

Web-based Solutions – from eTapestry

eTapestry wants to make your life easier and your organization more effective. If you need a database, a website, an online giving page, or specialized email tools, eTapestry may be able to help.

In its simplest form, eTapestry is software you run over the Internet, allowing you to access your data from anywhere. It tracks donors, prospects, members, or alumni while managing gifts, pledges and payments. In its full form, eTapestry adds advanced executive analysis, contact management, advanced email, ecommerce, 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 mission, and not your software. Best of all, it will save you money – year after year – compared to traditional software.

On-demand Software

eTapestry started in 1997 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. A concept of providing a set of services that would allow organizations to grow and add services as needed – easily and affordably.

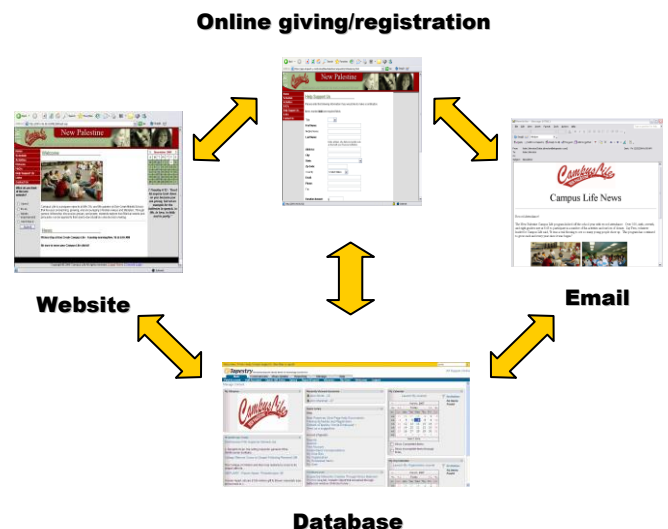


eTapestry can even be accessed via your mobile devices such as a PDA, Blackberry, or other Smart-Phone. You have access from anywhere at anytime! eTapestry Mobile is a standard feature of your eTapestry service.

Today, over 5000 nonprofit organizations around the world utilize eTapestry's on-demand services. eTapestry is built specifically for charities and their fundraising activities, so you don't have to design a database or set up software to try and meet your needs. As a result, nonprofits of all types and sizes find the ease and flexibility of eTapestry's services to be the best solution for their constantly growing and changing organizations.

One Stop Shop

One of the greatest challenges faced by nonprofits is the successful implementation of the key 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 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 customers' 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 data centers provide for total disaster protection. Redundant connections to the Internet, redundant hardware, and alternate systems are in place should they 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

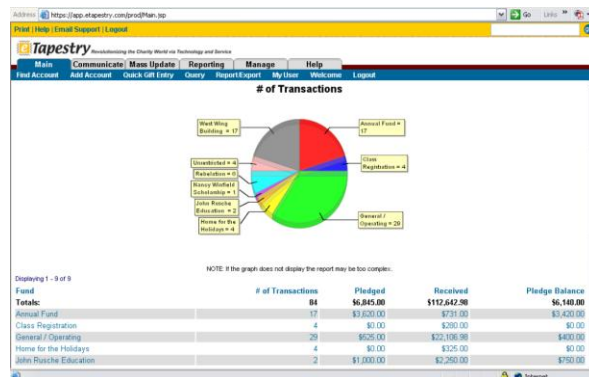
We also understand the value of your constituent data. **That's why you always retain complete ownership of your data. eTapestry has no rights to your information and does not use it in any shape or fashion** (it's all in our license agreement). We are simply caretakers of your data. You can export a copy of your data at any time for your own use or as a local backup. eTapestry provides contingency planning that is unparalleled in the industry. 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 constituents 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 constituent 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

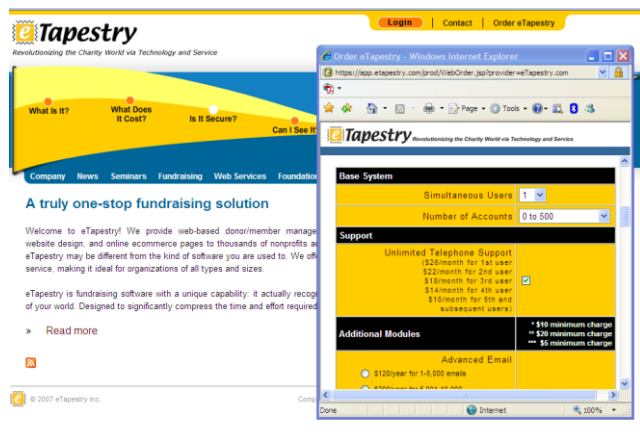
efficient tools for fundraising – **that's why it's free to nonprofits with less than 500 records.** Even if you have thousands of records, eTapestry usually costs less than the annual maintenance fees associated with typical in-house systems.

"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. 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) 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

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 us apart.

From your initial data conversion to ongoing operational needs, 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.

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

eTapestry training is also recognized by **CFRE International** (Certified Fund Raising Executives) as qualifying for CFRE Education points. Each hour of an authorized eTapestry training program provides you one point of CFRE credit.

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.

Donor/Contact Management

- Powerful search engine for account lookups
- Handles all variety and combination of constituent 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 fields 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 service
- Additions and changes 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, electronic funds transfer, bonds, insurance, 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)
- 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 intersecting, adding, or subtracting data sets
- All reports feature full drill down capability to any specific sub-totals, gift amount or constituent record
- A wide range of standard reports on account, gift, memorial/tribute, or system information
- Flexible report writer for creating custom reports and exports
- Export files work with MS Word or MS Excel
- Reports can be printed, exported, emailed, or created in PDF format

ECommerce/Website Integration

- Accept online donations from your website and have the data automatically recorded in eTapestry
- Shopping Cart capabilities
- Donor Login/Member Lookup – Gives donors self-service to review gift history, make pledge payments, update contact information, and search for members/alumni
- Allow event registration (seminars, workshops, dinners, golf outings) on your website and have the data automatically input to eTapestry
- Complete website development including website design, hosting, and content management
- Personal Fundraising tools (viral fundraising)

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
- Easily integrates with Outlook calendar
- Easy integration to MS Word
- Advanced Email – with HTML editor, spam analysis, scheduling, auto opt-out, and delivery reports

Other Cool Features

- Accessible from any Internet connection
- Access from mobile devices such as PDAs, Blackberrys or Smart-Phones
- Email, Instant Messaging, and interactive online help
- Annual Training Agreement for unlimited training
- Daily backups and automatic software updates and enhancements included
- Definable security levels control access to various functions for each user
- Easily export data to local computer as needed
- Variety of data conversion options and services
- Custom data views by user
- Spanish language version of eTapestry

Partner Services

- Planned gift calculators – Crescendo and PG Calc
- Matching gift database – MatchFinder from Blackbaud
- ECommerce processing – from IATS and Sage
- Donor cultivation tools - Moves Management, Benevon
- Prospect research services – from Blackbaud
- Grant Explorer – from GuideStar.org
- NCOA processing, telephone updates, email appends
- Donor Loyalty – from Walker Information

Add What You Need, When You Need It

Because eTapestry is offered as a service, you can choose the add-on tools you need when you need them. No reason to buy modules or users upfront if you won't need them until months down the road. When you're ready for a module, an additional user, a website, or an ecommerce page, just contact us. In some cases we can "turn on" the tool you need instantly. Or if it requires additional setup your Account Executive will guide you through the process.

Administration Module

The Administration Module puts information at your fingertips for properly reviewing, managing, and improving users' access to eTapestry. It is a must have option for organizations with multiple locations or those with a variety of different users.

Advanced Email

eTapestry's Advanced Email module expands the capabilities of eTapestry's standard mass email to include automatic opt-out or unsubscribe capabilities, spam analyzer, mail scheduler, deliverability reports, and click through tracking.

Advanced User Security

Advanced Security gives you the ability to set specific levels of data access to any degree you desire. For each user, you can determine the specific sets of data that a user has, or doesn't have access to. Organizations with multiple locations or chapters can limit access to a selected group of accounts within eTapestry.

Benchmark Reporting

Benchmark Reporting gives you dynamic reports that let you compare your fundraising activities and results to other nonprofit organizations! Benchmark Reporting gathers aggregate statistics from a large number of participating eTapestry customer databases. The data is then displayed side-by-side with the same statistics from your own database, giving you a comparison between your organization and other nonprofits.

Document Attachments

Expand your ability to store, send, and retrieve documents from within eTapestry with our Document Attachment Facilities. This function allows you to insert pictures on an account's home page, or attach files to an email or to a journal entry where the document is stored and maintained by eTapestry.

Donor Login/Member Lookup

eTapestry's Donor Login module gives you the ability to turn your website into an interactive tool for your existing donors/members/alumni. Through a link on your website a donor can login via secure access for self-service capabilities.

Donor Loyalty

Donor Loyalty, developed jointly with Walker Information, can provide a scientific measurement of individual donor loyalty, which provides accurate insight into future donor behavior. Using a simple, short survey, supporters provide feedback on their feelings and relationship to your organization. However, this is not a standard "satisfaction survey". eTapestry's Donor Loyalty tool identifies loyalty, which is the best indicator of how a supporter will behave or act toward your organization in the future.

Ecommerce

eTapestry's eCommerce capabilities provide full integration of your eTapestry database with online donation and/or event registration functions from your website. With it, you can easily add special pages to your website for accepting online donations or for setting up registration pages for special events or conferences. These

gifts and registrations are then automatically added to your eTapestry database, saving you time and administration, while giving your donors the flexibility they desire.

Executive Reporting

This unique package of reports goes beyond a simple listing of gifts and constituent names to give you the executive level information senior staff and board members find most useful.

Grant Explorer – from GuideStar

Grant Explorer – from GuideStar - is the most comprehensive source of on-line grant information available. Whether you're a grant maker looking to analyze the funding of current and potential grant recipients or a grant seeker looking for potential sources of support, Grant Explorer can provide you with the tools you need to make the most informed decisions possible.

Import Module

The Import module is a powerful tool that allows you to add, update, or modify your existing eTapestry data using external data files. It is ideal for organizations with recurring data imports.

Matching Gift Database

eTapestry integrates MatchFinder from Blackbaud to provide comprehensive information on more than 24,000 companies in North America that match gifts – including company name, address, matching gift program contact person, eligibility requirements, and matching gift guidelines.

Moves Management

Developed by the Institute for Charitable Giving, the Moves Management® concept has been recognized by fundraisers as the premier method for prospect and donor cultivation practices. The methodologies and concepts that make up the Moves Management® process have been incorporated into eTapestry as a fully integrated tool for easily extending this process to an organization's existing constituent records.

Outlook Email Integration

Users of Microsoft Outlook can now have emails automatically added to the journal records of their eTapestry constituent accounts. No longer do you need to copy and paste emails to eTapestry. A click of the button from your Outlook task bar can transfer any email to your eTapestry database.

Personal Fundraising

The Personal Fundraising Module is a viral fundraising tool that empowers your constituents to raise funds for your organization. Your constituents leverage their network of contacts to make personal appeals to their friends, family, and associates, thus generating new support for your organization.

Planned Gift Calculator

Need calculations for a possible planned gift?

eTapestry has integrated online calculation tools from the leaders in planned giving software. Choose from PG Calc or Crescendo for fast, accurate, up-to-date, on-line planned gift calculations.

Prospect Research Tools

eTapestry provides integration to online prospect research services from WealthPoint by Blackbaud.

Segmented Transaction Module

eTapestry's Segmented Transaction module lets you easily accommodate the entry, receipting, and reporting of gifts and pledges that need to be "split" between multiple areas, such as fund, campaign, or tributes.

Shopping CART Module

The Cart module provides shopping cart functionality that is tightly integrated with the eTapestry database. Cart provides reporting and storing of purchase transactions that will be familiar to anyone who shops on the web using a virtual shopping cart.

Website Development

With eTapestry's website development services, you have a one-stop shop for your professional website creation, maintenance, hosting, and care. By integrating with your eTapestry database for online giving and registrations, you're able to maximize the Internet's impact on your fundraising programs.

WishList

eTapestry's WishList module is an innovative tool that lets nonprofit organizations post a wish list of items and supplies they need on a special page within their website, allowing donors to specify a "charitable purchase" of items they would like to donate.