

DOWN SYNDROME AFFILIATES IN ACTION

3 Nerds and a Server, LLC
<http://www.3nerds.com>

VIP

Program

Web Tools Offer

For a limited time, 3 Nerds and a Server is offering members of the Down Syndrome Affiliates in Action Trade Association a discount of 10-25% on their NetApprentice products and modules.

NetApprentice Features and Prices

The prices below are for license and installation of the software and creation of content templates to match your web site design. *Please note that it does not include the creation or copying of content.* These tools are designed so that you can easily insert and maintain your own web content. If you are familiar with Microsoft Word, you can easily use this software! Several DSAIA affiliates are already using it with great success!

Base CMS software \$900 (with discount \$675)

The content manager is the tool you use to add and update content on your website. It also has a security layer that lets you create user accounts to update content or view restricted areas of the site. Some other built-in features are: a search engine, file/image manager, seo tools and staging environment.

Module Prices

Beyond the content manager is a list of valuable modules that can be enabled for your site to help you improve the user experience and more easily manage your organization. These can be added at any time so you can put them in as your needs or budget allows.

Subscriber Module \$900 (with discount \$675)

The subscriber module extends the community capabilities of the content manager. It lets users register with your site and comes with a CRM system with customizable fields, a report manager for displaying/retrieving information about your subscribers, a PDF directory generator for making call lists, and an import system for automatically registering a large group of subscribers. The contacts database segregates contacts into households so you can keep information on spouses and children if need be (these account types can be added to or modified depending on the type of organization). Finally, this module comes with a built-in deduping mechanism to keep your contacts database pure.

Events Module - \$500 (with discount \$405)

The event calendar is integrated with the subscriber's database so that you can assign subscribers to events, create custom fields for your events and run complex reports on all of the information gathered. Calendars can be displayed in event-lists, monthly or daily formats, and subscribers can register for events and pay for registration fees online.

Forum Module - \$300 (with discount \$225)

The forum module uses the phpBB web forum in conjunction with the Subscriber's module to create accounts and manage logins. Only subscribers to your website are allowed to make comments, and it can be further restricted as a private web forum for subscribers only.

Banner Module - \$500 (with discount \$405)

The banner module lets you drop advertisement banners into your website on any page you wish and will display either a single banner or a group of banners that are presented randomly or in a slide-show format. It also has a reporting tool that tracks clicks and will associate those clicks with individual members if they are logged into the system.

Newsletter Manager - \$500 (with discount \$405)

The newsletter manager will allow you to send mass emails to your member mailing lists. Mailing lists are created through the subscriber reports manager so you can filter the list by whatever fields you've created.

Document Warehouse Module - \$500 (with discount \$405)

Organize and protect your digital documents. This module lets you create custom, searchable and sortable fields to capture document information, and you can control who has access to which set of documents as well as whether they can update the information in them. Digital documents stored in the warehouse are saved in an off-line directory for maximum security.

Blog Module - \$300 (with discount \$225)

Host a personal blog or set of blogs that works naturally with the Subscriber module. The blog contains a built-in RSS feed and a built-in mechanism for preventing spam bots without the use of annoying security codes.

Donations Module - \$500 (with discount \$405)

Create custom donation forms for your website and run reports on the donations collected through the ledger.

Directory Module - \$300 (with discount \$225)

Allow subscriber's to view contact information for other members in your on-line community. Can be displayed as pictorial directory.

Chat Module - \$300 (with discount \$225)

Implements a Facebook-style chat in the lower-right corner of a web browser where your subscribers can communicate in real-time. Requires the directory module to work.

Commerce Module - \$500 (with discount \$450)

This is actually the full version of NetApprentice: Commerce. This pricing is only available if someone has purchased the Content Manager and Subscriber's module.

Check out other modules, products, and customer sites at www.3nerds.com, or talk to a Nerd at 913.963.4281. To see screenshots, click [here](#). To take advantage of the DSAIA pricing, contact Deanna Tharpe, DSAIA Executive Director, at director@dsaia.org or 701.425.7129.

FREQUENTLY ASKED QUESTIONS

(answered by 3 Nerds)

How will these products increase my organization's effectiveness in fundraising?

NetApprentice has a Donations Module that lets you easily set up on-line donation forms for your website with a ledger for tracking its effectiveness, and customizable fields for capturing any additional information you need to in collecting donations. For example, you could create an open text field for someone to put in their reason for giving, or a list of special designations for a donation so it gets used exactly how the donor intends.

How can I use these products to increase my organization's communication?

NetApprentice helps turn your website into an on-line community. The Forum Module lets you set up members-only web forums for interacting with your subscribers or letting them interact with each other. The Newsletter Modules lets you send out important reminders or current events.

What if we don't have a website—or what if we already do?

If you contact us, we can give you a solution that will meet you where you are at. If you have a current website, we can incorporate it into our software. If you need one designed for you, we can connect you with designers. If you need a domain name or hosting services, we can provide those for you. The same with merchant services, SSL certificates and the like for accepting on-line payments. Any estimates that we give are fixed-cost and itemized so there are no surprises.

What type of hardware will we need to use these products?

NetApprentice is a web-based product so you can access it through any compatible web browser.

Can my organization use the Form Builder/Event Calendar to do online event registration/fundraising?

Yes! The event calendar not only lets people register for events, but you can accept registration fees or set up pre-registration discounts, and set up customized fields for the event registration. An example of this would be if you were setting up for a 5K run to benefit your organization. If people were running in teams, you can create a field for capturing their team name or establishing a team captain. If there are t-shirts for your event, you can set up a field to capture t-shirt sizes. You can then run reports in the Reports manager that will let you print out your size list to send to the t-shirt company or a mail-merge file to send out reminder mailers. Since the contacts database keeps track of households, you can actually register the entire family with different t-shirt sizes without ending up with duplicate mailings going to the same household. Plus, you can post your Events Calendar on your site to keep everyone updated!

Do I have to be experienced in website creation to use the software?

With NetApprentice, we've tried to create user-friendly tools that are extremely customizable and powerful. We tried to be as "visual" as possible with the button design, include help descriptions with every tool, and have a site-wide help system that gives screen shots and examples. We also train all of our customers on the software once the sites are set up, and are quick to answer e-mails or the telephone when customers have questions.

How do we take advantage of the special DSAIA member pricing?

Contact Deanna Tharpe at 701.425.7129 or director@DSAIA.org. DSAIA members will be given a Discount Code to use when ordering. You can order online at <http://www.3nerds.com> or by phone at 913.963.4281.