Every**Penny**, LLC

Cloud-based K-12 Fundraising System

Industry
• K-12 Education

Products

• **Microsoft Windows Azure**

• **Microsoft SQL Azure**

• **Microsoft SQL Azure Reporting Services**

• **Microsoft Azure Storage**

• **Microsoft ASP.NET and Microsoft ASP. NET MVC**

Challenge
Budget cuts have created a need for increased fundraising efforts in K-12 schools. The problem is traditional fundraising methods have low profit margins and often result in theft and fraud. Another problem is that typical fundraising volunteers are not technology-savvy.

Solution
A multi-tenant, scalable and easy to use cloud-based system that provides new fundraising technologies, social media integration and an eCommerce platform to increase revenue. The solution includes a donor management system and fund tracking tools that enhance administrative control of fundraising activities.

Benefit
• Requires no software installation, keeps data secure and provides for unlimited fundraising events
• Increasesrevenueandvisibilityinto fundraising activity
• Streamlinedonlinecreditcardand SMS text donation capabilities
• Useofsocialmediaincreases campaign awareness

EveryPenny LLC was founded by forward thinkers who envisioned an automated fundraising system that would break through barriers to traditional fundraising efforts and revolutionize the way K-12 schools raise funds. This new system would use the latest web-based technology to reach new donors more efficiently and effectively, give coordinators more visibility and control of events, provide historic data to improve event planning, and reduce administrative waste and fraud that plague conventional fundraising efforts.

A number of companies have developed fundraising technology for use by 501c3 organizations, but K-12 schools have struggled to make these complex systems fit their needs. To achieve wide spread adoption among the country's 100,000 public K-12 schools serving 50 million students, the EveryPenny system needed to be user friendly and provide school officials and fundraising committees with full administrative control over all fundraising activities.

> *We came up with the idea for EveryPenny because we saw an opportunity to use technology to help public schools do a better job of raising funds. The incredible team at Neudesic understood our vision and built a comprehensive solution that we believe is going to revolutionize fundraising as we know it.*
>
> *Jim Carol*
> *Co-Founder, EveryPenny, LLC*

Project Highlights

• Budget cuts forced school districts to become more financially self-sufficient

• Schools continued to rely on antiquated fundraising methods that lack technological innovation, offer low profit margins and suffer from shrinking donor base

• EveryPenny founders envisioned an automated fundraising system that would overcome barriers to traditional fundraising methods

• Neudesic developed the cloud-based EveryPenny solution that includes administrative tools, social media integration, advanced fundraising technologies and an eCommerce platform that enhance fundraising control, efficiency and collaboration

• Over the course of one school year, the EveryPenny solution was beta tested by two school districts, which provided feedback and defined product development scenarios for the solution

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EveryPenny**, LLC**

Cloud-based K-12 Fundraising System

The Challenge

Major budget cuts in public education brought on by a weakened economy have forced K-12 schools to become more self-sufficient by significantly increasing their fundraising efforts in order to support basic programs. The problem is, most K-12 schools still rely on antiquated fundraising campaigns that lack technological innovation, offer low profit margins and suffer from shrinkage.

Many groups and schools within a district often work independently without oversight or visibility into their fundraising activities. Without the ability to track fundraising results, total funds raised or whether established goals were reached, traditional fundraising efforts are typically plagued by fraud and theft. Also, high turnover of school officials and parent volunteers tends to hamper efforts to establish and provide training on new fundraising initiatives.

Perhaps the biggest obstacle to raising funds is donor fatigue, as schools continue to rely solely on donations from parents, creating a financial burden that undermines the schools' efforts to increase revenue totals from year to year.

The Solution

Built by Neudesic, the EveryPenny solution is hosted on a cloud computing platform, creating a highly scalable system that allows for quick growth. The solution addresses traditional fundraising problems by providing administrative tools, social media integration, advanced technologies and an eCommerce platform that enable schools to raise more money while giving administrators complete control over fundraising activities.

The easy-to-use EveryPenny interface includes a donor management system, electronic marketing tools, historical campaign notes, financial reports and a fund tracking system that increases administrative control, efficiency and collaboration.

The system is tightly integrated with popular social networking websites, allowing schools to easily increase awareness about their fundraisers and expand their donor base through peer-to-peer fundraising. With EveryPenny, schools can raise money through text-message giving, easily accept online credit card donations, and reduce the amount of cash exchanged during fundraisers.

The Benefit

The EveryPenny cloud-based solution requires no software installation, keeps sensitive data protected and secure, provides for unlimited number of fundraisers, and requires no web design experience.

Enhanced administrative controls provide access to comprehensive reports that increase visibility into fundraising efforts. The system leverages social media to increase campaign awareness and reach new donors, while the latest fundraising technology allows districts to raise money through text and online donations via credit card, reducing cash transactions and fraud.

The integrated system enhances event planning and coordination by providing a shared event calendar and access to historic campaign data. Schools that implement the EveryPenny solution also gain access to professional marketing tools and learn innovative ideas from fundraising experts.

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