



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!



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 club.

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 clubs are doing with ClubRunner.

Contact Us

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

Website Manager

Maintaining web presence has been a challenging task for many clubs. Failure to keep an up to date website in the past has been attributed to two main reasons:



1. Difficulty in identifying a **webmaster** - someone who has the technical skills to create web pages and upload them to the server

and

2. The **availability** of that person. Everyone in the club must forward material to the webmaster for him or her to upload to the site. This creates a bottleneck for information to appear on the website, the webmaster must do all the work, the site becomes stagnant, and everyone loses interest.

Did You Know?
Once a visitor notices no changes being made, he or she will most likely never visit again

? **Presentation, image handling and the overall organization** of a website is another challenge that many clubs struggle within the attempt to build a web presence.

ClubRunner provides the answer to these problems. [Website Manager](#) hides away all technical issues related to site organization and presentation, and allows you to **focus on the actual contents** of your site, such as stories, news, photos, etc.

The ability of editing the website is **not limited to one person**. All club members can contribute to the site, making it more content-rich and interesting, as well as more timely.

Design and customize your template to suit your club's style.



[Website Designer](#) allows you to build your club website exactly how you want it. Presentation, layout and style for all web pages are easily configured with this module. In addition, create a custom banner, navigation menu and choose which

content you want to highlight on your site by selecting only the relevant widgets or creating custom content.

How is the website edited?

A club site editor logs into to the club site, and types the contents of a new story into a simple and easy to use **web page over the Internet**. You can even **copy and paste** your text if it has already been typed elsewhere.

Once the story is saved, it will appear on the home page

immediately. Images related to stories and events are handled automatically by ClubRunner.

The **size and image format** are automatically adjusted. Club editors do not need to know HTML and file transferring (FTP) skills. Since the entire ClubRunner service is online, there is **no need to install any software** on a machine. The only requirement to editing your website is having Internet connection. For the experienced user, some HTML tags can be incorporated into the text, so there is **flexibility in the way your text will appear** on the page, e.g. making some parts bold, or putting in links to other web sites.

What else is displayed on the homepage?

Events that are defined in [Event Planner](#) will automatically be listed on the web site, along with a link for **online registrations**. Additional links and pages related to your event can be posted on the home page, e.g. directions and a map.

A listing of **club executives and directors** is posted on your homepage. To change a director simply select the new person from a drop down list showing all club members. This listing is also used in the [Message Center](#).

Speakers at future club meetings are displayed, which will also appear automatically in the [eBulletin](#).

Links to external sites can be added easily in the same manner as stories. Internal links can also be added; these are **HTML** or **PDF** pages that can be edited and uploaded as required.

What about additional pages for committees and projects?

Club committees and special projects can have their own sub homepages, with their own stories, links and photo albums. Building such additional pages is done in the same simple and intuitive manner.



How secure is all this information?

Although website stories you enter become public, the editing of the site and the information within is secured by **unique logins** and **passwords** for each member, as well as proper **access rights**.

Internal information can only be accessed by members once they have logged in successfully. This includes internal club documents and any information related to other club members.

Read our [Privacy Policy](#) for more details on member information security.

Member Directory

Now finding your member's contact information can be done from anywhere in the world! Simply login and you can browse through your online club directory.



ClubRunner's [Member Directory](#) stores all your member information in a collection of profiles. Each profile includes ample contact info, such as **email address, home and work phone numbers, mailing address**, and more. You can even browse through a photo directory to keep up to date on who's the latest member to join your club!

Each member can update his or her own profile, right online. For those that do not have computers or Internet connection, profiles can be updated by the site administrator or other club executives. You can also download the latest member data 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!



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 your own club members can view it.

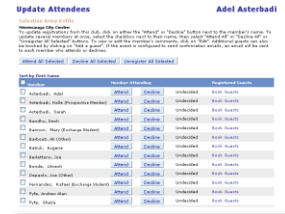
Staying connected with your fellow members is easy no matter where you are with ClubRunner's Member Directory.

Event Planner

Organize and announce your club's events with ClubRunner's [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 club members and to other members in the District. A sign up sheet can be generated and emailed to the presidents of other clubs in 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. 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

[Event Planner](#) 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 Module



Integrate credit card payments **safely** and **securely** into your site to allow online payments from members and the general public. We've made it easy to accept online credit card payments through your ClubRunner site, with the **optional [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 link payment transactions to members and events, so you don't have to spend countless hours consolidating your reports with bank statements.

Industry standard security and PCI compliance

ClubRunner partners with industry standard gateways and processors to ensure your member data is safe and secure. We don't retain any credit card information, and all transactions are made through SSL encrypted pages in real time.

Dues & Billing

Create invoices for your members, and print or email personalized bills. Track payments, debits and credits, account statements, and accept online payments.

ClubRunner's [Dues & Billing Module](#) is a great feature for the club treasurer, allowing your club to create professional invoices and keep track of unlimited bills for your members. Specify detailed items for charges and credits, select recipients, override quantities and amounts by member, preview individual invoices, and finally generate invoices that can be printed or emailed to your members.

Track payments and issue account statements

Track all payments made by members either by manually entering the payment on their account, or by integrating the [Online Payment & eCommerce Module](#) into your site. Enter debit or credit adjustments,



generate Account Statements for each member, and email detailed account history to all members.

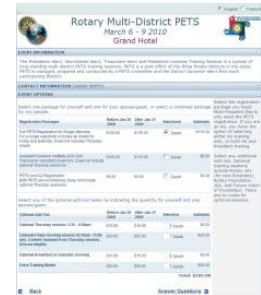
Self-serve feature for members

Individual members can also log into ClubRunner and take a look at their billing account statement, which shows all invoices and payment history, along with balances. Clicking on an invoice will display that invoice's electronic version, which they can print. If you activate the [Online Payment & eCommerce Module](#), a button is available right on the screen for members to conveniently pay online with a credit card.

MyEventRunner™

For more advanced events that require multiple package options or quantities, [MyEventRunner Lite](#) gives you a more customizable registration process along with credit card payment processing.

Included in the [Online Payment & eCommerce Module](#), your club can collect public event registrations online and process payments right away by credit card. Suitable for simple events, shopping carts, or selling tickets online. Need a more complex form?



MyEventRunner Pro

Get more flexibility and further customize your event registration form with **MyEventRunner Pro Edition**. Features include:

- Multiple pricing options by group and date range
- Single or double registrations
- Time ranges and attendee categories for flexible pricing
- Custom unlimited questionnaires, including drop downs
- Payment by check option with tracking enabled
- Custom instructions in confirmation emails
- Unlimited public registrations

**If you're already a ClubRunner subscriber, you can upgrade an event to the Pro Edition for a low per transaction fee.*

Benefits

Club Image

ClubRunner helps clubs develop and improve their image both to existing and new members. A friends list enables you to stay in touch with speakers, visitors and leaders of the community, and send them the club [eBulletin](#) in a personalized format.

The new members program is designed to ensure that all new members will receive the attention and help, necessary, for building effective membership. The easy and professional online registration offered by [Event Planner](#) for events will make every member and friend proud to be part of the club 'team'.

The communication facilities offered by [Message Center](#) allows the club to reach out to all its members and prospective members, boosting the club's image and offering powerful tools and information to all members of the club.

Finally, the [Website Manager](#) gives the club an online presence where they can instill even further their commitments, accomplishments and objectives to the public.

Membership Growth and Retention

ClubRunner provides club executives with very powerful tools to **improve membership** retention and growth, a challenge facing many clubs today.

A proper induction process is very important to ensure that new members are fully aware of the **club objectives**, and can effectively increase **new members' contribution** to the club. In this respect, the membership chair can create a **customized induction process** for each member and assign tasks related to introduction and orientation to specific experienced members of the club.

Once the induction plan is defined in ClubRunner, the members responsible for each task are **reminded** in each **customized eBulletin**. Club executives can then track the performance of the induction process for each new member. New members that get involved are more likely to stay in the club, thus improving the club's member retention.

Friends and speakers and anyone else in contact with the club can be added as "**Friends of the Club**". Friends automatically receive the club [eBulletin](#), personalized with their name and a reference to the member who added him or her to the distribution list. Friends also receive information and invitations related to club events, thus encouraging them to **get involved** with the club, and become **potential members**. A friend can always be removed from the system at their request.

ClubRunner also maintains profiles on **ex-members**, **exchange students**, and **honorary members**. These people receive the [eBulletin](#) and other club communication to keep them aware of club happenings and encourage them to remain involved and attend events.

Communication

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

ClubRunner [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.

Benefits (cont'd)

Effortless Web Presence

Maintaining web presence has been a challenging task for many clubs. 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 club website.

Your club 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.

Club Administration

Club executives are usually community and business leaders volunteering their valuable time and skill to serve the community and promote goodwill, peace and better understanding. Unfortunately they tend to get bogged down by many administrative tasks that keep them from serving the club and community to their full potential. Administrative work lessens motivation and detracts focus from the club's objectives and vision.

ClubRunner automates and simplifies club related administration to free your time for community service, fellowship and fun. [Attendance Manager](#) allows you to manage attendance tracking, reporting, and meeting fund administration, the [eBulletin](#) makes the distribution of your

club newsletter a breeze, and [Event Planner](#) works hard to help you plan and organize your events.

In summary, ClubRunner is the club administration tool that is available to **all** club members to help them contribute more effectively.

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:

"**W**hat would our Club's communications be without ClubRunner? A bunch of lost emails, unorganized documents on several different computers, out-of-date member information and no handle on what's happening in our Club! That's the way it used to be!

What I also like about ClubRunner are the updates and friendly folks who always have suggestions and improvements. It's terrific! Thanks."

Glen Agar, Bulletin Editor
Rotary Club of Kapuskasing



"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



"ClubRunner is making my life so much easier as Club President. Members are absolutely not able to say they don't know what is going on within the club! No more excuses! Everyone loves the site. Thanks."

George Rankin, President
Rotary Club of Peterborough Kawartha



"The key is in the versatility. Few club members have the skills or desire to learn website authoring. Webmasters cannot always be available to do work on a weekly basis. With ClubRunner, there is no limit on who can contribute. Information can be uploaded without skills and from anywhere in the world! Good communication makes for a strong club and ClubRunner is the tool!"

Kim Emmerson, Site Administrator
Rotary Club of Haliburton



"ClubRunner has been a wonderful tool for our Club communications. The system is all set up, it is efficient, professional and complete. I'm loving it! Thank you!

Sue Tomte, President
Rotary Club of Park Rapids, MN

"In an increasingly busy world, it is a constant challenge to communicate with people and to make sure that everyone is aware of opportunities, schedule changes and successes. ClubRunner and the ease with which any of us can log in and communicate with everyone else immediately is a life-saver.

We are thrilled by the ability for any of our members to communicate instantly with anyone or everyone else in the club. Our new website on ClubRunner was very easy to use for anyone in our club who's at all familiar with going on-line. Folks who visit the website have been unanimously complimentary of the design, format and ease of navigation. For folks like me who are responsible for keeping information on the site up-to-date, it has been terrific.

I have been particularly impressed by how accommodating the folks at Doxess have been and how completely they've thought through the challenges Rotary clubs face today. I highly recommend ClubRunner for Rotary clubs looking for an affordable, well-designed website and communications program"

Jeff Leitner, Public Relations Chair
Rotary Club of Chicago



"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, Past District Governor
Rotary International District 7010



Just a note to tell you how much we at The Hawk's Prairie Rotary Club in Lacey, WA appreciate your work! This site is extremely user friendly, and once you get the core information in, it is a very powerful tool to use to bring unity to your club!

Thank you for your effort, and keep up the great work! Every Rotary Club (or any fraternal, civic, or private organization) could really benefit from a communication device such as this!

Greg Stevens, Club Service Director
Hawk's Prairie Rotary Club

Pricing

With affordable annual rates and minimal up-front cost, it's easy to get your club set up quickly. Whether you are small club of 25 or a large district of 5000 members, 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.

Pricing for Clubs

Size of Club in Members	Monthly Fee*
Up to 20 members	\$19.95
Between 21 and 30	\$24.95
Between 31 and 40	\$29.95
Between 41 and 50	\$34.95
Between 51 and 80	\$39.95
Between 81 and 120	\$49.95
Between 121 and 200	\$59.95
Between 201 and 300	\$79.95
Between 301 and 500	\$99.95
Larger Clubs Please Call for Pricing	
Plus setup fee of \$199	

What's included with your subscription:

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

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

ClubRunner is available in two packages:

- Full Version and Database & Communications
- ClubRunner does not have to replace your existing website. Choose to integrate ClubRunner's vast communications and database features into your own website and continue to maintain the look and feel of your home page.

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 club 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.

Clubs

Rotary Club of Augusta, ME
www.clubrunner.ca/augusta

Rotary Club of Boston, MA
www.bostonrotary.org

Rotary Club of Concord
www.clubrunner.ca/concord

Rotary Club of Camarillo
www.clubrunner.ca/camarillo

eClub of District 3150
www.clubrunner.ca/eclubdistrict3150

Rotary Club of Geelong East, Australia
www.clubrunner.ca/geelongeast

Rotary Club of Hawk's Prairie, Lacey, WA
www.hawksprairierotary.org

Rotary Club of Marysville Sunrise, WA
www.clubrunner.ca/marysvillesunrise

Rotary Club of Orleans, ON
www.clubrunner.ca/orleans

Rotary Club of Richmond, BC
www.clubrunner.ca/richmond

Rotary Club of San Juan, Puerto Rico
www.sanjuanrotary.org

Rotary Club of Soldotna, AK
www.soldotnarotary.org

Rotary Club of Truro, NS
www.clubrunner.ca/truro

Rotary Club of Yakima Southwest, WA
www.clubrunner.ca/yakimasouthwest



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

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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