ClubRunner™
Connect. Collaborate. Communicate.

Product Information Booklet – Districts



Welcome to ClubRunner!

What is ClubRunner?

ClubRunner is the complete **online administration and communication** tool for clubs that want to effectively **reach** members, improve their public image as well as their online presence, and better organize their activities.

The service is delivered completely **online**... accessible from anywhere in the world with an Internet connection.

Find out more about the powerful communication possibilities by taking a look at ClubRunner's **features and benefits** inside.

ClubRunner gives you more than just a website. It gives your club access to a powerful suite of communication tools to reach your fundraising, membership and public relations goals. It is a **global network** that ties together **clubs**, **districts**, and **zones**. When you enroll, your site is not isolated. You have the capability to connect, collaborate and communicate with other members on the network. Harness the power of the ClubRunner network and join a community of dynamic, service-oriented clubs like yours by taking advantage of ClubRunner's built-in integration. Although each club has a full-service public site of their own, they each tie into their District and Zone. Club and District executives can therefore **expand their communication** and programs like events and fundraisers beyond the club.

Expand your communication horizon. ClubRunner is a sophisticated tool designed to empower members and help them achieve their club objectives. Yet it is designed to be **user friendly** to maximize participation. Embrace the power of technology without the learning curve.

Plan, promote, and run your club like never before!

Microsoft CERTIFIED Partner

ClubRunner™
Connect. Collaborate. Communicate.

IMPACT AWARDS

Winner of the Microsoft Impact Award for Community Leadership

In this booklet…

Features
Learn about the many modules you get when you subscribe to ClubRunner.

Benefits
Read how ClubRunner can impact your district.

Testimonials
Find out firsthand from current users of ClubRunner about how it has helped them.

Pricing
See how affordable web communication can be, and how to enroll.

Visit Live Sites
See what some other districts are doing with ClubRunner.

Contact Us
If you have any questions, please refer to the back of this booklet for our contact information.

Website Designer

With *Website Designer*, you are able to design and build up your site with just the most important information that will attract visitors and increase traffic to your site to boost your public image.

Flexible Layouts and Custom Components



The ability to decide which components to display on your home page, and where you wish to place them is now possible. You have the power to decide whether you'd like to move your directors list to the left hand side, or remove the Events listing entirely. Simply start by choosing a one, two or three-column layout for your home page, and then drop in exactly what components you'd like in each column.

Custom components allow you to drop in simple text or large graphics, anywhere within your site. Have a big fundraiser coming up? Draw attention to it by placing a large image at the top of your site. Last minute meeting change? Insert a blurb anywhere on your home page to draw attention to it, without having to add another story. With custom components, the possibilities are endless.

Customizable Drop Down Navigation Menu

Your district can now decide exactly what your navigation menu will look like, including drop down menus that point to internal pages, external sites, or site pages. Use this to organize your site map, and target the content to match your varied audiences. You can have unlimited submenus and even make specific pages password protected.

Customizable Banner Graphic & Header



We've also incorporated a simple to use banner graphic editor. Choose from the available background images, or upload your own custom image. Place formatted text over your graphic and decide exactly what your website header will look like.

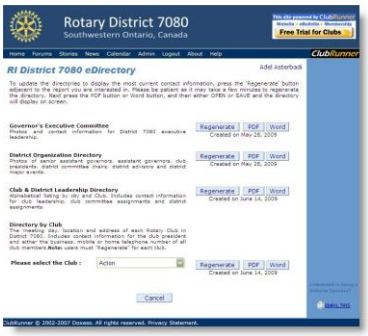
New & Improved Photo Albums

Gone are the days that you have to upload images one by one! Now you can upload multiple images at once and display them via slideshow on your site. Your slideshow starts automatically and continues to run for viewers. All your existing photo albums have been imported to this new and robust version for easy access and sharing.

In addition to all these wonderful enhancements, you can also choose to add **multiple widgets** and **website sponsor adverts** along with adding a **breadcrumb trail** of *previously viewed pages*, a **site map**, and much more!

Full District Database

Maintaining a **secure up-to-date online database** has never been easier. With ClubRunner's *Full District Database*, you can now maintain an online database that is accessible by district officers, club executives and members. Each member can update his or her own information, right online! Changes made at a club level will automatically be displayed at the District level. You can also **generate** and **download** online directories from the website at anytime in simple text format, or download the ClubRunner generated Word or PDF directory, ready to print. This means that everyone can access the most current information online at any time, and your club saves hundreds in printing costs every year!



Other features of the *Full District Database* include being able to:

- **List executives and directories, committees**, and the **District organization chart** for current and future years.
- **Report data changes** easily to **Rotary International** with the click of a button, thus minimizing duplicate data entry.
- **Report club attendance** and generate **club statistics charts** to the District.
- **Search the directory** for members based on classification, club, or key contact information.
- **Track member designations** and awards for each member to be displayed on their member profiles.

How private is this information?

You can also be assured that this information is **not** available to the general public. ClubRunner stores your directory safely in the password-protected area of the site, so you can be sure that only those with the access rights can view it.

Event Planner

Organize and announce your district's events with ClubRunner *Event Planner*.

Promote your event

Create an event, enter all the details for it, and email the event announcement to all members and friends with the click of a button. It will also appear on your home page, complete with a map generated automatically using the address. Event announcements are emailed to the members in the District. A signup sheet can be generated and emailed to the presidents of other clubs within your District.

Register attendees online



Recipients can **register online** for the event with a simple click of the mouse. Register members of other clubs, and additional guests. Get a current listing and count of all attendees at any time, keep track of who paid and who didn't, and even print nametags! ClubRunner assigns a confirmation number for each registration, so the event chair can identify the order in which everyone signed up (in case of overbooking).

Manage fundraising activities



Assign volunteer tasks, and allow members to book themselves for any available tasks online, which will automatically be posted in their *eBulletin* as a reminder of their commitments. ClubRunner will list all events, obligations, fundraising commitments, etc for which they are booked.

Communicate with your attendees and volunteers

Send out a message to all your attendees or volunteers without having to worry about juggling email addresses. Compose your message on ClubRunner and send to all attendees or volunteers with one click.

Get help from other clubs in your area

Send out a "help needed" message to other clubs in your area requesting volunteers for your fundraising event. They share the same sign-up sheet with your club so you will always know what task needs volunteers.

Print name tags

EventPlanner can even print name tags for every attendee so they can be made available at the door. The name tags are generated automatically on a Word document visible in the browser, ready to print.

Online Payment & eCommerce



We've made it easy to accept online credit card payments through your ClubRunner site, with the *Online Payment & eCommerce Module*. Already integrated with the *Dues & Billing Module* and *MyEventRunner™* for event registrations, you can choose when and where you wish to allow online payments, or just use the Virtual Terminal to process transactions manually. All funds are deposited immediately into your bank account, and your reports on ClubRunner will automatically reflect payments, so you don't have to consolidate your reports with bank statements anymore!



Credit Card Processing

The *Online Payment & eCommerce Module* includes everything you need to start processing real time credit card transactions. ClubRunner is proud to partner with industry leaders in payment processing to offer simple, reliable, secure and cost effective electronic payment and authentication services.

Security

Concerned with security of processing credit cards online? We made sure to comply with PCI standards to ensure that your transaction data is secure. All forms that handle credit card information and related confidential information are SSL encrypted and certified. We never store or retain your credit card information on any of our servers -- transactions are all performed in real time through our certified payment processors. Detailed history and reports are always available via a secure login, and activity is always monitored to insure against fraudulent activity.

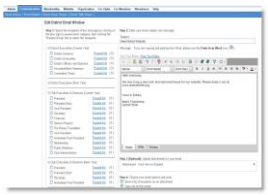
Virtual Terminals

All merchant accounts also come with Virtual Terminals to allow you to manually enter in credit card payments online, so if members wish to pay over the phone, you can enter their information and process the transaction on their behalf. You can also process credit card payments within certain modules so that everything is tracked and updated automatically. For example, as an event chair, you can enter in a credit card payment for any amount against a member's registration and ClubRunner will automatically update their balance as well as your financial totals.

Email Message Center & Groups

ClubRunner simplifies the way members **communicate via email**, whether it be within their district, to clubs, prospective members, club directors or special groups and committees.

ClubRunner maintains a **centralized, up-to-date list** of all groups and email addresses. All members are **categorized once**, so in sending a message, a member may select to send it to all members of any group or only to selected members, without ever needing to juggle names and email addresses.

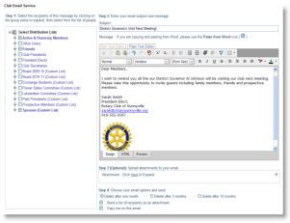


Two-level Circulation

Executives and directors can also **broadcast messages** to selected executives in all or selected clubs within the district. When such an email is received by the president of the other clubs, he or she can **circulate** it to all his or her members with one click.

Message Center is great tool to have when managing **committee meetings**, sending **invitations** for meetings along with Agendas (or any other attachments needed), and circulating the latest news. It increases the group's efficiency and ensures that everyone who needs to know is on the **same level** of information.

Why is this better than using my own email software?



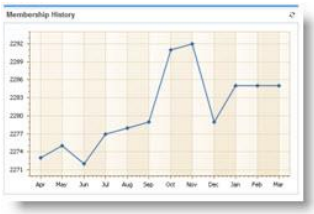
Because the custom lists are **centralized** on the ClubRunner databases, everyone uses the same **accurate and complete list**, which makes maintenance much easier. What that means is that a member's email address is stored in one location. If it changes, it is immediately reflected for everyone else, so you don't waste time managing email addresses.

What about bouncebacks?

While all emails generated through ClubRunner are sent from our servers, you will still receive notifications of bouncebacks through an automated bounceback report. This report is automatically emailed to the sender shortly after your message broadcast, and will contain a report of all names and emails that resulted in an undeliverable notice.

District Directories

All members can download Word, Excel or PDF copies of the District eDirectories, which are generated from the most current data on the website. Choose from a variety of directories, including the full district directory, district staff and clubs, and next year's club executives.



Visualize your district's statistics and metrics with charts and graphs. Now the data that is most important to help the clubs within your district, recruit and retain members, is accessible at the click of a mouse!

Now district officers and executives can easily keep track of:

- The clubs in your district with the **highest growth**
- The **gender distribution** within the district
- **Overall membership** and numbers for the entire district
- Clubs with the **best and worst attendance**
- Membership history

Committees Management

Organize and manage your district committees with ease! With this feature, your club can now have a place to store your committee lists, including sub-committees. All members, chairs and secretaries can be identified and listed, and have their own directory listing. In addition, districts have secured access to a committee document repository and your own email message center to be able to communicate effectively with other committee members.

Assistant Governors Module

As part of the updated *Organization Chart*, there is now a new module specifically for *Assistant Governors*. Accessible by clicking on the "View AG Details" link under the Areas/Assistant Governors section, AGs can now view and edit their own clubs' executives, club information pages, create and manage their committees (with full committee module functionality), access club growth reports, and use a tailored email message service that can be used to email members, executives and directors of their own clubs only, as well as District officers. AGs automatically get access to this module by virtue of being assigned an AG of their area, and all District officers can access these modules by default.

Benefits

Improve Communication with an integrated database

Publish all important information online through public and members only pages, giving everyone access to what they need. Allow clubs to communicate easily with the district and each other.

Save Valuable time and money with online directories

- **Reduce costs** of administration, postage and telecom
- **Online District eDirectories** slashes your printing budget
- **Give authorized access** to edit and search for information
- **Provide clubs with autonomy** and the ability to directly post their own updates

Improve your district image and availability of information

Create a professional online presence with the optional Website Module, organize your district's information and keep current and prospective members well informed.

Communication

ClubRunner will allow members, executives, directors, committee and events chairs to communicate effectively with members within their own district, and to executives of other **associated clubs** and district chairs.

ClubRunner's *Message Center* will maintain a **centralized, up-to-date list** of executives and their emails. When executives change, the system will automatically redirect communication to the new person.

Two-level circulation means that any message sent to a club president who deems it relevant to the club can be forwarded to the rest of the club members with one click. This makes it easier for club presidents to keep their members knowledgeable of vital information and community events.

When several clubs in a district join ClubRunner, they are automatically able to send each other important announcements, event invitations, and even allow each other to volunteer or register online.

The *eBulletin* is the best way to communicate to members and non-members and keep them aware of club activities and accomplishments. The *eBulletin* is generated quickly and easily online, and the distribution list is stored safely on ClubRunner. It is sent as a **simple HTML email**, without the need to attach files or link to a webpage. The *eBulletin* also includes a **reminder** for all members of events they have registered for. This makes it effortless for the recipient to read about the latest club news, and if there is an item of specific interest, a link to the club website makes it possible to find out more. The *eBulletin* can be **printed** through the browser to be faxed or mailed to any members without an email account.

Effortless Web Presence

Failure to keep an up to date website in the past may discourage some clubs from investing in good web presence. This challenge has now been met by *Website Manager*, a complete content management tool that lets anyone with minimal computer experience to edit the district website.

Your district website should be designed specifically to inform both your current members, as well as offer enough information for potential members to keep an interest in your club. You can customize and configure your site easily with *Website Designer.*

Despite the fact that the site is very easily maintained, a very sophisticated presence is delivered including homepage stories and news, online journals and photo albums for exchange students and committees, document downloads such as HTML or PDF files, links to your *eBulletin*, event and speaker program, and any other relevant information.

Privacy

Privacy is taken very seriously at ClubRunner. No personal information such as email address, telephone number, or even mailing address is ever exposed on the Internet. Only club members can view the password-protected member directory. Data stored on the ClubRunner servers are also well-protected and our **Privacy Policy** assures members that their information will never be released to any third party.

Data Security & Availability

Private information access is secured by requiring **unique logins** and **passwords**. Level of data access is also restricted. For example, a member can only see a list of membership in his or her club, and his or her own personal information. Data on the server is protected by **TCP/IP filtering**, **firewall** and **anti-virus software** that protect against any unauthorized intrusion. Backups of data are made daily and stored off-site.

ClubRunner is a **hosted**, **web-based service**, which includes the computer hardware, software, and communication infrastructure and support. It is a turnkey operation; data is stored securely in a central location and all authorized access to such data is made via the Internet. This makes it unnecessary to install any software on your computer, and no need to invest in a powerful computer with large enough disk capacity to store all your information. All the processing is done on our state-of-the-art servers, and delivered to you through the browser.

Testimonials

Here are a few comments on what ClubRunner users have to say:

"I can't tell you how much I like using ClubRunner. We have been using ClubRunner in our club for a year and it is so much more than a web site. It truly has improved communication with our club members and with the District. It is very easy to use and you can begin to distribute tasks to other club members so the task of "resident computer geek" gets spread out a bit. Frankly, our club couldn't do without ClubRunner at this point.

I could not have imagined what a difference using your product would make and, a year later, I cannot imagine how we could do without it!"

Peggy White,
Rotary Club of Palatka, FL
District 6970

" **R**otary Clubrunner Software is nothing short of phenomenal. As a Rotarian for over twenty-three years, who has been a secretary, president, and treasurer twice; I wholeheartedly endorse this wonderful tool, that make a Rotary Club more effective. Whoever took the time to create this programming, must have known Rotary inside and out, and have had to have served in club administration.

This product is nothing short of miraculous when it comes to reporting attendance to the district, and getting people to sign up to serve on events that the club runs. The software cost is relatively low, and it pays for itself the first year, in that the bulletins are far superior and easier to edit than regular "Paper type" bulletins, versus emailed bulletins. I am on club extension, and I do not know what I would do in starting new clubs, without ClubRunner.

Every club event, district event is listed right before the membership, and all articles by members, working on any of the four avenues of service, are on the website. Best of all every club member can print out an up to date club members list all the time. ClubRunner makes club and district communications 100% stronger. When a club posts an event that it is running, it automatically gets posted to the district ClubRunner website.

I simply wish they had this software back when I was first a president. I could go on and on and on, all I can say is that the administrative section, beneath what you see when you click on a club's website is the essence of carefully thought through management. No Rotary club should be without this product.

Trust me, I am no computer geek, anyone can do this.

Yours in Rotary Service,"
Robert W. Nathan,
Rotary Club of Islip, NY
District 7260

"As a former district webmaster I can't begin to extol the advantages of our new District 7010 ClubRunner site:

- Easy to maintain; easy to navigate
- Simple process for committee chairs to maintain their own page(s)
- Broadcast emails to all club presidents and/or secretaries, treasurers at the click of a button
- Inter-connected sites - News items can be either placed on the district site or, on both district and club home pages
- Registering online for district events was never easier.

I'm sure there are many more interesting features that I have yet to discover; seems like every time I login, I discover yet another feature I wasn't aware of.

Superb communication tool - highly recommend to all Rotary clubs."

Carl Dickson, District Governor
Rotary International
District 7010

"ClubRunner has literally revolutionized communications in District 7080. For the first time ever we are able to selectively target our communications. We are no longer forced to funnel everything through the club presidents.

As a result we have been able to decrease the information overload generally experienced by presidents and increase our information flow to every level of Rotary membership in the District. Our database provides for unlimited custom mail lists so we are now able to provide timely and relevant information to the Rotarian that really needs it.

ClubRunner has enabled Rotarians in District 7080 to be more efficient and more effective. We are able to spend less time as administrators and more time doing community service. ClubRunner was designed and developed by a Rotarian who has successfully combined his professional skills with his Rotary knowledge to deliver a service that allows us to operate as volunteers but deliver as professionals."

Janet Coates, Past District Governor
Rotary International
District 7080

Pricing

With affordable annual rates and minimal up-front cost, it's easy to get your district set up quickly. ClubRunner gets you up and running at a price that won't break your budget.

Full 30-Day
Money Back Guarantee

We want you to be delighted with your ClubRunner site.

Each subscription comes with a 30 day money back guarantee. If you are not 100% satisfied with your new ClubRunner site, just let us know within thirty days of the start of your subscription, and we will refund your fees, including the setup fee. Call for details.

What's included with your subscription:

- ☑ Full featured website
- ☑ Hosting and bandwidth
- ☑ Disk Storage
- ☑ Email traffic
- ☑ Integration with RI Database
- ☑ Automatic data backups (every 4 hours)
- ☑ Access to Knowledgebase and eSupport Center
- ☑ Dedicated technical support for all members (phone & email
- ☑ Ongoing webinar training access for all members
- ☑ Initial upload of member data

PRICING INFORMATION PER DISTRICT (MONTHLY FEE*):

	Less than 2000 members	Between 2000 and 3000	Between 3000 and 5000
Database & Communication Package (without website)	$79	$89	$99
Full Package (with website)	$109	$129	$149

Plus setup fee of $399

Some restrictions apply. Please consult your Subscription Agreement for more details.

Volume Discounts

Discounts are available if all clubs in a district subscribe. For further details, email salesinquiry@clubrunner.ca.

Please contact us for pricing if your district is larger than the numbers above.

Subscriptions are sold on an annual contract, payable in advance. HST tax of 13% is applicable for Canadian customers. Please see the ClubRunner Subscription Agreement for full details and terms of use.

How to Enroll

Enrolling your club or district is quick and easy. You can be up and running in as little as one week!

1. Download an order form from **www.clubrunner.ca/order** and complete it. You will be asked to specify an initial contact person from your club or district.
2. Fax the form toll-free to 1-877-787-7772.
3. You will receive an email confirmation shortly and we will begin working on setting up your site. We will even upload your member data from a supplied file or the RI Business Portal!
4. Your site will be up and running in as little as 2 -3 business days. You will be contacted with detailed instructions on how to login and start using the site immediately.

Visit Live Sites

Take a look at a sample of some of the current ClubRunner sites. For more links, visit www.clubrunner.ca.

Districts

Rotary International District 3800
(Manila, Philippines)

www.clubrunner.ca/3800

Rotary International District 5040
(British Columbia, Canada)

www.clubrunner.ca/5040

Rotary International District 5280
(Los Angeles, CA)

www.rotary5280.org

Rotary International District 5750
(Oklahoma)

www.clubrunner.ca/5750

Rotary International District 5830
(Caribbean Islands)

www.clubrunner.ca/5830

Rotary International District 6000
(Iowa)

www.clubrunner.ca/6000

Rotary International District 6440
(Evanston, IL)

www.clubrunner.ca/6440

Rotary International District 7020
(Caribbean Islands)

www.clubrunner.ca/7020

Rotary International District 7850
(Quebec & New Hampshire)

www.clubrunner.ca/7850

Rotary International District 9780
(Victoria, Australia)

www.clubrunner.ca/9780



We'd love to hear from you!

For more information, we invite you to visit
www.myclubrunner.com
or contact us at:

Sales Inquiries
sales@myclubrunner.com

Support
support@myclubrunner.com

Telephone
Toll-free: 1-877-469-2582 (US & Canada)
International: +1 905-829-5299
Monday - Friday 9 a.m. – 6p.m. Eastern Time

Mail
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Oakville, Ontario, Canada
L6H 5R7

FREE 30-DAY TRIAL OFFER

Start a free 30-day no-risk trial for your club or district by signing up at:

www.myclubrunner.com/trial

Or call 1-877-469-2582