

thankQ

"... in the first 12 months of using ThankQ we have had a 300% increase in donations...
...no matter what you think of, ThankQ can handle the circumstances..."

Jeff Lynne, Taronga Zoo

"... in the 3 years since putting in ThankQ we have had 187% increase in donations... Also, we've gone on to get cleverer about how we connect with our supporters..."

Helen Gardner, Anti-Defamation Commission

"... I have run major appeals with ThankQ at 3 different organisations and I can say that the support is superb and the product is unrivalled..."

Jackie Kadar, Go Research Fund

Online Modules: eCommunity (Friend Raising)
eSubscription (Registration)
eDonations (Payments)
eEvents (Bookings)
eMailer (Tracking)
eMembership
eSponsorship
eProspects
eRaffles
eHosts
eCRM

And more...

thankQ

The Complete Fundraising Strategy

The complete lifecycle strategy
from Back Office to Online...

... All in One Package ...

Back Office:

Events

Grants

Alumni

Mailing

Pledges

Contacts

Donations

Relationships

Prospects Members

Campaigns Bar-coding Documents Sponsorship

Volunteers Merchandise TeamRaising and more

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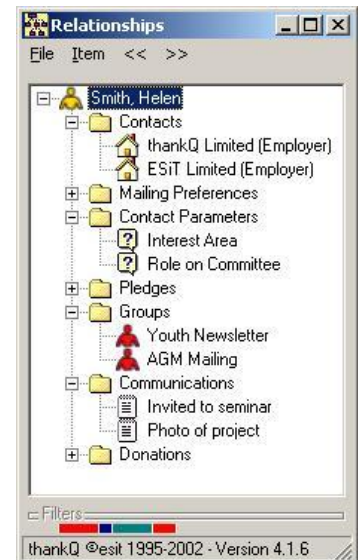
thankQ contacts and relationships

Features:

- Supporter and Contact Profiles
- Relationship Management
- Full Communication History
- Post Code Look Up Interfaces
- Links to Legacy, Pledges
- Mailing Preferences
- Unlimited, user-definable categories
- Display of photos, document management

Year	Currency	Donations	Donation Total	Donation Max	Reversed	Reversed Total	Reversed Max	Pledged	Pledged Total
2004	\$(AUD)	14	\$2,744.00	\$1,000.00				35	\$1,000.00
2003	\$(AUD)	3	\$500,000.00	\$250,000.00				5	\$0.00
2002	\$(AUD)	8	\$295,500.00	\$117,000.00				3	\$0.00
2001	\$(AUD)	2	\$59,500.00	\$59,500.00				2	\$0.00
2000	\$(AUD)	2	\$115,500.00	\$115,500.00				3	\$0.00

Additional data, information, people or organisations can be dragged onto the tree to build a detailed profile of the contact. Association of contacts and information allows the relationship you have with a supporter to be shared across your organisation.



Use the relationship analysis report to highlight all the important people to your organisation and their related contacts.

contact information

The entire contact profile is accessible from the same form, including for example, communication or donation histories. Different levels of access mean that different 'types' of contact can be made available to different users. Icons are used as quick visual indicators for specific attributes such as 'do not mail' indicators.

Contacts can be managed in groups as either a static list or based on a search, for example all those who fall within a given profile. Unlimited categories can be set up by the user to meet the changing needs of the database.

relationship management

thankQ uses a graphical interface similar to Windows Explorer to display the Relationship Tree (see image), a simple interface giving a quick overview of a contact.

mailing preferences

thankQ allows separate Mailing Preferences to be configured so that different types of mailings can use different addresses or salutations. The software will determine the correct address, avoid duplication and never mails anybody who has been marked accordingly.

searching and reporting

thankQ allows the user to search across all fields and any combination of them, then save the search to be used again in the future. This means combinations of personal, financial or communication information can be searched at the same time.

thankQ's ease of use means that constructing or running a search takes no longer than a few seconds. The information can then be reported to a choice of familiar formats including Microsoft Word, Excel or Access.



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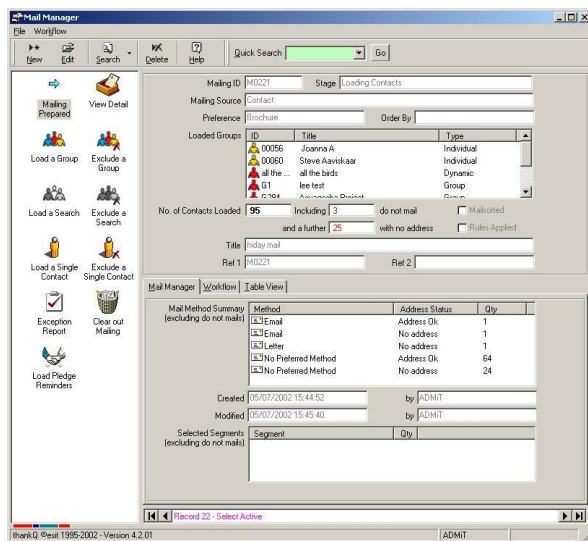
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New Zealand

+64 27 270 2645

Features:

- Application of Mailing Preferences
- Loading of Static lists and Dynamic Groups
- Personalised letters using 'Thank You Rules'
- Integration with 'mailsort' facilities
- Segmentation of Mailings
- Randomised Mailing
- E-mail



mail manager

All mailings are processed using the 'Mail Manager' interface. This transforms your mailing into much more than a list of mailing labels from the database. The mailing is taken through a series of procedurally controlled steps (workflow), allowing the contacts to be loaded, de-duped, configured, sorted and merged in a controlled fashion.

Through this interface the user has the ability to carefully include or exclude specific groups or individual contacts. They can then mailsort the data or segment it before merging it to a choice of formats including Microsoft Word for mailing labels, a text file or database for a fulfilment house or straight to your e-mail application.

The use of the 'Thank You Rules' allow personalised letters to be built up based on the specific attributes of the contact and their donation.

mailsort

thankQ can be linked to mailsort files so you can produce your entire mailing in-house. The output is sorted appropriately and produced with summary reports.

Type	Date	Subject	File
Letter	05/08/2002	Receipt Letters	
Phone Call	16/07/2002	Phone test	
Note	16/07/2002	Enquiry about assistance	
Phone Call	03/07/2002	it is there!!!	
Phone Call	03/07/2002	Volunteer for AGM	
Attachment	03/07/2002	Project Photograph	C:\John\Picture Resources\Camele.jpg

mailing preferences

All contacts loaded into the Mail Manager will have their Mailing Preferences applied. This means that for a given type of mailing, such as a Newsletter, each contact will receive the communication at the appropriate address, with the right salutation and even in the right format including by e-mail or even telephone.

Where no preference is specified, the system will work out what the 'default' address is and notify the user where no address has been found.

segmentation

thankQ includes features allowing the segmentation of the mailing, including:

- any number of equally sized segments
- one in 'n' mailing
- randomised mailing
- one mailing per household

Against each segment a different response code can be stored allowing you to monitor the effectiveness of your mailings.

individual contact

In addition to large mailings, all individual contact with a supporter is recorded, including attachment of notes, electronic files and pictures and the logging of phone calls. Alongside actual mailings, this information is all displayed on the contact's personal record.



Features:

- Processing and Receiving of Donations
- Fulfilment of Pledges and Committed Giving
- Donation and GST ledgers
- Income from Events
- Audit Trail
- Reporting

income processing

thankQ is perfectly designed to allow entry of income information in whichever way you wish to work. For rapid entry, a set of default information can be defined for a batch and applied as each payment is entered. As a contact is selected, the system automatically checks to see if they have a pledge and guides the user to pick the appropriate entry.

Regular payments such as Direct Debits and Standing Orders can be loaded and linked to the appropriate bank software. Microsoft Excel can also be used for input of donations, allowing offline or previous batches to be uploaded into the system.

All donations can be allocated against a destination code (the fund or project to which the money is assigned) and a source code (the campaign or event which prompted the donation).

Rapid input of large numbers of donations can be handled efficiently using thankQ's barcode module.

receipting

As donations or payments are entered the user can select to send a receipt. For regular payments or pledges where a periodic thank you letter is required,

thankQ will check to see when that next letter is due. The receipts can then be created using each contact's mailing preferences.

pledges and committed giving

Within thankQ pledges or committed giving can be set up and easily viewed against the contact profile, along with all bank and payment information. This allows 'due' payments to be loaded automatically and an appropriate EFTPOS file generated for claiming of direct debits or periodic payments.

Unfulfilled pledges are easily identified and escalation letters generated to remind the donor of their commitment.

Facilities enable the adjustment of the instalment plan to accommodate changes in value, suspension of and writing down of instalments.

multi currency

Any batch can be entered in a specific currency and either converted 'en masse' to the standard system currency or remain within the system in that currency. This also ensures that the system will not become outdated should our currency change.

donor statistics

As each batch is approved the donation statistics held against each contact are updated allowing searching and reporting on average amounts, recency, frequency and more.

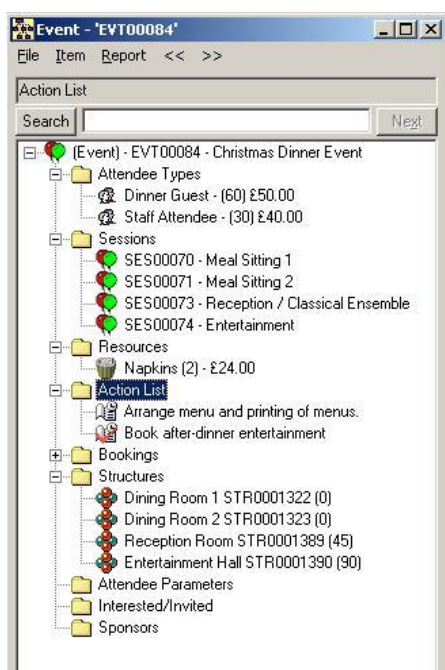
analysis

A variety of standard reports are available alongside user-defined queries to summarise donation information by a wide range of ways, including by destination, type, source or by a selection of contacts.



Features:

- Structure Event into hierarchy of Sessions
- Delegate Lists and Name Badges
- Track Costs and Resources
- Set Actions on Organisers
- Record Sponsorship
- Manage Income
- Track Bookings



event structure

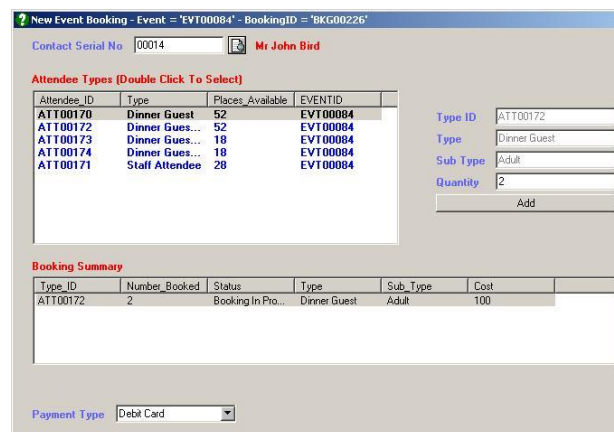
The Events module allows you to configure your event on the system so that it appears exactly as you want to see it. An event can be subdivided into a hierarchy of sessions, for example, representing each day or specific seminars. Against each session maximum and minimum quantities of attendees can be set.

Structures such as dining tables, seating plans or hotel room layouts can be defined and each attendee placed against the appropriate item, alongside any other resources or costs that are identified.

bookings and allocation

A simple interface allows bookings to be rapidly entered. As each booking is taken, the quantity of available places is automatically adjusted.

Specific details and any special requirements for the attendees can also be noted. Payment information is entered and any outstanding amount held in the database in the same way as a pledge, so as payment is received, it can be added in the same way as donations.



action manager

The Action Manager module, integrated with all the modules within thankQ, sits neatly into the Event Structure. As tasks associated with the organisation of an event are identified, they can be assigned to a user of the system, who will see a task list of their actions, be prompted with a deadline date and reminded when they become overdue.

The actions can also be viewed in the Event Relationship Tree so that the event administrator can easily track them.

reporting

In addition to the normal user-defined searching and reporting options available within thankQ specific options are included in the Events module to produce summaries including:

- Delegate Lists
- Name Badges
- Meal Requirements
- Overdue Payment Letters
- Confirmation Letters
- Tickets



Features:

- Membership types and Multiple memberships
- Fixed, Rolling Period and pro rata Membership
- Multiple membership and reporting
- Member tracking and retention
- 'Soft' Membership and Gifts
- Receipting and Renewal letters

Status	Instalment	Due Date	Amount	Paid	Outstanding
Active	1	2/02/2004	\$100.00	\$0.00	\$100.00
Active	2	2/03/2004	\$100.00	\$0.00	\$100.00
Active	3	2/04/2004	\$100.00	\$0.00	\$100.00
Active	4	2/05/2004	\$100.00	\$0.00	\$100.00
Active	5	2/06/2004	\$100.00	\$0.00	\$100.00
Active	6	2/07/2004	\$100.00	\$0.00	\$100.00
Active	7	2/08/2004	\$100.00	\$0.00	\$100.00
Active	8	2/09/2004	\$100.00	\$0.00	\$100.00

membership summary

The Membership module allows you to manage all of the processes and tasks involved in looking after and retaining your members, pursuing new members and maintaining a record of communications with that member – whether the member is an individual, a family, an organisation or categorised in another way.

thankQ's Membership module has been designed in close collaboration with its customers to allow your organisation to maintain and develop good relationships with your members.

membership status

Whether your organisation adopts a rolling or fixed period membership scheme, thankQ allows you to send out renewal letters/e-mails, simultaneously logging these documents in the system for future reference, building up a detailed picture of your relationship with this member. At any one moment, you will be able to find out whether a person in your database is a member or not. Detailed analysis can then be performed, taking into consideration any lapses or suspension of membership, how they became members, their relationships with your organisation and other members, etc.

thankQ also allows you to distinguish those members with multiple memberships and those whose

membership was a gift. This information can also be recorded and reported, for example, to allow you to see how new memberships generally are being attracted.

Your system will also manage long-term memberships over a period of years - 2 years, 10 years, etc. thankQ allows you to manage this information and by integrating with thankQ's Action Manager, you can set up reminders for invitations to events, membership renewals and other communications in the future.

membership subscriptions

thankQ's flexibility and integration with the finance module allows you to offer members the option of paying for their memberships in a variety of ways – whether it be monthly, quarterly, yearly or in a one-off instalment as required by your organisation.

thankQ has been developed to deal easily with split transactions, so that the cheque you receive from a member for new memberships, to attend some events and to provide a further donation can easily be divided and processed into the correct channels.

action manager

The Action Manager module sits neatly into the Membership Module. As tasks associated with a member are identified, they can be assigned to a user of the system, who will see a task list of their actions, be prompted with a deadline date and reminded when they become overdue. The actions can also be viewed in the Member Relationship Tree so that the member administrator can easily track them.

reporting

In addition to the normal user-defined searching and reporting options available within thankQ specific options are included in the Membership module to produce summaries including:

- Membership up for renewal
- Lapsed members
- Membership classifications
- Membership sources
- New members (in last month, year, etc)



Features:

- Identifying Potential Major Gift donors
- Canvasser Teams to secure donations
- Histories of Communication
- Tracking of Gift progress
- Gift Matrix progress

The screenshot shows the 'Active Campaigns' window in the thankQ software. It displays campaign details for 'Child Care Council - Hospital Project HR232' with a start date of 1/04/2003 and an end date of 1/12/2003. Below this is a 'Definition of Gifts' table:

Gift Type	Gift Range \$	Prospects Re...	Gifts Required	Value \$	Gift Sub-Totals	Total for R
Governor	100000	2	1	100000	Governor	100000
Leadership	500000	2	1	500000	Leadership	2300000
Leadership	400000	5	1	400000	Major	1150000
Leadership	300000	5	1	300000	Key	1000000
Leadership	200000	10	3	600000	Community	410000
Leadership	100000	20	5	500000	Miscellaneous	140000
Major	75000	24	6	450000		
Major	50000	32	8	400000		
Major	25000	40	12	300000		
Key	20000	30	15	300000		

prospect / donor identification

thankQ's major gifts module allows you to define relevant information relating to your major gifts campaign. Financial targets and key documents may be associated with the campaign. By adjusting your targets or the prospect to donor success rate, the gift matrix will assist you in identifying the required prospect pool.

thankQ also allows you to search and report information to identify those individuals or organisations that should be assigned as prospects or committee members for your campaign.

donor qualification

Having identified your prospect pool, the next stage is to qualify these prospects. The thankQ system allows you to gather information, in any format, that can help you to understand more about a potential supporter. Word files, e-mails, notes, news stories etc can all be easily added to the record of a given individual, helping you to rapidly assemble a detailed profile of the contact.

thankQ's relationship module facilitates a deeper understanding of any given person's relationships with other individuals, organisations and even documents – providing organisation-wide knowledge that is accessible to your relevant colleagues – information that will hopefully lead to securing a major donation.

donor cultivation

Your canvassing teams can be assembled and tracked with thankQ's functionality, allowing you to maintain control and stay up to date on the progress of your campaign.

Actions that need to be worked through can be tracked and scheduled in for future dates where necessary, meetings can be arranged and minutes of them logged, outcomes of requests and meetings can be seen and decisions made can be analysed, or information logged can be used as a basis upon which well-informed decisions can be made.

Allowing your staff to post new information onto a contact's record, at any point in time, you will be able to see the history of communication with that contact and any additional information discovered over the course of the engagement. This knowledge allows you to develop your prospecting strategy to ensure the success of your campaign at its conclusion.

stewardship

At the successful conclusion of your campaign, a detailed analysis can be performed to find areas for improvement and to identify the strengths that have enabled your organisation to raise the required amounts of resources.

The prospects and donors who are part of your major gifts campaign remain active within the thankQ system so that you are able to continue to manage them for long term development. Additional actions, notes and documentation may be added to these contacts in order to 'bring them forward' at a later date, or for a future campaign. The thankQ system allows you to record additional decisions relating to on-going effective stewardship of that supporter.

Detailed knowledge of the outcome of past campaigns and of the history associated with each supporter will provide you with a distinct advantage when the time comes to make another appeal.



Features:

- Applicant, Trust and Donor Profiles
- Full Communication History
- Grant Assessment
- Monitoring and Evaluation of Grants
- Grant Tracking; Pipeline management of value, award % and timing for cash flow analysis
- Reminders and Deadlines
- Unlimited, user-definable categories

The definition of 'managing grants' varies between organisations. However, the major distinction that exists is between those organisations who apply for grants themselves and those who distribute grants.

thankQ has been developed to manage both of these processes and can be rapidly configured to suit your organisation's needs.

applying for grants

thankQ provides the mechanism to track potential sources of grants throughout the organisation's decision making process. Functionality includes:

- Notification of grant application deadlines
- Eligibility criteria
- Deadline reminders
- Schedules of review meetings
- Storing information about grant-awarding bodies

thankQ holds records of the grant applications that your organisation has made in the past, as well as storing information on the aims of the awarding authority and the projects that they are inclined to contribute funds towards. Integration with the Contact Management module helps the building of relationships with particular organisations, providing the functionality to store useful information on specific, key contacts.

When a grant has been awarded (either by your organisation or to your organisation), thankQ also provides the functionality for:

- Monitoring payment or receipt of each tranche
- Managing different start-up and one-off instalments
- Producing regular progress reports
- Comprehensive administration of the grant process

The entire grant process is managed by thankQ's workflow process, which can be configured to match your own working procedures. This allows you to assess the progress of applications from the moment that they are received, through awaiting decisions, additional information and reviews, to the moment that the grant is awarded or completed.

distributing grants

Each organisation assesses the merits of each grant application differently, so thankQ should be configured to fit with your existing terminology and processes, to allow you to work most effectively.

thankQ aids your organisation in:

- Collecting information on grant applicants and potential beneficiaries
- Collating information to produce management reports on grant distribution
- Monitoring and Approving payments
- Integrating with your other IT systems, e.g. Finance
- 'Flagging' grants as confidential or otherwise sensitive



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Features:

- Manage the grant application process
- Full Communication History
- Grant Assessment
- Applicant Profiles
- Monitoring and Evaluation of Grants
- Grant Tracking
- Reminders and Deadlines
- Unlimited, user-definable categories

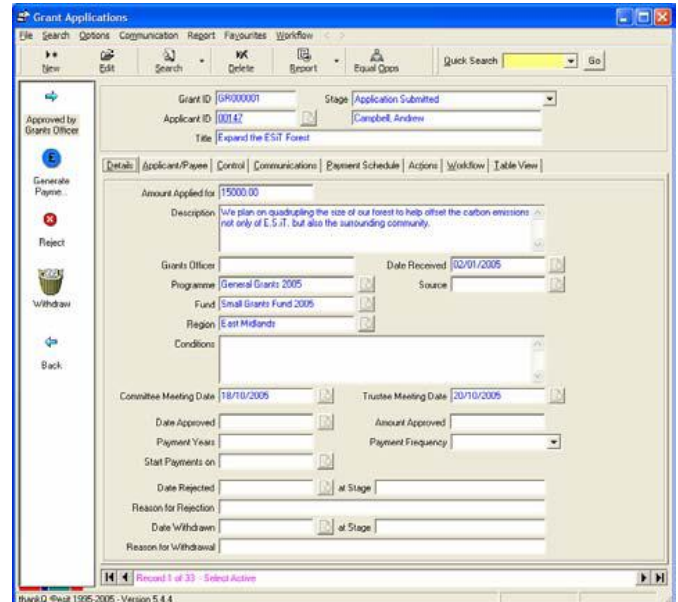
Workflow helps you keep a track of the status of all applications to your organisation for grant funding.

making grant processing easier



The definition of 'managing grants' varies between organisations. ThankQ's Grants module is designed to help you manage the process of distributing grants.

ThankQ's Grants module main options



ThankQ's Grants Administration Form

assessing grant applications

Each organisation assesses the merits of applications for grant funding differently. thankQ can be configured to fit with your existing terminology and processes, to allow you to work most effectively.

specific information

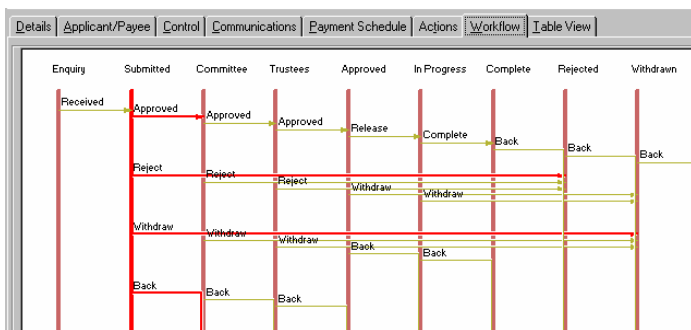
ThankQ's Grants module helps you record all manner of information specific to your organisation, thus enabling you to fulfil your Equal Opportunities responsibilities. Information such as ethnicity, gender, age and employment can all be recorded.

paying grants

ThankQ's Grants module enables you to record banking details and set up payment schedules for successful applicants for grant funding. The module also facilitates the process of approving and making payments, and can be integrated with your finance systems.

reporting

The Grants module allows you to collate information so that you can produce management reports on grant distribution, committee activity and spend on your various funding programmes.



ThankQ's Grants module Workflow

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Purpose:

- To Help Grow Alumni Giving
- Record Alumni Details and Profiles
- Record Details for Associated Staff, Students, Government Bodies and Associated Organisations
- Campaign Management
- Integration with Finance, Mail, Bequest, Membership and Events Modules

managing your alumni

thankQ's Alumni module is designed to help you record and track each alumni's giving history – from regular donations, to one off pledges and legacies. This gives you the power to analyse your existing alumni and to set targets for organic growth as well as for targeting potential new alumni.

The screenshot shows the 'Contact Details' form in the thankQ software. It includes fields for Serial No (001966), Primary Category (Supporter), Surname / Organisation (Brown), Title (Mr), First Name (Arnold), Initials, Post Nominal, Care Of, Address 1 (38 Plowman Street), Address 2, Suburb (BONDI), State (NSW), Postcode (2026), Country, Tel (day) (+61 2 2982 8287), Tel (even) (+61 2 8323 2342), Mobile (0404 323 343), Fax, Email (abrown@bettehairlife.com.au), and Web (www.seemreaction.com.au). There are also checkboxes for 'Major Donor' and 'Bequest Prospect'. Below the form are tabs for Biographical, Addresses, Mailing Preferences, Profile, Communication, Groups, Actions, Membership, Fundraising, Payments, and Pledges. Two tables are visible: 'Education' and 'Employment'.

Institution Name	Year of Entry	Year of Leaving	Course Name	Qualification	Grade
Deakin University (Deakin)	1987	1989	Administration (Master of Business)	MBA	
University of Bath (UK)	1978	1981	Accounting (Bachelor of Business)	BBus	2:1

Employer Name	Position	Responsibilities	From	To	Category	Notes
The Brown Company	CEO		12/01/1999			
Taronga Zoo	General Manager		12/05/1986	24/12/1988		
Sydney Gowens Ltd	Chief Accountant		12/06/1982	28/02/1986		

recording contact and profile details

The Alumni module is used hand in hand with thankQ's core Contact and Relationship Management module. In addition to the standard details that are recorded on the Contact form, the alumni module enables you to record information about each alumni's education history, including the courses studied and their student accommodation, and their subsequent employment history.

You can also record information such as their personal interests and hobbies and other information that can be useful when planning appeals and campaigns.

The information stored in thankQ enables your fundraising and alumni staff to really understand your supporters, allowing them to communicate confidently and effectively.

campaign management

thankQ's Alumni module provides a sound base from which to begin a new campaign. The full functionality of the Mail module is available for marketing and mailing campaigns, and with the Events module for reunions, regional events and other fundraising events.

finance

thankQ's powerful financial module provides you with all of the functionality required for processing donations, recording and profiling donation histories and setting up pledges.

legacies

A key component of any alumni fundraising strategy requires effective management of legacies. That is why thankQ's Alumni module is designed to enable you to configure and track alumni legacies using the Legacy module.

reporting and analysis

Being able to record all relevant details about alumni enables your organisation to paint an accurate picture of the people behind the facts. Understanding their interests, degree subjects, their background and their current employment helps you to effectively target specific groups of alumni for your different requirements.



Purpose:

- manage volunteer availability
- manage volunteer activity lists for events
- manage volunteer profiles
- track the progress of volunteer checks e.g. Criminal Records Bureau (CRB) checks using Workflow

volunteer co-ordination

thankQ's **Volunteer** module enables you to manage and update details of your volunteers - from their specific skills, (CRB) check status and qualifications to their availability.

Volunteer tab on thankQ's Contact form

The module also enables you to manage the amount of time that volunteers spend and the activities undertaken to help your organisation. These details can then be reported out for analysis.

volunteer activity role list

The **Volunteer** module works hand in hand with the **Events** module so that you can set up a schedule of volunteer activities for each event. Volunteers can then be assigned to each role.

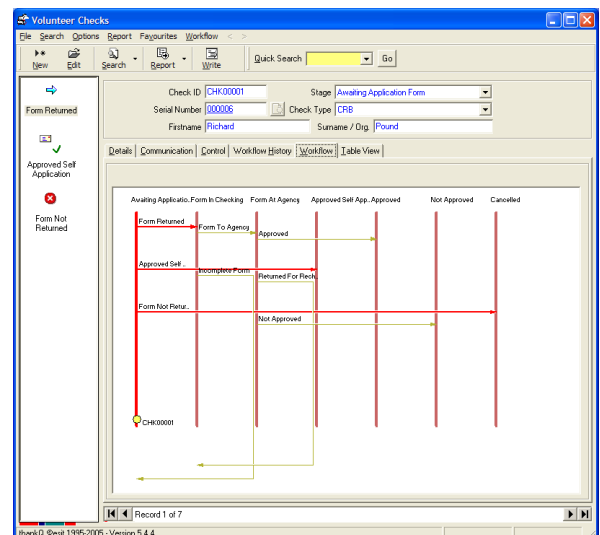
Role	Serial No	First Name	Last Name	Date	Asked	Hours Spent	Comments	Role ID
Supervisor				25-10-2005	No	0		AR5000012
Supervisor	000016	Sharon	Schultz	25-10-2005	No	0		AR5000013
Supervisor				25-10-2005	No	0		AR5000014
Support Worker	000014	Jonathan	Schultz	15-09-2005	Yes	0		AR0000011
Utcher	000006	Richard	Pound	16-09-2005	Yes	3	Positive report from event organiser	AR0000010

thankQ's Volunteer Activity Role List form

Managing lists of volunteers with similar skills and/or availability enables your organisation to easily manage and contact volunteers for specific requirements - from event staff to administrative workers. Associated reports can be produced to show how many roles have been filled or remain unfilled.

volunteer checks

The **Volunteer** module enables you to track the progress of CRB checks for your volunteers using Workflow. This ensures that you have a documented audit trail for all of your volunteer checks.



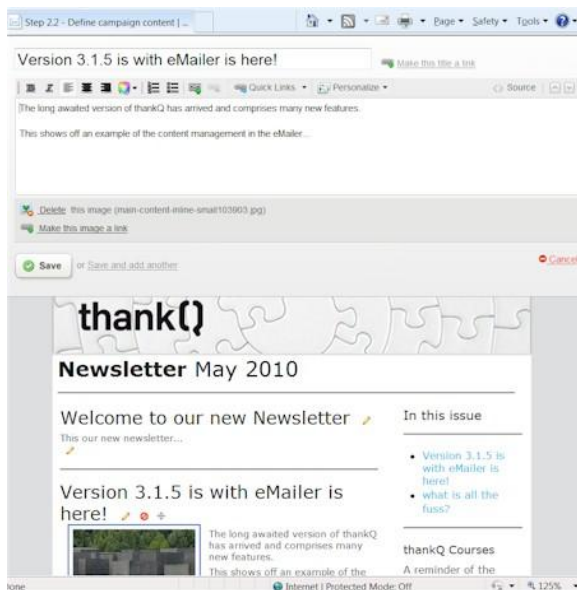
thankQ's Volunteer Checks form



ThankQ eMailer is the way to manage your email campaigns. It is tightly integrated with the thankQ Mail Manager module and the content within the eMail page is managed with an easy to use web based content management system. The module has the ability to incorporate mail merge fields from thankQ and also tracks the performance of the mail campaign.

Features:

- Email Content Managed via WYSIWYG editor
- Standard email Templates to control standards of style, colour, font and content
- Ability to upload templates from a design house
- Mail Merge fields may be embedded
- Track when the email was opened
- Send to Main, CC or both email addresses
- Manage an unsubscribe facility
- Tracking of Hard & Soft Bounces
- Fully integrated with ThankQ BackOffice to analyse in-error emails, opened emails, unsubscribes, responses and fulfilment



Content Managed via ThankQ

ThankQ Mail Manager enables the delivery of 'mail-merge' fields personalisation of the email within the Subject or Body for each and every email sent.

The use of a CMS (content management system) provides the ability to edit in a familiar manner within the control of a framework. This ensures that the outcome meets your marketing standards by producing something that is consistent and attractive.

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The thankQ eMailer allows you to insert pictures and text that are hyperlinks to other web pages (e.g. your donations page, booking page or projects information page). When a recipient clicks on these pictures or links, thankQ is able to track these clicks and thus provide a rich history of supporter activity and ultimately to correlate fulfilment of these clicks (e.g. tracking the click to a completed donation or booking).

Segment	Recipients	Opened	Clicks	Unsubscribed	Bounced
All Segments	4747	2422	650	65	654

Serial No	First Opened	Opened	Title	First Name	Surname / Org	Lifetime Count	Lifetime Total	Lifetime Max	First Gave
284478	jessie.hughes@esit.com.au	2	Mr	Jessie	Hughes	65	\$1,020,360.25	\$250,000.00	23/09/19
284479	je@esit.com.au	2	Mr	J	esit	65	\$1,020,360.25	\$250,000.00	23/09/19
284479	je@esit.com.au	2	Mr	J	esit	65	\$1,020,360.25	\$250,000.00	23/09/19

Third Party Email ISP

ThankQ eMailer uses a third party ISP who is responsible for sending of the emails. Therefore, there is no burden on your existing email provider, and you are not subject to any restrictions imposed by them.

In addition, you are able to send the emails immediately or schedule the send for a later time so as to maximise the impact of the emails arriving to coincide with an important event or time of day.

eMail Performance



thankQ tracks the performance of the email with the following identifiers;

- Email Validation; email syntax, valid domain,
- Opening of email; who's email with date / time
- Clicks on Links within the email
- Invalid Email addresses; hard & soft bounces (along with marking the email as bad)
- Recipients who unsubscribe (along with updating their mailing preference)

Standard search, report and analysis techniques in thankQ enable the user to assess the response, performance and fulfilment of their email campaign.



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Brisbane

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New Zealand

+64 27 270 2645

A fully integrated online web page for the receiving of donations. The content within the online donation page is controlled directly from ThankQ (no need for any web technical programming staff – web pages are changed by your appropriate ThankQ user).

Features:

- Web Page Content Managed via ThankQ
- Secure SSL Encrypted end to end processing
- Automated Email Confirmation
- Automated Tax Receipt
- Definable Message(s) and Picture(s)
- Definable Choices for Directing Donation
- Integrated Online Payment Gateway
- Management of Authorised Transactions
- Fully integrated with ThankQ BackOffice Web Holding pens for authorised information



Brooke (Leopard Seal)



Crusoe (Little Penguin)



Mr Munro (Fjordland Crested Penguin)

ThankQ BackOffice is able to specify what is available for the donor to select when choosing where to direct their donation.

Content Managed via ThankQ

ThankQ BackOffice provides content management features of the donation web page to provide a changing message and picture as required through your campaign cycle.

Secure SSL Encrypted Processing

From the moment the donor arrives at the Donation Page until the moment they leave the Receipt Page, ThankQ eDonation operates in a Secure SSL Encrypted environment. ThankQ integrates a secure online payment gateway via recognised suppliers such as PayPal's Verisign gateway. This assures your clients of safe conventional transacting.

BackOffice Holding Pen

When a transaction has been successfully processed, the donor is issued with an on screen Tax Receipt (which is also automatically emailed to them). All of the completed information automatically arrives in the ThankQ BackOffice Holding Pen. All that remains is to de-dupe the donor information and accept the payment into a Web Donations Batch.



A fully integrated series of online web pages for the processing of event bookings, attendance, and payment. The content within the events web site is controlled directly from ThankQ (no need for any web technical programming staff – web pages are changed by your appropriate ThankQ user).

Features:

- Web Page Content Managed via ThankQ
- Secure SSL Encrypted end to end processing
- Automated Email Confirmation
- Automated Tax Receipt
- Events Calendar
- Definable Content for Selected Events:
 - Dates, Venue, Narrative
 - Tickets: Pricing and Availability
 - Pictures
 - Sponsor Links, Pictures and Logos
- Integrated Online Payment Gateway
- Management of Authorised Transactions
- Fully integrated with ThankQ BackOffice Web Holding pens for authorised information

Web			Quick	Go
			Start Date	18/05/2008
			Start Time	18:00
			End Date	18/05/2008
			End Time	23:30
			<input checked="" type="checkbox"/> Publish to Web	
Type	Cost	Web Publish		
Gold Member	\$125.00	Yes		
Silver Member	\$75.00	Yes		
Individual Member	\$35.00	Sold		
Table of 10	\$1,200.00	Yes		
Commitment:			Sofitel Hotel Wentworth Avenue Sydney	
Web Generator - EventAddress			ABC	
Web Generator - EventDesignation			The Black Tie Club is the ESIT Business Network Forum, promoting awareness of our work to the business community. Members and their guests meet once a month for fine food, conversation and, of course, networking opportunities.	
Web Generator - EventNarrative				

Secure SSL Encrypted Processing

From the moment the prospective booker initiates the booking process until the moment they leave the Receipt / Invoice Page, ThankQ eEvents operates in a Secure SSL Encrypted environment. ThankQ integrates a secure online payment gateway via recognised suppliers such as PayPal's Verisign gateway. This assures your clients of safe conventional transacting.

BackOffice Holding Pen

When a transaction has been successfully processed, the donor is issued with an on screen Tax Invoice / Receipt (which is also automatically emailed to them). All of the completed information automatically arrives in the ThankQ BackOffice Holding Pen. All that remains is to de-dupe the booker / attendee information, accept the payment into a Web Events Batch and process their requirements; such as table seating or dietary needs.

NORTHCOTT'S CELEBRITY DOODLE AUCTION

BOOK

Come and support Northcott's Celebrity Doodle Auction. Celebrities from around Australia have autographed their drawings to support children and adults with a disability. As a guest you will have the chance to bid on these works of art while enjoying an exciting night of cocktails, canapes and entertainment.

Celebrity artists include Alan Jones AO, Peter Garrett, Gai Waterhouse, Jackie O, Ken Done, Shane Warne, Steve Waugh and John Williamson to name a few.

All funds raised will support Northcott's Recreation Service, which provides recreational activities for children and young adults with disabilities.

WHEN	Wednesday, 20 February 2008 5:30 PM - 10:30 PM
WHERE	The Arthouse Hotel - 275 Pitt Street, Sydney
TICKETS	Group Booking (minimum 10) - \$600 Ticket - \$65

BOOK

PROUDLY SPONSORED BY:



Content Managed via ThankQ

ThankQ BackOffice provides content management of the events web site that enables information entered into the ThankQ events screens to be selectively published. This means the user is able to completely manage an events calendar and associated booking / payment pages directly from ThankQ.

YOUR DETAILS:

Title *
Mr

First Name *
Last Name *

Company Name *

Position *

Email *

Phone *

TICKETS:

GROUP BOOKING (MINIMUM 10) (10 GUESTS): \$600

TICKET: \$65

CLEAR FORM BACK NEXT

NORTHCOTT'S CELEBRITY DOODLE AUCTION

WHEN	Wednesday, 20 February 2008 5:30 PM - 10:30 PM
WHERE	The Arthouse Hotel - 275 Pitt Street, Sydney
TICKETS	Group Booking (minimum 10) - \$600 Ticket - \$65

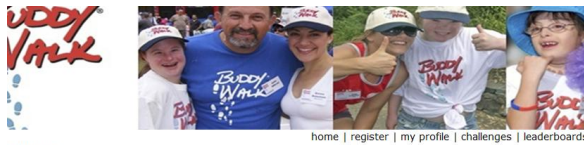


A fully integrated web site for the building of an online community of supporters and their sponsors / donors.

The content within the events web site is controlled directly from ThankQ (no need for any web technical programming staff – web pages are changed by your appropriate ThankQ user).

Features:

- Web Page Content Managed via ThankQ
- Secure SSL Encrypted end to end processing
- Automated Supporter Registration
- Ability to Personalise ones Web Page; message, picture gallery, blog, and video
- Automated Email Confirmation for registrations and donations
- Automated Tax Receipts for Donations
- Feedback from Donors / Sponsors appears on Personal Pages
- Management of Events and Challenges (both formal and informal)
- Integrated Online Payment Gateway
- Management of Authorised Transactions
- Management and Screening of Supporter's Personal Pages
- Fully integrated with ThankQ BackOffice Web Holding pens for authorised information



Please Complete the following steps...

- Step 1: Your details
- Step 2: My web page
- Step 3: Paperwork
- Step 4: Congratulations

Your details

* Required fields

Your Email: *

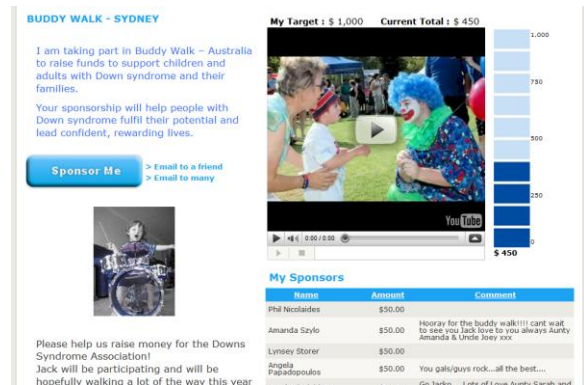
Title: *

First Name: *

Surname: *

Content Managed via ThankQ

ThankQ BackOffice provides content management of the community web site that enables information entered into the ThankQ Community screens to be selectively published. This means the user is able to completely manage the entire site directly from ThankQ.



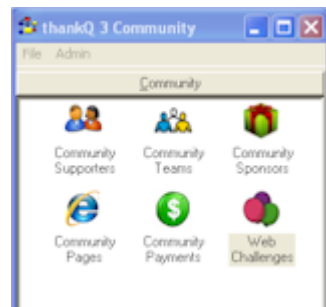
Secure SSL Encrypted Processing

The necessary ThankQ eCommunity web pages operate in a Secure SSL Encrypted environment. ThankQ integrates a secure online payment gateway via recognised suppliers such as PayPal's Verisign gateway. This assures your clients of safe conventional transacting.

BackOffice Processing

All information received via the web site automatically is directed to the appropriate area in ThankQ. These include supporter registrations, sponsor / donor payments, personal messages and targets, along with the choice of picture(s), video(s) and the progress-thermometer wanted for a person's page.

When a sponsor's donation has been successfully processed, the sponsor is issued with an on screen Tax Invoice / Receipt (which is also automatically emailed to them). All of the completed information automatically arrives in the ThankQ BackOffice Holding Pen.



A fully integrated series of online web pages for the processing of client information, such as subscription for mailing, or the updating of personal information. The content within the web site is controlled directly from ThankQ (no need for any web technical programming staff – web pages are changed by your appropriate ThankQ user).

Features:

- Web Page Content Managed via ThankQ
- Secure SSL Encrypted end to end processing
- Automated Email Confirmation
- Definable Content for collection of information:
 - Mailing Preferences
 - Profiling
 - Personal information; name, address, phone numbers, date of birth, etc.
 - General information; position, occupation, interests, etc.
- Mapping of collected information to contact form fields
- Fully integrated with ThankQ BackOffice Web Holding pens for authorised information

e-Newsletter sign-up

* Fields marked with an asterisk must be completed

Your personal details

Title*

If 'other' please specify

First name*

Last name*

Email address*

Confirm email address

I want to help. I can:

Deliver leaflets

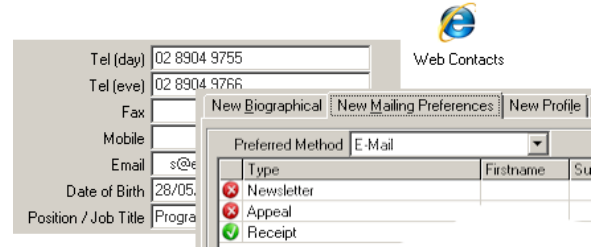
Call supporters

Attend events

Donate money

Content Managed via ThankQ

ThankQ BackOffice provides content management of the web site pages that enables information entered into the web pages to be directed to fields within ThankQ. This means the user is able to completely setup and define how information flows from the web pages to ThankQ.



Secure SSL Encrypted Processing

From the moment the contact initiates the process until the moment they leave the Confirmation Page, ThankQ eClient operates in a Secure SSL Encrypted environment. This assures your clients of safe conventional transacting.

BackOffice Holding Pen

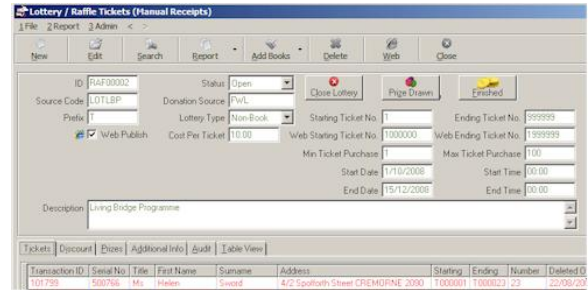
When the information has been successfully processed, the contact is issued with an on screen Confirmation (which is also automatically emailed to them). All of the completed information automatically arrives in the ThankQ BackOffice Holding Pen. All that remains is to de-dupe the contact information and accept their requirements; such as a mailing preference, profile update or address change.



A fully integrated series of online web pages for the processing of raffles; purchaser information, discounts matrix, ticket allocation and payment. The content within the raffle on the web site is controlled directly from ThankQ (no need for any web technical programming staff – web pages are changed by your appropriate ThankQ user).

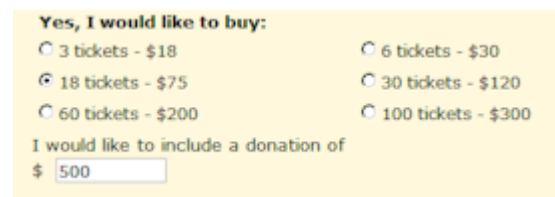
Features:

- Web Page Content Managed via ThankQ
- Secure SSL Encrypted end to end processing
- Automated Email Confirmation
- Automated Tax Receipt
- Raffles Calendar
- Definable Content for Selected Raffles:
 - Closing Date, Prizes, and Narrative
 - Tickets: Pricing and Discounts
 - Optional Donation
 - Pictures and Narrative
 - Sponsor Links, Pictures and Logos
- Integrated Online Payment Gateway
- Management of Authorised Transactions
- Fully integrated with ThankQ BackOffice Web Holding pens for authorised information



Secure SSL Encrypted Processing

From the moment the prospective purchaser initiates the buying process until the moment they leave the Receipt / Invoice Page, ThankQ eRaffles operates in a Secure SSL Encrypted environment. ThankQ integrates a secure online payment gateway via recognised suppliers such as PayPal's Verisign gateway. This assures your clients of safe conventional transacting.



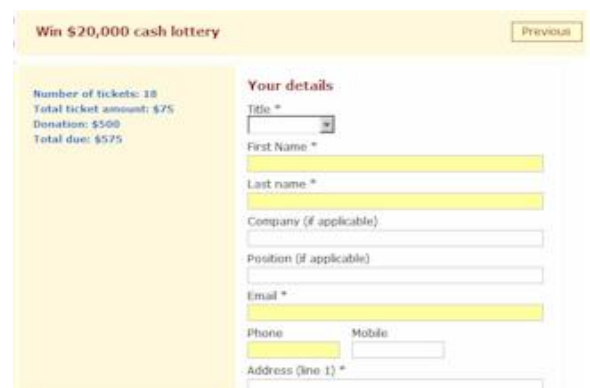
BackOffice Holding Pen

When a transaction has been successfully processed, the purchaser is issued with an on screen Tax Invoice / Receipt (which is also automatically emailed to them). All of the completed information automatically arrives in the ThankQ BackOffice Holding Pen. All that remains is to de-dupe the purchaser information, accept the payment into a Web Raffles Batch.



Content Managed via ThankQ

ThankQ BackOffice provides content management of the Raffles web site that enables information entered into the ThankQ Raffles screens to be selectively published. This means the user is able to completely manage a Raffles calendar and associated booking / payment pages directly from ThankQ.

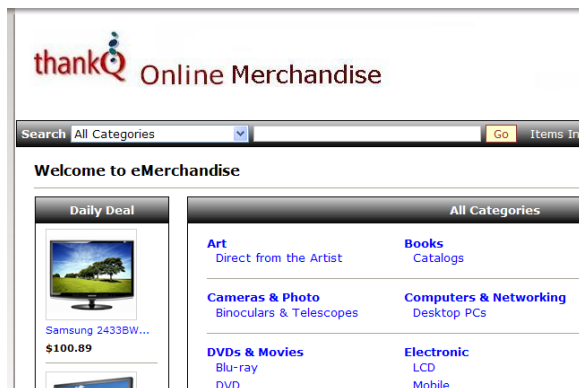


A fully integrated series of online web pages for the delivery and processing of merchandise. The content within the web site is controlled directly from ThankQ (no need for any web technical programming staff – web pages are changed by your appropriate ThankQ user).



Features:

- Web Page Content Managed via ThankQ
- Secure SSL Encrypted end to end processing
- Automated Email for Invoice / Receipt
- Definable Content for:
 - Product categories / sub-categories
 - Product details and images
 - Optional donation amount
 - Purchaser information; name, address, phone numbers, date of birth, etc.
- Fully integrated with ThankQ BackOffice Web Holding pens for authorised information and for order processing and fulfillment



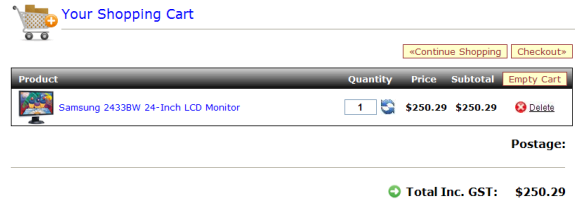
Content Managed via ThankQ

ThankQ BackOffice provides content management of the web site pages for product categorisation and product details.

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The shopping cart functionality provides all that is need to enable the purchaser to manage their choices along with the ability to add a donation.

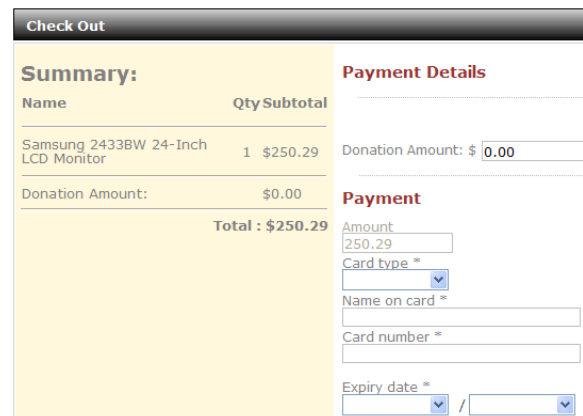
Secure SSL Encrypted Processing

From the moment the contact initiates the process until the moment they leave the Confirmation Page, ThankQ eMerchandise operates in a Secure SSL Encrypted environment. This assures your clients of safe conventional transacting.

BackOffice Holding Pen

When the information has been successfully processed, the contact is issued with an on screen Confirmation (which is also automatically emailed to them). All of the completed information automatically arrives in the ThankQ BackOffice Holding Pen. All that remains is to de-dupe the contact information, accept their order and use the standard ThankQ features to fulfil their order; such as picking lists, packing lists, and dispatch.

Other activities such as stock management will be managed by ThankQ.



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A fully integrated series of online web pages for allowing a contact (e.g. a supporter, donor, client or member of your organisation) to login and manage their 'account' details. The content within the web site is controlled directly from ThankQ (no need for any web technical programming staff – web pages are changed by your appropriate ThankQ user).

Features:

- Web Page Content Managed via ThankQ
- Secure SSL Encrypted end to end processing
- Automated Email Confirmation
- Automated Password management
- Definable Content for viewing and editing:
 - Personal details; name, address, tel., mobile, email, etc.
 - Specific profiles
 - Specific mailing preferences
 - Donation and Pledge history
 - Targeted messages
- Mapping of collected information to contact form fields, profiles, or mailing preferences
- Ability to offer other ThankQ eModule features; Donate online, Event ticket purchase, Raffle ticket purchase, Membership renewal / purchase, Community pages, etc.
- Fully integrated with ThankQ BackOffice Web Holding pens for authorised information

Secure SSL Encrypted Processing

From the moment the contact initiates the process until the moment they leave the Confirmation Page, ThankQ eClient / Member operates in a Secure SSL Encrypted environment. This assures your clients of safe conventional transacting.

November 2009

Wed 18



The Best Black Tie Dinner

Book Now!

Donate

All donations over \$ 2 are tax deductible

My Profile

Content Managed via ThankQ

ThankQ BackOffice provides content management of the web site pages that enables information entered into the web pages to be directed to fields within ThankQ. This means you are able to completely setup and define how information flows from the web pages to fields, profiles or mailing preferences in ThankQ.





Taronga Zoo

Contact Management, Prospecting, Sponsorship, Finance, Events, and Web Integration

The Zoological Parks Board of NSW has an enviable reputation as a conservation organisation.

Here are extracts from an interview with Shanthini Naidoo (Head of Fundraising and Development) in relation to an independently compiled e-Business Case Study...

What is your most recent IT project?

Implementation of the ThankQ contact management and fundraising system...

...We developed an implementation plan that included data cleansing, customisation and training. There was a considerable information history that needed to be cleaned up for the data transfer...

...The whole process from tendering to implementation took over a year. But the actual change over took about three months to implement...

...ThankQ worked out the timeframe, set up a help line and provided their staff for training. The ThankQ system tracks donor relationships and history and provides us with accurate reporting, contract servicing, lets us know when we need to invoice...all the actions that relate to donor servicing.

Were you happy with the work and help given?

Yes, the support has been fantastic and the development work has been very responsive.

Every new fundraising initiative requires some development...Friends of the Future relates to bequests at some unknown stage in the future. Working out how to manage this initiative in the database required some development work.

What mistakes did you make that you wish you hadn't?

No mistakes. It was painless. Having Jason Haigh in Australia...the person who wrote the software...has been fantastic. Any problems, he can deal with quickly and easily. ThankQ was developed originally for Comic Relief in the UK.

We now have a full twelve months of using ThankQ in place and for Year 1 we have seen 300% growth. ThankQ allows us to track what works and what doesn't.

We will also move towards using benchmarking. Then we can look at targeting donors by frequency and amount, to maximise potential income.

We can tailor our effort and improve our conversions. We can also improve our communication in terms of accuracy of message...if someone is mad about elephants...we can invite them to elephant events.

Given what you know... would you do it again?

Definitely

What are you planning to do next?

We have just launched online e-fundraising and e-philanthropy.

We have recently launched our www.oceansappeal.org.au site, interactive site that will allow real time online donations. We worked with ThankQ Solutions to interface the website with the ThankQ contact management and fundraising system. This assists with issuing receipts for donations improving our customer service and reducing the administrative workload.

FAST FACTS

case study:	Taronga Zoo
location:	Mosman Sydney, NSW
users:	15 users
database:	SQL Server
integration:	Microsoft Office, Barcode scanners, Web Donations (secure gateway), Web Sponsorship
upgrade from:	Bespoke File-maker Pro Database

case study: Taronga Zoo

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Contact Management, Finance, Events, and Web Integration

Jewish Communal Appeal – providing welfare, education, culture, aged care and security to every sector of the community.

The Jewish Communal Appeal (JCA) was established in 1967 to manage the annual communal fundraising appeal.

In 2005, JCA achieved its campaign target of \$10 million. This year JCA is aiming to raise more than \$11 million in order to continue providing the necessary support – both financial and moral – to thousands of Jews across every sector of the community, including welfare, education, culture, aged care and security.

the original system

JCA originally had an ageing, customised CB+ system which provided Contact Management, Pledge and Payment tracking.

the new system

ThankQ was installed in early 2004 to initially replace CB+ with a more efficient and contemporary solution.

Since 2004, JCA have gone from strength to strength evolving thankQ to meet their changing business strategies. The new technologies added included barcode scanners, secure online payment gateways, EFT banking transfer, and online management of event bookings, donations, canvassing and host / guest lists.



Integration of ThankQ and Web Technologies

FAST FACTS

- case study: [Jewish Communal Appeal](#)
- location: [Darlinghurst, NSW](#)
- users: [15 staff plus web fundraisers and web host / guest management](#)
- database: [SQL Server](#)
- integration: [Microsoft Office, Barcode scanners, Web Donations \(secure gateway\), Web Bookings, Web Fundraising, Web Host / Guest Management](#)
- upgrade from: [Bespoke CB+ Database](#)

[Lawrence Jackson \(CEO Jewish Communal Appeal\)](#)
[Peter Philipsohn \(Governor, Chair IT Committee\)](#)

“Two years ago, JCA conducted an extensive review of fund-raising systems. ThankQ met the technical and business specifications as documented.

We looked at the total cost of ownership over a five year period and thankQ Solutions made better financial sense than the alternatives. But most of all, thankQ Solutions can-do attitude met our requirement of people we could work with.

During the implementation phase, some of our requests pushed the friendship, but thankQ Solutions responded with a smile. When we went live at very critical time in our annual cycle, thankQ Solutions were happy to be on site just in case of hiccups.

After three months, JCA staff were asked whether we should go back to the old system. Even our longest serving staff, who knew the old system intimately, would have been extremely upset if we took ThankQ away.

ThankQ and thankQ Solutions have become an integral part of our operation. Knowing that we could rely on Jason, Rachel and the people at thankQ Solutions to be there to help us if needed has made our relationship a true partnership.

Thank you thankQ”

case study: Jewish Communal Appeal

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