

Non Profit Dynamics

Website Overview

Non Profit Dynamics

Website Program Overview

JRL Background

1984-1992

EF Hutton - Account Executive

1992-2002

JRL Capital - Investor Relations Advisor

2002-2008

VCiliterate.com – Investment Banking Advisor

2008 - Present

Non-Profit Dynamics

Non Profit Dynamics

Website Program Overview

Value Propositions

Feature:

- **Unsurpassed design flexibility**
- **Integrated Email & E-Commerce**
- **Ease of Use**
- **Low Cost**

Benefit:

- **Customized and Personalized Website**
- **Enhanced Membership Participation**
- **Low required Computer Skills**
- **Very Affordable**

Non Profit Dynamics

Website Program Overview

Software Architecture

“Database-driven”

“Browser-based”

“Globally-managed”

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Website Program Overview

Software Architecture

“Database-driven”

NPD software is powered by ColdFusion MySQL, an Adobe data management program in use since the 1980’s by thousands of corporate and government users.

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Website Program Overview

Software Architecture

“Browser Based”

**Managed through any web browser,
providing multiple points of control.**

**All admin web pages are password-
protected.**

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Website Program Overview

Software Architecture

“Globally-Managed”

**Content can be managed
individually or collectively via
the NPD command information
center (CIC).**

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Website Program Overview

Website Functions

NPD Software includes over 80 individual applications (“Apps”), each designed to perform a specific function.

The list of available Apps continues to grow as they are suggested by NPD clients.

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Website Program Overview

Admin. Dashboard

Provides five major sections:

Page Management

Active Functions

Document Functions

Database Functions

Virtual Help Desk

Non Profit Dynamics

Website Program Overview

Admin. Dashboard

Page Management

Alameda MOAA Version 08.04.17 ADM Home Refresh My Account Log Off Delete Cookies
Note: This Domain is hosted by California Council of MOAA
JRL is OFFLINE

Expand Client-Side Pages:
[Collapse Main Menus](#) [Chapter-Info](#) [Chapter-Programs](#) [Local-Interest](#) [National-Interest](#) [Contacts](#) [Join](#) [Expand Child Menus](#)

Expand Active Functions:
[Home](#) [About Us](#) [California Council of MOAA](#) [Calendar](#) [News](#) [Officers](#) [Member Types](#) [Custom Links](#) [Sponsors](#)

More Active Functions:
[Member Stories](#)

Expand Documents:
[Member Mtg Agenda](#) [Board Mtg Agenda](#) [Board Mtg Minutes](#) [By Laws](#) [Treasurer Reports](#) [Taps Reports](#)

Collapse Active Data:
[Site Navigation](#) [Create New Reg](#) [Registrations](#) [Email Program](#) [Open Orders](#) [Closed Orders](#) [Page Hits](#) [Account Setup](#)

Online Ordering Data:
[Credit Card Orders](#) [Create Calendar Event Order](#) [Create Donation Order](#)

The (Virtual) Help Desk!
Enter a Search Word:
Enter keywords like "email", "membership", "calendar", "registration"

Page Management

Help Vic
File Nam
Shopping
Email - (

Page Menu controls all pages appearing on the "public" website.

ind Update

Non Profit Dynamics

Website Program Overview

Admin. Dashboard

Active Functions

Alameda MOAA Version 08.04.17 ADM Home Refresh My Account Log Off Delete Cookies
Note: This Domain is hosted by California Council of MOAA
JRL is OFFLINE

Expand Client-Side Pages:
Collapse Main Menus Chapter-Info Chapter-Programs Local-Interest National-Interest Contacts Join Expand Child Menus

Expand Active Functions:
HP Graphics: California Council of MOAA Calendar News Officers Member Types Custom Links Sponsors

More Active Functions:
Member Stories

Expand Documents:
Alameda Board Mtg Agenda Board Mtg Minutes By Laws Treasurer Reports Taps Reports

Site Navigation Registrations Email Program Open Orders Closed Orders Page Hits Account Setup

Collapse Active Data:
Credit Card Orders Online Ordering Data: Create Calendar Event Order Create Donation Order

The (Virtual) Help Desk!
Enter a Search Word: Search Help Docs
Enter keywords like "email", "membership", "calendar", "registration"



Active Menu includes those apps that have been enabled for the website.

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Website Program Overview

Admin. Dashboard Document Functions

Alameda MOAA Version 08.04.17 ADM Home Refresh My Account Log Off Delete Cookies
Note: This Domain is hosted by California Council of MOAA
JRL is OFFLINE

Expand Client-Side Pages:
Collapse Main Menus Chapter-Info Chapter-Programs Local-Interest National-Interest Contacts Join Expand Child Menus

Expand Active Functions:
HP Graphics: California Council of MOAA Calendar News Officers Member Types Custom Links Sponsors

More Active Functions:
Member Stories


Expand Documents:
Newsletter PDFs Member Mtg Agenda Board Mtg Agenda Board Mtg Minutes By Laws Treasurer Reports Taps Reports

Site Navigation Registrations Email Program Open Orders Closed Orders Page Hits Account Setup

Collapse Active Data:
Credit Card Orders Create Calendar Event Order Create Donation Order

Online Ordering Data:
The (Virtual) Help Desk!

Enter a Search Word: Search Help Docs
Enter keywords like "email", "membership", "calendar", "registration"



Documents menu includes all enabled Document-related apps.

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Website Program Overview

Admin. Dashboard Database Functions

Alameda MOAA Version 08.04.17 ADM Home Refresh My Account Log Off Delete Cookies
Note: This Domain is hosted by California Council of MOAA
JRL is OFFLINE

Expand Client-Side Pages:
[Collapse Main Menus](#) [Chapter-Info](#) [Chapter-Programs](#) [Local-Interest](#) [National-Interest](#) [Contacts](#) [Join](#) [Expand Child Menus](#)

Expand Active Functions:
HP Graphics: California Council of MOAA [Calendar](#) [News](#) [Officers](#) [Member Types](#) [Custom Links](#) [Sponsors](#)

More Active Functions:
[Member Stories](#)

Expand Documents:
[Newsletter PDFs](#) [Member Mtg Agenda](#) [Board Mtg Agenda](#) [Board Mtg Minutes](#) [By Laws](#) [Treasurer Reports](#) [Taps Reports](#)

Collapse Active Data:
[Site Navigation](#) [Create New Reg](#) [Registrations](#) [Email Program](#) [Open Orders](#) [Closed Orders](#) [Page Hits](#) [Account Setup](#)

Online Ordering Data:
[Credit Card Order](#) [Create Calendar Event Order](#) [Create Donation Order](#)

The (Virtual) Help Desk!
Search Word:
keywords like "email", "membership", "calendar", "registration"

Active Data

Help Videos:

Documents:

Data Functions includes all enabled data-related apps.

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Website Program Overview

Admin. Dashboard Virtual Help Desk

Alameda MOAA Version 08.04.17 ADM Home [Refresh](#) [My Account](#) [Log Off](#) [Delete Cookies](#)
Note: This Domain is hosted by California Council of MOAA
JRL is OFFLINE

[Expand Client-Side Pages:](#)
[Collapse Main Menus](#) [Chapter-Info](#) [Chapter-Programs](#) [Local-Interest](#) [National-Interest](#) [Contacts](#) [Join](#) [Expand Child Menus](#)

[Expand Active Functions:](#)
HP Graphics: California Council of MOAA [Calendar](#) [News](#) [Officers](#) [Member Types](#) [Custom Links](#) [Sponsors](#)

[More Active Functions:](#)
[Member Stories](#)

[Expand Documents:](#)
[Newsletter PDF](#) [Agenda](#) [Board Mtg Minutes](#) [By Laws](#) [Treasurer Reports](#) [Taps Reports](#)

[Collapse Active Data:](#)
[Site Navigation](#) [Create](#) [Email Program](#) [Open Orders](#) [Closed Orders](#) [Page Hits](#) [Account Setup](#)

[Ordering Data:](#)
[Credit Card Orders](#) [Create](#) [Event Order](#) [Create Donation Order](#)

The (Virtual) Help Desk!

Enter a Search Word:
Enter keywords like "email", "membership", "calendar", "registration"

Help Videos:

[File Na](#)
[Shoppi](#)
[Email](#)
[New M](#)
[Calend](#)

Documents:

[NPO_membership_program.pdf](#)

[membership program](#)

Help and "how to" documents and/or videos are available for the most popular apps.

id Update:
dvocacy

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Website Program Overview

Data Management

Objective:

**Maximize member interaction
through data management.**

Functions:

Registrations/Memberships

Calendar Events

Email Communications

Calendar Events

Non Profit Dynamics

Website Program Overview

Data Management Registrations



Site Navigation: Create New Reg, Registrations, Email Program, Open Orders, Closed Orders, Page Hits, Account Setup

Search Last Name: Submit

Registrations

Listed are registrations in:

ID	Full Name	Member Type	Email	Dues Year	Profile	Membership
3	Acquistapace, Tulio	Regular	tulio72@comcast.net	2018	Profile	Active
4	Amaden, Christopher	Regular	chris@amaden.com	2018	Profile	Active
5	Amaden, Christopher	Regular	chris@amaden.com	2017	Profile	Active
125	Blank, Gary	Regular	garyblank@gmail.com	2018	Profile	Active

“Registrations” are defined as a unique user email. All unique user records are recorded in a master “Registration” Table.

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Website Program Overview

Data Management Registrations

Site Navigation: Create New Reg Registrations Email Program Open Orders Closed Orders Page Hits Account Setup

Online Ordering Data: Credit Card Orders Create Calendar Event Order Create Donation Order

Search Last Name: Submit Search Email: Submit

Listed are registrations in your Registration List (140) [Create Spreadsheet](#) [Print Labels](#)

ID	Full Name	Member Type	Email	Dues Year	Profile	Membership
3	Acquistapace, Tulio	Regular	tulio72@comcast.net	2018	Profile	Active
4	Amaden, Christopher	Regular	chris@amaden.com	2018	Profile	Active
5			lorinaa53@yahoo.com	2017	Profile	Expired
7		Regular	darizu@sbcglobal.net	2018	Profile	Active
7		Active Duty Comp	patrick.b.auth@uscg.mil	2117	Profile	Active
8	Baldwin, John	Regular	skzx@cs.com	2018	Profile	Active
9	Bannan, Agustus	Active Duty Comp	gusbannan@gmail.com	2117	Profile	Active
12	Bogott, Thomas	Regular	tablop@sbcglobal.net	2018	Profile	Active
13	Bosiljevac, Steven	Active Duty Comp	steven_bosiljevac@nps.gov	2117	Profile	Active
14	Bosiljevac, Steven	Regular	steven_bosiljevac@nps.gov	2018	Profile	Active

Registrations
Add New Registration
Check Email Formats
Check Dup Emails
Registration Snapshot

Default Sublists:
Please Select
Please Select
Paying Members:
Regular - 88
Spouse - 5
Active Duty Comp - 12
Surviving Spouse - 15
Courtesy Members:
Honorary - 0

Registration default sublists

Registrations can then be sub-divided into pre-defined sublists...

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Website Program Overview

Data Management Registrations

Site Navigation: Create New Reg Registrations Email Program Open Orders Closed Orders Page Hits Account Setup

Online Ordering Data: Credit Card Orders Create Calendar Event Order Create Donation Order

Search Last Name: Submit Search Email: Submit

Listed are registrations in your Registration List (140) [Create Spreadsheet](#) [Print Labels](#)

ID	Full Name	Member Type	Email	Dues Year	Membership
3	Acquistapace, Tulio	Regular	tulio72@comcast.net	2018	Profile Active
4	Amaden, Christopher	Regular	chris@amaden.com	2018	Profile Active
5			lorinaa53@yahoo.com	2017	Profile Expired
6			darizu@sbcglobal.net	2018	Profile Active
7		Active Duty Comp	patrick.b.auth@uscg.mil	2117	Profile Active
8	Baldwin, John	Regular	skzx@cs.com	2018	Profile Active
9	Bannan, Agustus	Active Duty Comp	gusbannan@gmail.com	2117	Profile Active
10	Befort, Arinda	Regular	ajbefort@sbcglobal.net	2018	Profile Active
11	Bischoff, Ingo F	Regular	Ingobischoff@yahoo.com	2018	Profile Active
12	Bogott, Thomas	Regular	tablop@sbcglobal.net	2018	Profile Active
13	Bosiljevac, Steven	Active Duty Comp	steven_bosiljevac@nps.gov	2117	Profile Active
14	Boyle, Marilyn	Regular	marilynboyle08@me.com	2018	Profile Active
15	Brahm, Ronald	Active Duty Comp	RONALD.E.Brahm@USCG.MIL	2117	Profile Active

User-Defined sublists

Default Sublists: Please Select [Select]

User Defined Sublists: Please Select [Select]

- Request Profile
- test
- ca2fbroker@yahoo.com
- Prospects 2017
- New BOD Members 2018**
- CalMOAA Officers
- CalMOAA Chapter Rep

...or included in a User-Defined Sublist.

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Website Program Overview

Data Management Registrations

Registration Output Options

Site Navigation: Create New Reg, Reg, Orders, Closed Orders, Page Hits, Account Setup

Search Last Name: Input full or partial Last Name Search Email: full or partial email

Listed are registrations in your Registration List (140) [Create Spreadsheet](#) [Print Labels](#)

ID	Full Name	Member Type	Email	Dues Year	Membership
3	Acquistapace, Tulio	Regular	tulio72@comcast.net	2018	Profile Active
4	Amaden, Christopher	Regular	chris@amaden.com	2018	Profile Active
					Expired Active
					Active
					Active
					Active
10	berort, Arnda	regular	ajberort@sbcglobal.net	2018	Profile Active
11	Bischoff, Ingo F	Regular	Ingobischoff@yahoo.com	2018	Profile Active
125	Blank, Gary	Regular	garywblank@gmail.com	2018	Profile Active

All Registrations or any sublist is exportable to an XLS spreadsheet or as labels (Avery Format).

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Website Program Overview

Data Management **Registration Detail**

Four Levels:

Member Profile

Chapter Membership Status

National Membership Status

Order History

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Website Program Overview

Data Management Registration Detail Sections

Profile Info for Reg ID: 3 **Tulio Acquistapace** Search Last Name: Search Email:

Show Full Profile

Reg Date: 2016-10-24
Name: Tulio Acquistapace
DOB:
Primary Address:
Address: 4472 Ardo St
CA 94536-4530
Telephone: 510.793.2925
Cell Phone:
Email: tulio72@comcast.net

Show Full orders (Closed)
There are no orders for this person.

Show Full Membership

Current Membership Status:
Membership Type: Regular - (Payable)
Membership Start Date: 2018-01-01
Membership End Date: 2018-12-31
Dues Year: 2018
Paid Status: Paid 2017-01-01

Show Full National

National Member? YES
National Member Type: Life
National Nbr: NA

Member Profile (Abbreviated) →

→ **Order History (Abbreviated)**

Chapter Membership (Abbreviated) →

→ **National Membership (Abbreviated)**

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Website Program Overview

Data Management **Online Orders**

All NPD Websites include an online ordering system.

Order Payments can be make using three options:

Cash or Check

Paypal

Credit/Debit Card

Orders are recorded as being “open” or “closed”.

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Website Program Overview

Data Management Online Orders

Profile Info for Reg ID: 3 **Tulio Acquistapace** Search Last Name: Input full or partial Last Name Search Email: Input full or partial email

[Show Full Profile](#)
Reg Date: 2016-10-24

Profile Info: Search Last Name: Input full or partial Last Name Search Email: Input full or partial email

Expand Active Data:

[New Reg](#) [Registrations](#) [Email Program](#) [Open Orders](#) [Closed Orders](#) [Page Hits](#) [Account Setup](#)

Online Orders:

Open Orders **Open Orders**
Shown here are unprocessed "check" orders and pending credit card orders.

ID:	Order Date:	Event/Purchase:	Total Tickets	Customer:	Order Type Payment Method:	Amt.	
2075	06/03/18	PPC MOAA Membership Luncheon Event Date: 2018-06-07	1	kenneth.r.casey@gmail.com	Event PayPal	\$ 22	Incomplete Order <input type="button" value="Send Notification"/>
2028	03/22/18		0	Carl Griffith BTGriff@pcisys.net	Membership Paypal	\$ 24	<input type="button" value="Process"/>

“Open” Orders include orders that have been taken online, but not yet processed.

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Website Program Overview

Data Management Online Orders

Closed Orders

Open Orders

Closed Orders

Calendar Events:
Please Select

Cart Items:
Please Select

2018 Seler
Please Select

2017 Seler
Please Select

2019 Seler
Please Select

Select by Type:

Closed Order Summary						
Order ID	Date Processed	Event/Purchase:	Quantity:	Customer:	Order Type Payment Type:	Amt.
2076	06/03/18 06/03/18	PPC MOAA Membership Luncheon - 2018-06-07	2	Rex Kramer rexwk@comcast.net	Event PayPal	\$ 44 <input type="button" value="Details"/>
2074	05/29/18 06/02/18	PPC MOAA Membership Luncheon - 2018-06-07	1	Steven Lucks CHC luckssj@msn.com	Event PayPal	\$ 22 <input type="button" value="Details"/>
2073	05/22/18 05/22/18	PPC MOAA Membership Luncheon - 2018-06-07	2	Gail Farrar gmfarrar@comcast.net	Event PayPal	\$ 44 <input type="button" value="Details"/>
2072	05/22/18 05/22/18	PPC MOAA Membership Luncheon - 2018-06-07	2	Guy (Bob) Green gbobgreen@hotmail.com	Event PayPal	\$ 44 <input type="button" value="Details"/>
2071	04/30/18 04/30/18	PPC MOAA Membership Luncheon - 2018-05-03	1	Richard (Skip) Fleming skip.fleming@gmail.com	Event PayPal	\$ 10 <input type="button" value="Details"/>
2066	04/29/18 04/29/18	PPC MOAA Membership Luncheon - 2018-05-03	2	Robert Payne Nunn10@aol.com	Event PayPal	\$ 20 <input type="button" value="Details"/>
2065	04/29/18	PPC MOAA Membership Luncheon - 2018-05-03	1	John Kagarise	Event PayPal	\$ 10 <input type="button" value="Details"/>

“Closed” Orders include orders that have been processed.

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Website Program Overview

Data Management Online Orders

Online Orders:

[Open Orders](#)

Closed Orders

Calendar Events:
Please Select

Cart Items:
Please Select

2018 Select by Month:
Please

201
Please

Archived Closed Orders

ID:	Order Date Process Date	Event/Purchase:	Quantity:	Customer:	Order Type Payment Type:	Amt.	
2076	06/03/18 06/03/18	Membership	2	Rex Kramer rexwk@comcast.net	Event PayPal	\$ 44	<input type="button" value="Details"/>
2074			1	Steven Lucks CHC luckssj@msn.com	Event PayPal	\$ 22	<input type="button" value="Details"/>
2073	05/22/18 05/22/18	Luncheon - 2018-06-07	2	Gail Farrar gmfarrar@comcast.net	Event PayPal	\$ 44	<input type="button" value="Details"/>
2072	05/22/18 05/22/18	PPC MOAA Membership Luncheon - 2018-06-07	2	Guy (Bob) Green gbobgreen@hotmail.com	Event PayPal	\$ 44	<input type="button" value="Details"/>
2071	04/30/18 04/30/18	PPC MOAA Membership Luncheon - 2018-05-03	1	Richard (Skip) Fleming skip.fleming@gmail.com	Event PayPal	\$ 10	<input type="button" value="Details"/>
2070	04/30/18	PPC MOAA Membership	1	Carl Nasatka	Event	\$ 10	<input type="button" value="Details"/>

“Closed” Orders can be viewed by multiple criteria, include event date, cart item or time period.

Non Profit Dynamics



Website Program Overview

Data Management Online Orders

Online Orders:

Open Orders

Closed Orders

Calendar Events:
PPC MOAA Membership 06/07/18
Select

Cart Items:
Please Select Select

2018
Please S

2017
Please S

Closed Order Summary

Closed Ticket Orders for PPC MOAA Membership Luncheon [Create Spreadsheet](#) [Ticket Tally](#)

ID:	Order Date Process Date	Event/Purchase:	Quantity:	Customer:	Order Type Payment Type:	Amt.	
2076	06/03/18 06/03/18	PPC MOAA Membership Luncheon	2	Bob Kramer bkramer@comcast.net	Event PayPal	\$ 44	Details
2074	05/29/18 06/02/18	PPC MOAA Membership Luncheon	2	Bob Lucks CHC blucks@msn.com	Event PayPal	\$ 22	Details
2072	05/22/18 05/22/18	PPC MOAA Membership Luncheon - 2018-06-07	2	Guy (Bob) Green gbobgreen@hotmail.com	Event PayPal	\$ 44	Details
2073	05/22/18 05/22/18	PPC MOAA Membership Luncheon - 2018-06-07	2	Gail Farrar gmfarrar@comcast.net	Event PayPal	\$ 44	Details

Exportable Details

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Orders for a selected event can be exported as an XLS Spreadsheet.

Non Profit Dynamics

Website Program Overview

Data Management Online Orders

Note:

Both OPEN and CLOSED orders are included in this tally.

Event: PPC MOAA Membership Luncheon Date: 2018-03-01 Time: 11:30 Venue: The Club at Peterson AFB

[Print Ticket Tally](#) [Return to Event Tickets](#)

ID:	Customer:	Order Date: Open/Closed	Total Tickets	Menu Selection - Reservation Name	Order Type:	Amt.	Process Date Payment Type
2024	Fleming, Richard (Skip)	2018-02-27 Closed Order	1	#1 Sliced Bistro Ste... - Skip Fleming	Event	\$ 19	2018-02-27 PayPal
2025	Blaha, Milady	2018-02-27 Closed Order	1	#2 Teryaki Chicken B... - NA	Event	\$ 19	2018-02-27 PayPal
2021	borysko, Max	2018-02-26 Closed Order	1	#1 Sliced Bistro Ste... - max	Event	\$ 19	2018-02-26 PayPal
2022			1	#1 Sliced Bistro Ste... - Gail Farrar	Event	\$ 19	2018-02-26 PayPal
2023			1	#1 Sliced Bistro Ste... - Bob Payne	Event	\$ 19	2018-02-26 PayPal

Ticket Tallies

**Ticket tallies can be generated to show menu selections for each purchasing customer.
(For the benefit of the Venue)**

		Totals:	20	9 - #1 Sliced Bistro Steak 9 - #2 Teryaki Chicken Breast		\$ 380	
--	--	----------------	-----------	---	--	---------------	--

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Website Program Overview

Data Management

Email Communications

- **Fully integrated email program**
 - **Both Text and HTML formats**
- **Recipient Measurement and Analysis**

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Website Program Overview

Data Management Email Communications

emails
emails Sent
email List
Create a New email

Salutations:
Generic or Personal

Email ID: 105

Date Created: 2018-06-05 Use format 'yyyy-mm-dd'

For Reference ONLY. Does NOT appear in email.

Email Name: PPC MOAA June 7 Membership Luncheon

As it appears in the Subject Line:

Subject: PPC MOAA June 7 Membership Luncheon

Salutation:

Optional. When populated, this copy replaces a personalized salutation (ie., Dear Joe).

Copy: Use Full Tool Bar
How to Create Links in your Copy

B **I** **U** **L** **Link** **Image** **Help**

Join us for our June 7 Luncheon, with speaker Jerome Ford, Program Director for The Crawford House and The Colorado Veterans Resource Coalition.

Place: Margarita at Pine Creek - 7350 Pine Creek Rd
Time: 11:30 AM
Tickets: \$22 per person

[CLICK HERE TO PURCHASE TICKETS](#)

Exclude Event: None Selected
Exclude all registrants who have already

Link Tagline: Visit our Website

Email Link: Home Selected

Attachment: None

Select Sender: Carl Nasatka - nasatka.carl@gmail.com
This displays Sender's name and email address.

Update this Email

Body Copy:
Fully Customizable

Signatory:
Generic or Personal


Non Profit Dynamics

Website Program Overview

Data Management Email Communications

From info@ppcmoaa.org 

Subject **PPC MOAA June 7 Membership Luncheon**

To Me <jrl@nonprofitdynamics.com> 

Dear Joe,

Join us for our June 7 Luncheon, with speaker Jerome Ford, Program Director for The Crawford House and The Colorado Veterans Resource Coalition.

Place: Margarita at Pine Creek - 7350 Pine Creek Rd

Time: 11:30 AM

Tickets: \$22 per person

A sample “text” email.

[CLICK HERE TO PURCHASE TICKETS](#)

Carl Nasatka
MOAA Pikes Peak Chapter

Visit our Website

[Forward to a Friend](#)

[Remove from Mailing List](#)

[Update your Registration with Us](#)

Powered by:



This email has images! Please set your [email program](#) to show images.

Non Profit Dynamics

Website Program Overview

Data Management

Email Communications

View this email as a Web Page



**Charlottesville
Civil War Roundtable**

[Home](#) [About Us](#) [Programs](#) [Preservation](#) [Resources](#) [Reenactments](#)

Appomattox Free Civil War Seminar

Nineteenth Annual Appomattox Court House
National Historical Park and
Longwood University
Free Civil War Seminar

A sample “HTML” email.

Jarman Auditorium
Longwood University
Farmville, Virginia

Saturday, February 3, 2018

SCHEDULE

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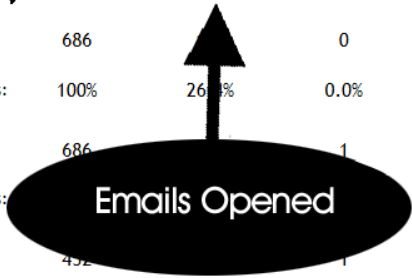
Website Program Overview

Data Management

Email Communications

All email “opens” and “clicks-thrus” are recorded.

Run	Logid	Title	Sent to	Email No.	Type	Percentages	Count	Percentage	Count	Percentage	Details
2018-06-05 09:08	381	PPC MOAA June / membership Luncheon	Regular	105	text	100%	328	14.6%	48	0.0%	0
2018-04-29 08:33	577	"May Meeting Reminder"	Members All	103	text	100%	686	30.6%	210	0.9%	6
2018-04-19 09:10	573	"May 3 luncheon"	Members All	101	text	100%	686	26.1%	180	0.0%	0
2018-04-17 08:05	573	"May 3 luncheon"	Members All	101	text	100%	686	26.1%	180	0.0%	1
2018-04-03 08:37	571	"bye"	Members All	101	text	100%	452	26.1%	118	0.0%	1



Non Profit Dynamics

Website Program Overview

Data Management

Calendar Events

Future Dates:
2019-01-01 - @ PPC MOAA TOPS
Note: "@" designates repeated events.
Submit

Past Dates:
2018-06-05 - @ PPC MOAA TOPS
Note: "@" designates repeated events.
List

2017 - 1 Select Month

<<< June 2018 >>>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4 PPC MOAA Board Meeting	5 PPC MOAA TOPS @	6	7 PPC MOAA Membership Luncheon @	8	9

Calendar Events may include multiple variables to suit any application.

		PPC MOAA TOPS @		PPC MOAA Business Professionals @		
24	25	26 PPC MOAA TOPS @	27	28	29	30

Non Profit Dynamics

Website Program Overview

Data Management

Calendar Events

Event Details

Calendarid: 801

Event Start Date: Tuesday 06/05/18

Title: Test Event

Event Time: 06:30 AM

End Time: 08:00 AM

Copy: *Note: Copy shown here is truncated.*
This is a test event.

[Update Event Copy](#)

[Add Contact Information](#)

[Add a Venue](#)

[Add a Guest Speaker](#)

[Add a Sponsor](#)

[Add Ticket Information](#)

[Replicate This Event](#)

[Create News from this Event](#)

Content Variables:

- Description
- Start/End Times
- Contact info
- Venue
- Guest/Speaker
- Sponsor
- Ticketing information

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Website Program Overview

Security

Adobe ColdFusion complies with all industry security protocols.



For Details visit:

<https://www.adobe.com/security/compliance.html>

Non Profit Dynamics

Website Program Overview

Case History: PPCMOAA.ORG

John Carrigan, President 2014/15

- **Membership + 50%**
- **Event Participation + 35%**
- **JROTC Support + 40%**

Non Profit Dynamics

Website Program Overview

Questions and Answers (Most commonly Asked)

How do we decide which “apps” are appropriate to use with our organization?

Initially, only those Apps that mirror your current website are enabled. Or, if you don't have a website, it will be patterned after an existing NPD website that is similar to yours.

Over time, working together, additional apps can be enabled and incorporated into your website.

Non Profit Dynamics

Website Program Overview

Questions and Answers (Most commonly Asked)

How can we be assured that our website will be distinctive in appearance?

**All NPD websites are template-based, where all content variables are user-defined. That means your site can be highly customized by defining unique page layout and content, font colors and sizes, graphics and images and, most important,
HOME PAGE DESIGN.**

Non Profit Dynamics

Website Program Overview

Questions and Answers (Most commonly Asked)

Is it possible to have different people take care of different parts of the website?

Ideally, yes. You decide what person has responsibility for specific website content and they are granted admin permission to control specific pages and/or applications.

Non Profit Dynamics

Website Program Overview

Questions and Answers (Most commonly Asked)

Some content might need to be approved by more than one person. How do you handle that?

When one administrator updates content that requires multiple reviews, other named person(s) can receive an email notification whenever the content is updated.

Non Profit Dynamics

Website Program Overview

Questions and Answers (Most commonly Asked)

Client are responsible for content, but what if we have a special request?

Of course, NPD is always available to assist, at no additional charge.

Special programming is available to another NPD Clients.

Non Profit Dynamics

Website Program Overview

Questions and Answers (Most commonly Asked)

How will we keep our website “fresh” with up-to-date information?

- Utilize NPD CIC home page and new story management.

Non Profit Dynamics

Website Program Overview

Questions and Answers (Most commonly Asked)

How do we secure member information and other sensitive data?

First, only registered members with valid emails and passwords have access to member-related web pages. Second, you can designate specific pages that are only accessible by defined persons, such as your Board of Directors.

Non Profit Dynamics

Website Program Overview

Questions and Answers (Most commonly Asked)

What happens if the web developer (JRL) unexpectedly falls off the face of the earth?

Nothing. Remember that you have full control of your website and domain. You would continue to manage your website as you are.

At some point, however, you would contact Hostek.com (hosting company) to arrange for direct payment. Should you need changes that require programming skills, they will assist you or refer you to another ColdFusion Programmer.

Non Profit Dynamics

Website Program Overview

Presentation concluded

Thank you for viewing!

For more info visit:

www.nonprofitdynamics.com