



**YOUR NEW
FUNDRAISING
AND DONATIONS
PARTNER**



Before We Begin



**Attendees are in
“listen only” mode**



**We will send you
the recording**



**We will respond to
questions after the
webinar**

Agenda



Introductions & Our Experience



Overview: ASAP for Online Donations and Fundraising



Live Demo



Next Steps

Today's Presenter



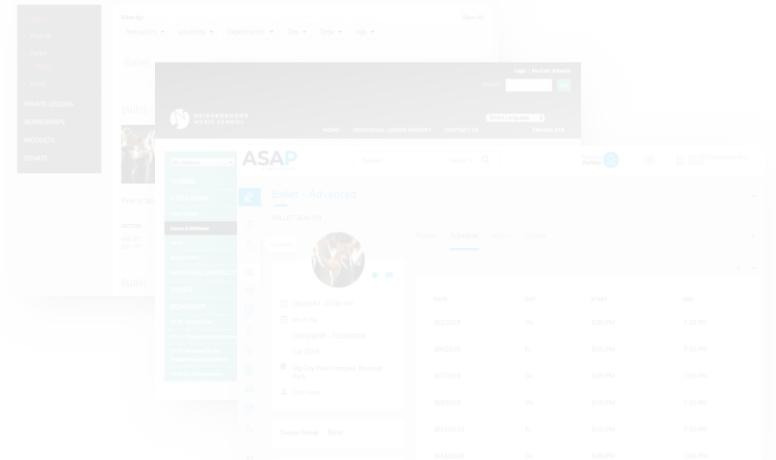
Ashley Strathman

Account Executive @ ASAP

About ASAP

Education Administration Software for Class-Based Arts and Educational Programs

- Online enrollment
- Class scheduling
- Class management
- Student management
- Instructor availability
- Private lesson management
- Student/parent portal
- **Fundraising and Donations**
- Reporting
- Mobile-responsive



More than 30 years serving community arts organizations

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A screenshot of the ASAP software interface. The left sidebar shows navigation options like 'CLASSES', 'PRIVATE LESSONS', 'MEMBERSHIPS', 'PRODUCTS', and 'DONATE'. The main content area shows a 'Ballet - Advanced' class with a schedule for 'BALLET-ADV.101'. The schedule lists sessions from 06:00 PM - 07:30 PM on Monday through Friday in September and October 2019, at the 'Big City Field Complex, Baseball Park'. The interface is mobile-responsive, with a sidebar and a main content area.

More than 30 years serving community arts organizations.

*Do you rely on
grants and donations
to be able to run
your classes?*

*How much more could
you accomplish with
additional donations
coming in?*

Why is fundraising so important in Community Arts?

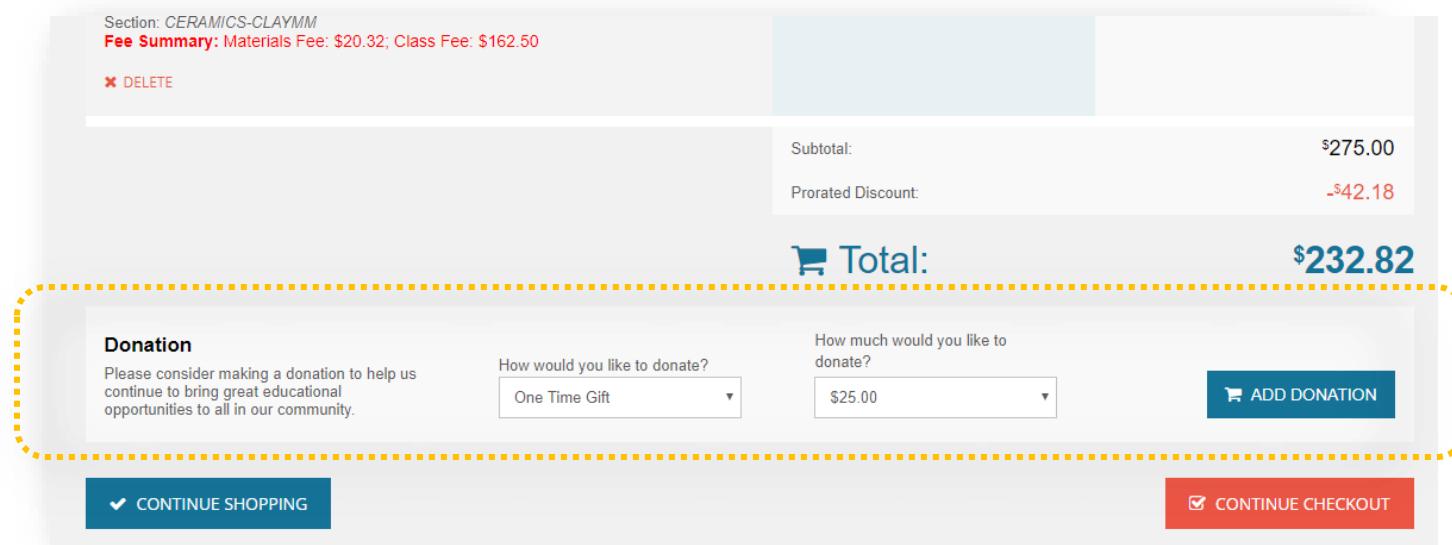
- Brings sustainability to your business.
- Helps grow your organization.
- Allows you to better serve your community.

*The biggest secret to gathering
more donations:*

Just ask!

How ASAP Helps Increase Donations

Donations During Checkout: Encourage donations as part of any online checkout.



Section: CERAMICS-CLAYMM
Fee Summary: Materials Fee: \$20.32; Class Fee: \$162.50

DELETE

Subtotal:	\$275.00
Prorated Discount:	-\$42.18
Total:	\$232.82

Donation
Please consider making a donation to help us continue to bring great educational opportunities to all in our community.

How would you like to donate?

One Time Gift

How much would you like to donate?

\$25.00

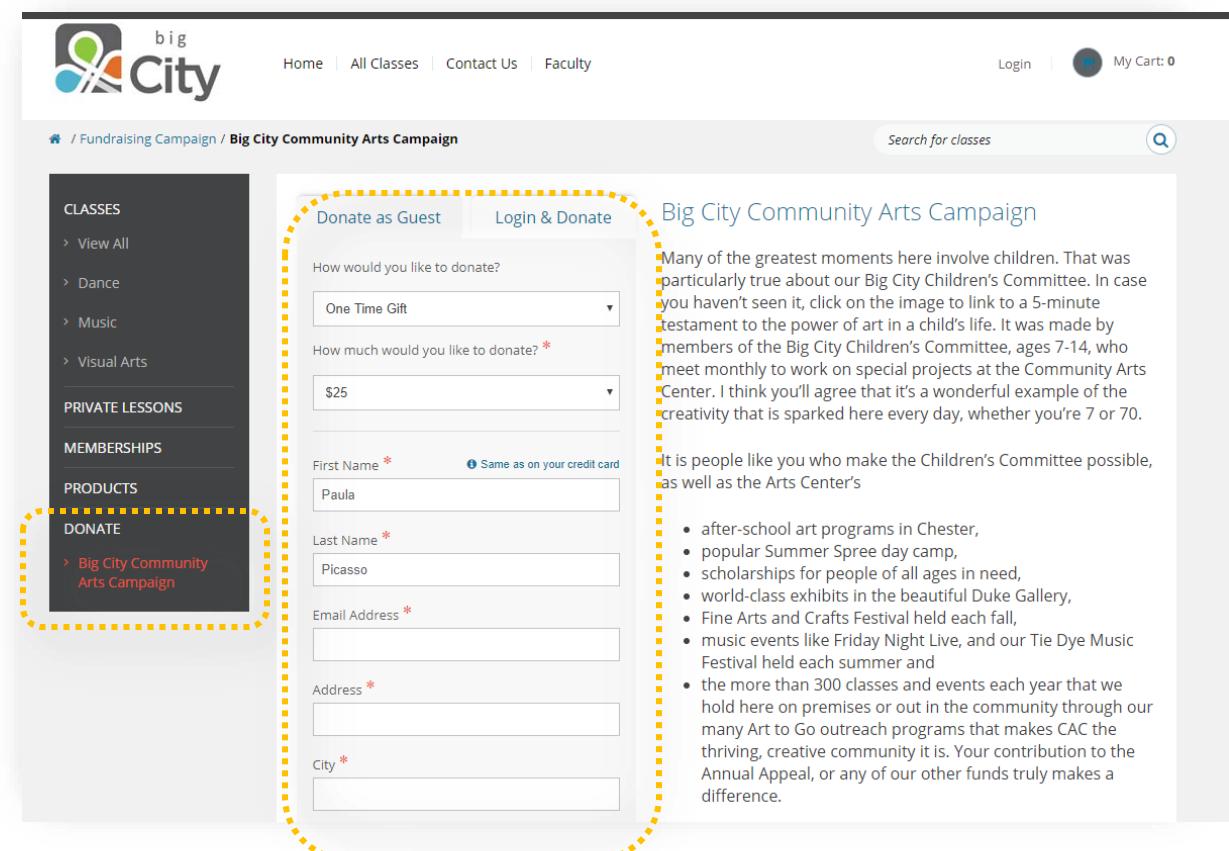
ADD DONATION

CONTINUE SHOPPING

CONTINUE CHECKOUT

How ASAP Helps Increase Donations

Fundraising Campaigns:
Allow community members to
donate to different fundraising
campaigns on your website.



Campaign Strategy

- Tell your story!
- Simplicity.
- Answer the question: Where are my donations going?
- Update your givers to encourage repeat donations.

Donate as Guest [Login & Donate](#)

How much would you like to donate? *

Select amount

Individual Donations (General Fund)

A donation to the General Fund supports our in-house programming and everyday operations. Concert ticket sales and music school fees cover only a portion of our costs, so the generosity of people like you helps us deliver the high-quality programming you enjoy!

Scholarship Donations

Swallow Hill Music is committed to providing access to music education to everyone. The Scholarship Fund gives all students the opportunity to connect with music while gaining self-confidence and forming a new avenue for self-expression.

City *

Little Swallows Campaign 2019

Little Swallows is our general music program that introduces preschool-aged children to the world of music-making. In addition to hosting classes at our three locations, we have expanded the program to low-income preschools in the metro Denver area.

Select an option

Let's look at taking online donations in action:
Live ASAP Demo

Client Examples (and ASAP Demo)

- *ASAP Demo (“Big City”)*
- *The Kid’s College*
- *Swallow Hill Music*
- *Pacific Art League*
- *New England Center for Circus Arts*
- *North Texas Performing Arts*

Payment Processing - Convenience and Savings

- **ConnexPoint**, our payment processor, was built *specifically for educators*
- No long-term contracts
- Accept Visa, MasterCard, American Express, Discover and electronic checks



Over \$15 billion
payments and donations
processed annually



\$713M education payments
processed annually



Close to 20 years serving
community arts organizations



More than 95% of organizations
who switch to ConnexPoint save
money

How ASAP Helps You

- Donation/fundraising capabilities already built into ASAP.
- Set fundraising goals.
- Add preset donation amounts.
- Send automated thank you emails.
- Export data as Excel reports.

To recap:

ASAP is a comprehensive **education management software platform** that helps class-based organizations with everything from online enrollments to teacher management to reporting.

ASAP helps organizations easily collect more donations online through:

- Built-in donation and fundraising tools.
- Setting (and tracking) fundraising goals.
- Pre-setting requested donation amounts.
- Including donation options with every transaction.
- Donor communications (thank-you emails).
- Exportable Excel reports.

The screenshot shows a donation interface. At the top, there are two buttons: "Donate as Guest" and "Login & Donate". Below them is a field labeled "How much would you like to donate? *". A dropdown menu is open, showing the option "Select amount".

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[Select an option]

Additional Resources

Access additional helpful resources including eBooks, tips sheets, and recorded webinars at:

asapconnected.com/resources



**Finding the Perfect
Student Enrollment &
Management Solution**

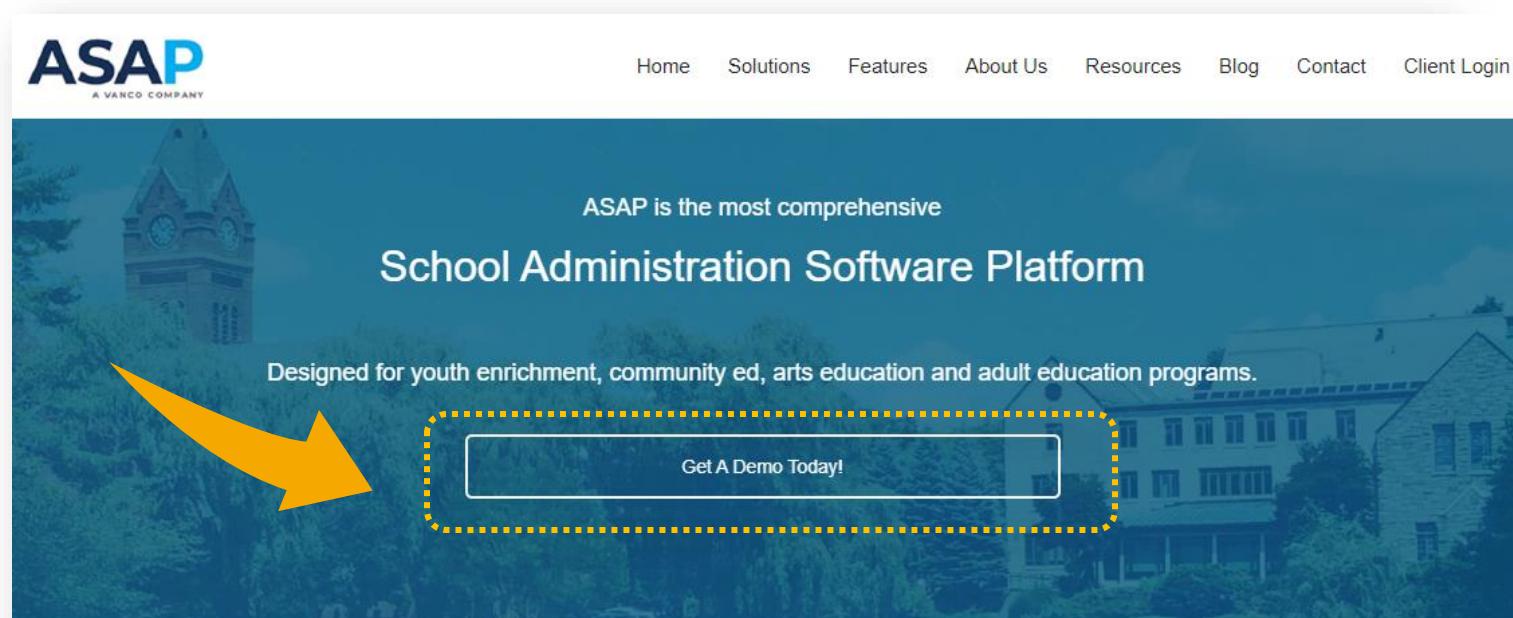


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Next Steps: Request a Demo

[Request a personalized demo](#) to see how you can streamline common administrative tasks like registering students, managing communications and more!



Questions

Additional questions? Reach out to us at:
sales@asapconnected.com



Thank You!