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## Your upgrade to webgui 7.4

- Most stable version of WebGUI (almost a complete rewrite from 6.8).
- Uses the same user interface you've come to know, but with many improvements to make Administrating and content managing easier
- Increased site performance with re-written and new templates
- Added Administration features that remove many (if not all) of the former web Administrator head-aches you had in 6.8
- New and Improved asset types to keep your content managers happy

**AND OF COUSE... packs its most powerful punch with donor.com's new webware DWAPI (we'll talk about this one later).**



First order of business



## Your upgrade to webgui 7.4

Utilizing some familiar & new Aspects of the admin console  
*Keeping the site administrator happy*





## webgui 7.4 - Assets Manager

### New Features

- **Search** to find any asset



### - Rank & sort features

- Your new site comes out-of-box with a **new root folder** that holds all your webware templates and configurations. It also includes ready-to-edit webgui design templates. ALL new upgrades to webgui will be stored in the root>import node so that your new root folder remains unaffected.

### - Packages

Turn any webgui asset or group of assets into a “package” to import or export from another webgui site.



## webgui 7.4 - Groups



### New Features

Increased control and flexibility within Admin Console>>Settings and Admin Console>>Groups

### Manual Group Subscription (existing feature)

Allow users to manually add themselves to groups with the Group Subscribe Macro. You can set the group subscription settings when you create the group - subscription time length, notifications of subscription ending, instructions to re-subscribe.

### DASCO Generated Group Subscription (existing feature)

DASCO's “Members Only” feature automatically creates a DASCO group supplemental and adds the donor to a webgui custom group when the user submits an online form. Now you can offer special online membership content to your users.

**Example** [http://www.childhelp.org/get\\_involved/membership](http://www.childhelp.org/get_involved/membership)



## webgui 7.4 - settings



### New Features

**Permissions Tab** - Customize permissions for 25 different webgui administration areas for existing or new groups.

**Expanded features** for content (workflow control), messaging (integrates with the new 7.x user messaging system), and user permissions

Company Content UI Messaging Miscellaneous User Authentication 6.8

Company Content UI Messaging Miscellaneous User Authentication Permissions 7.4



## webgui 7.4 - user profiling



### Dynamic personalization

Update your **custom output spec file** to auto-update webgui user profile fields to use in content.

example fields to pass to your content >>

Last gift amount	Last gift date
Largest gift amount	Largest gift date
Last gift designation	

*Hello Jon, we received your last gift on **April 17, 2009** to **Miracle of Sight** for **\$33.***

INSERT CUSTOM ASSET PROXY TO BE  
PULLED BY DESIGNATION

*Your gift will bring the miracle of sight to a mother or father - giving them the ability to once again look into the face of their precious child.*





## webgui 7.4 - versioning



- Allow webgui to "auto-tag" all your work or choose to create custom "tags"
- add workflow rules to your versions or for content managers you manage
- commit your versions, save your versions for a later date, delete your versions or even role back and existing version.

You are currently working under a tag called: Community Conference Example Tag.

Version Tag Name	Created On	Created By	
<a href="#">[Edit]</a> Community Conference Example Tag	4/9/2009 6:28 pm	corey	Commit
<a href="#">[Edit]</a> corey / 3/10/2009 6:33 pm (Autotag)	3/10/2009 6:33 pm	corey	Set As Working Tag   Commit
<a href="#">[Edit]</a> dougs / 4/3/2009 11:49 am (Autotag)	4/3/2009 11:49 am	dougs	Set As Working Tag   Commit
<a href="#">[Edit]</a> dougs / 4/3/2009 11:57 am (Autotag)	4/3/2009 11:57 am	dougs	Set As Working Tag   Commit
<a href="#">[Edit]</a> Jon Doe's Awesome Design Tag	4/9/2009 6:28 pm	corey	Set As Working Tag   Commit
<a href="#">[Edit]</a> mike / 4/6/2009 7:15 pm (Autotag)	4/6/2009 7:15 pm	mike	Set As Working Tag   Commit

[Show admin console.](#)

Add a version tag.  
Manage pending versions.  
Manage committed versions.

Commit My Changes  
+ Community Conference Example Tag  
corey / 3/10/2009 6:33 pm (Autotag)  
dougs / 4/3/2009 11:49 am (Autotag)  
dougs / 4/3/2009 11:57 am (Autotag)  
Jon Doe's Awesome Design Tag  
mike / 4/6/2009 7:15 pm (Autotag)

[Back to site.](#)  
[Turn Admin Off!](#)  
[Logout](#)

<https://donor.com?op=manageVersions>



## webgui 7.4 - new content assets

*Keeping the site administrator happy*

- completely new full-featured **calendar** system
- improved/expanded functionality **dataforms**
- event-manager (beta)**
- wiki** system
- collaboration system (improved)** - blogs, user forums, podcast system, job listing/board, and more.
- new site search** and multi-search
- newsletter manager system**

*Current 7.5 & 7.6 WG versions introduce even more content assets*



## webgui 7.4 - workflows



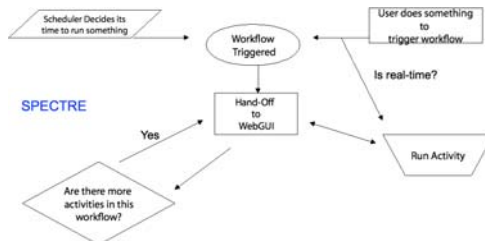
- Workflows can control a variety of site activities - maintenance, getting & sending email messages, synchronize to LDAP or other 3rd part DB, and control how and when content is committed and made live

## webgui 7.4 - spectre



Supervisor of **Perplexing Event-handling Contraptions for Triggering Relentless Executions**

- Manages the scheduling and priority of all site workflows so that the tasks of administering a site and managing content can co-exist.



dasco - the industry's premiere donor relationship management software



**BRING ON THE POWER**

webware - a collection of APIs fully integrated with dasco and your webgui website



safari - ecommerce that is fully integrated with your webware/webgui site and dasco

sendware - fully integrated with dasco and your webware/webgui site to manage your bulk email communications





## Webware DWAPI/DWAPID

While the features of WebGUI 7.4 CMS puts many amazing tools in your hand to content manage your site, donor.com's Webware DWAPID gives your website that "6.8-liter Triton engine with 310 horse-power at 4250 rpm and 425 pounds-per-foot of torque."

**Why so powerful?** That's because the engine behind your WebGUI/webware website is the the dasco core. And that core is connected to donor.com's lightening speed DWAPID and the DWAPI with dozens of out-of-box and fully customizable templates to allow your website to service your donors' needs 24/7.



## Webware DWClient & Templates

### What does that all mean?

#### Donor Self Service (My Account)

- giving history
- order history
- view pledges
- update phone, address, email, contact
- manage email subscriptions
- tell a friend

#### Online Sponsorship

- choose a child, person or project to sponsor, and then automatically links the donor to that child, person or project.

#### Sign-up forms

- "Identify" form to link existing dasco accounts with new online sign-ups
- "Identify lite" to create new online accounts & acquire names without a required donation.

#### Donate forms

- Simple Donation
- Multi-method Donation
- Form-handler (custom supplementals)
- ... pay by CC, Check
- .... give one time, monthly, annually

#### Pledged giving

- ... fully customizable to let the donor pay "at will" or setup recurring options at pledge creation

#### Donation Cart

- "ecommerce" like cart to handle multiple donations with the easy of a cart.

#### Safari Ecommerce\*

- For organizations offering premiums or products for sale online, and needing inventory control and accounts receivables management.

\*not included in base webware



## Webware DWAPI/DWAPID

### WSClient (soap)

#### 1. XML serialization

- slow

#### 2. SSL (Assymmetric) encryption

#### 3. No compressions

#### 4. HTTP envelope connection

2 - 3 seconds overhead per request

### DWClient

#### 1. Storable serialization

- binary serialization, fast
- pluggable (not just perl to perl) (can serialize to XML, JSON, YAML, etc)
- encryption

#### 2. Symmetric encryption

#### 3. Zlib Compression

#### 4. RAW TCP open connection

< 1 second overhead per request



## Webware/Sendware/DASCO in action

Even if you've used WebGUI/Webware & Sendware for many years, my "update & renovate" challenge to you in 2009 is to once again re-evaluate and to see how you can incorporate all of the donor.com tools to build strategic pipelines to **attract, acquire, engage and convert** users to be raving and loyal fans of your organization.

- Let's take a look at one example pipeline

SCENARIO: Your target audience is early 20s students. Your Org is launching new programs that target this demographic type and psychographic behaviors of this age bracket. You know in order to make these programs successful you need at least 500 students willing to give anywhere between \$20 to \$40 monthly. In order to make your message "stick" with this demographic, the message must be strong and compelling, you must offer opportunities of engagement (online and even offline), you need to tap into social media and social networking. And finally, you must do this consistently, but with 4 people in your department, how can you do all this and make it cyclical and is replicable?

Oh yah, did I forget to mention that you only have a budgeted \$2000.00 to do this?





## Webware/DASCO/Sendware in action

### Pre-marketing: Setting up your grassroots

- You run a select in DASCO to build an eml list of students that match your age criteria and send an email to enlist their help. The response device on your website adds your student responders to a special "members only list" in DASCO. These are your foot soldiers. This special group in DASCO creates a group in WEBGUI. Now you can add artwork, audio, hand-outs, email samples, etc to your site for these foot-soldiers to use when the campaign begins.

### Setting up your traditional channels

- For a nominal fee, you are able to advertise in 12 different campus email and print newsletters  
- For a nominal fee, you purchase an email list of churches with large student ministry programs and a small advertisement in a Campus Ministry newsletter that goes to these churches. - You also receive mailing addresses for these campuses and churches and will send a pre-campaign packet providing involvement ideas and resources for leaders

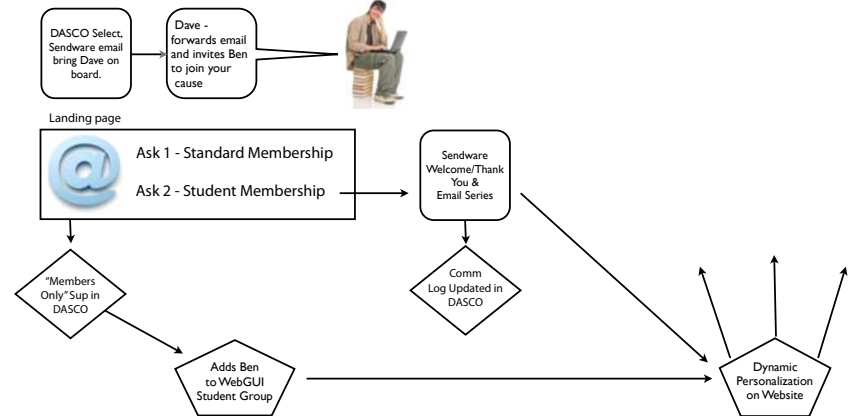
### Setting up your Social Media

You have a FB "causes" page, and an official FB org page that you will use to promote the launch of this program



## Webware/DASCO/Sendware in action

Ben is a third-year Economics student at ACME University. Ben learns about your campaign from his roommate Dave who is a member of your "grassroots" effort. Dave has had a relationship with your org since high school and has not only contributed financially but has also given.



## Webware/DASCO/Sendware in action

### Campaign Launches

- Sendware launches targeted emails to the lists you've built.
- Your "grassroots" team receives a special email that they will be forwarding to their friends and family
- Your FB & Twitter pages come alive with action
- Student newspapers display your ad, college ministry groups receive a hand-out

### Response Devices

Each marketing channel is properly coded with motivation codes & url links to landing pages.  
Your LP copy has clear CTA's [call(s) to action] with alternative actions  
Post-response confirmations are in place (welcome, thank you, conversion series emails, etc.)

Let's look at an example user scenario at "Ben - the ACME University Student"

