



***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



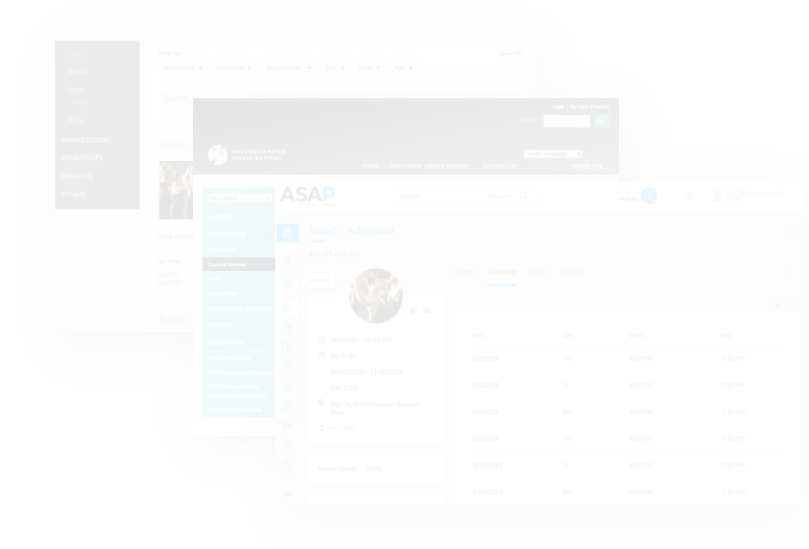
Ashley Strathman

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

Today's Presenter



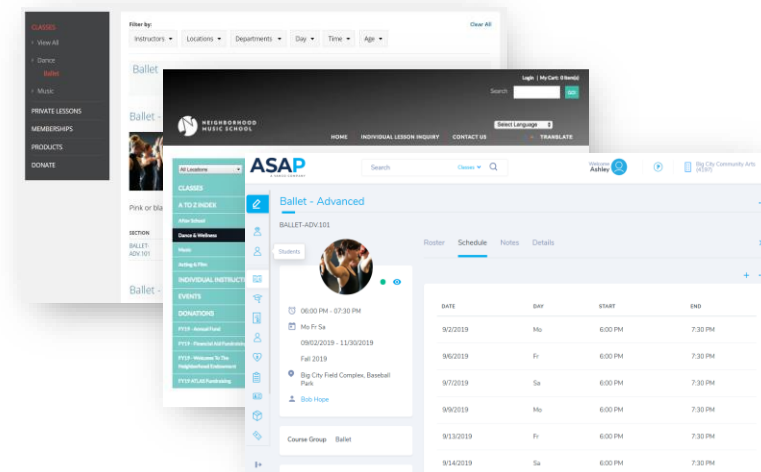
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*Do you rely on
grants and donations
to be able to run
your classes?*

***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.

big City

Home | All Classes | Contact Us | Faculty

Login | My Cart: 0

/ Fundraising Campaign / Big City Community Arts Campaign

Search for classes

CLASSES

- > View All
- > Dance
- > Music
- > Visual Arts

PRIVATE LESSONS

MEMBERSHIPS

PRODUCTS

DONATE

- > Big City Community Arts Campaign

Donate as Guest | Login & Donate

How would you like to donate?

One Time Gift

How much would you like to donate? *

\$25

First Name * Same as on your credit card

Paula

Last Name *

Picasso

Email Address *

Address *

City *

Big City Community Arts Campaign

Many of the greatest moments here involve children. That was particularly true about our Big City Children's Committee. In case you haven't seen it, click on the image to link to a 5-minute testament to the power of art in a child's life. It was made by members of the Big City Children's Committee, ages 7-14, who meet monthly to work on special projects at the Community Arts Center. I think you'll agree that it's a wonderful example of the creativity that is sparked here every day, whether you're 7 or 70.

It is people like you who make the Children's Committee possible, as well as the Arts Center's

- after-school art programs in Chester,
- popular Summer Spree day camp,
- scholarships for people of all ages in need,
- world-class exhibits in the beautiful Duke Gallery,
- Fine Arts and Crafts Festival held each fall,
- music events like Friday Night Live, and our Tie Dye Music Festival held each summer and
- the more than 300 classes and events each year that we hold here on premises or out in the community through our many Art to Go outreach programs that makes CAC the thriving, creative community it is. Your contribution to the Annual Appeal, or any of our other funds truly makes a difference.

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 displays the ASAP donation interface. At the top, there are two buttons: "Donate as Guest" and "Login & Donate". Below these is a form for "Individual Donations (General Fund)". It asks "How much would you like to donate? *" and has a dropdown menu labeled "Select amount". Below this is a section for "Scholarship Donations" with a description of the fund. At the bottom, there is a section for "Little Swallows Campaign 2019" with a description of the program and a dropdown menu labeled "[Select an option]".

Donate as Guest Login & Donate

How much would you like to donate? *

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 Software**

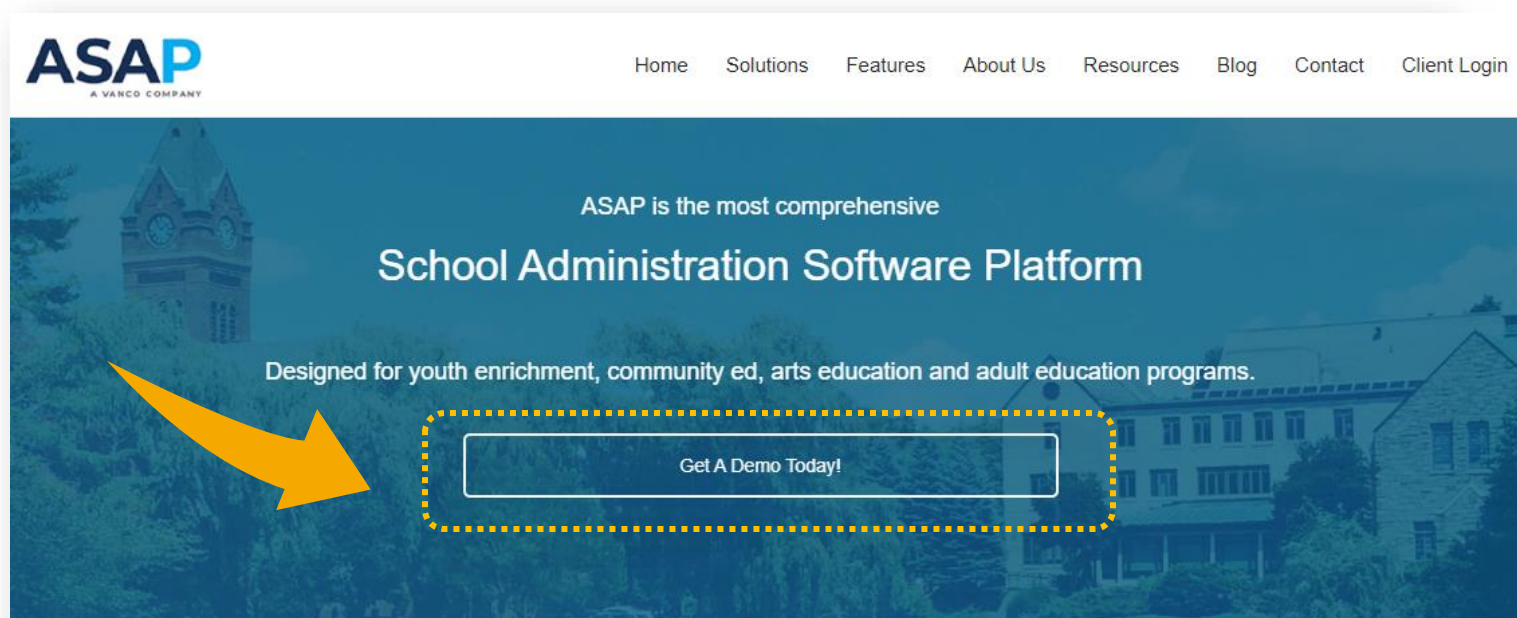


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Next Steps: Request a Demo

[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!