.EzWay4U (888.399.2948) to learn more.

Introducing a Dynamite Idea!
That Builds Your Local Economy!

1 Local High School
Provides for an virtual neighborhood of local business together online.

STUDENTS BUSINESS

Sponsored by

Shop
Dynamite
Businesses

a1oom

BGS FINANCIAL
Financial Strength. The Bold Way.

2 High School Students
Promote the business community
Using the school's online advertising system, students gain business experience as they offer local business products and services coupons while fundraising for their school.

3 Local Businesses
Receive more effective advertising and promotion while they support the local schools
Using the school's Online Advertising System, local businesses provide products and services to the community and provide students with goods and services to advertise coupons.