Advertising Proposal

For many years the temple has been using printed advertising for their Beacon usually from: local dealings, word- of- mouth from temple members and other businesses also temple members who possess /co-share a business, etc.

Now we have a website thanks to Susan Carey and the TBO website shows our Beacon including the advertisers.

Let's offer a new version of advertising beside the relic version of advertising the temple has been using. This version is ecommerce.

Ecommerce advertising is being used at faiths on their websites.

How this system works:

Ecommerce is where consumers can purchase goods and services over the web from a retailer using their credit cards, (Visa, Discover, and American Express) some merchants take debt cards, gift cards and some will still use personal checks or money orders if they are accepted too.

ALSO some retailers will ask you if you want to sign up for PayPal. PayPal is an online service that allows people and services to transfer funds electronically. You can use it to purchase goods and services, make donations to certain charities or to buy/sell items on auction sites like EBay.

A basic PayPal account is free of charge. You can send funds electronically to anyone with an email address whether or not they have a PayPal account. The person you are sending funds to will get a message stating that they have funds in a PayPal account and all they have to do is to sign up to get these funds. Although PayPal is free PayPal does demand that you at least have a bank or checking account verified to prove you have the funds. When the user has entered and verified their bank account information then the funds will be transferred into their account.

Other things consumers can do with PayPal is: transfer funds to a bank account, shop with a PayPal debt card, request a check from PayPal if you want to close a certain account you are using. Get cash out of an ATM and shop online with a virtual PayPal card, etc.

How ecommerce works on a website:

1) The temple reads carefully the affiliate agreement pages of online vendors and CAN sign up with online retailers who offer affiliate programs that pay the temple a percentage when a member/non-member buys a single item or more items. The affiliate programs are **usually** free. So the temple becomes an affiliate to the online retailers program.

2) The temple gets permission from the online retailers after filling out the appropriate paperwork online when the temple gets the OK to go ahead with the affiliate program then the temple places links to the online retailers on the TBO site usually this is only one or two pages on a website. The links are provided by the online vendors.

3) The temple decides what payment options they want to offer for members to buy items online. (Visa, Discover, American Express, some accept e-check, PayPal, etc.)

4) A TBO member wants to buy something, **they must visit the TBO website** and they go to the advertising page. The member clicks and points to the online retailers on the temple website. Instead of just going to the online retailer directly the TBO member goes through the temple's website page first this is how we get paid in the end.

5) After visiting the online retailer and selecting what they want to buy, they click on their shopping cart and pay.

6) Once this is done, the merchant and customer transaction is conducted over a secure connection (SSL)

7) Payment Processing Gateway handles the secure, real time encrypted credit card information and co-ordinates the transaction. Payment Processing Gateway is a system required to process all credit cards over the internet.

8) Funds are debited from the consumers credit card account.

9) Funds are deposited into the temple's designated bank account. Sometimes it can be entered into a checking account or even a PayPal account if the temple wants a third party to be responsible for this **BUT** there is a fee for this type of service.

10) The temple gets anywhere from 5% to 17% from what a temple member/non-member buys from this online retailer.

11) As long as the customer goes to the TBO website first then the retailer site so we can get paid. There are also a few sites where we can also receive gift items or points toward something the temple might need if people buy a certain percentage of items in one day or we have the most traffic for that site in one day.

12) The size of the online retailer links do not have to be big. You can request that since we have a small/medium website we would like a certain size. (examples see separate page) The sample point used is 20-point type. Or a temple member could suggest the size needed based on TBO's needs. And they can have the online retailer recommend what we need too by visiting our site.

Examples of businesses TBO can use for this system.

Amazon
https://payments.amazon.com/sdui/sdui/about?nodeId=77175#aspd_nonprofit

Overstock

http://www.overstock.com/20789/static.html

Bluefly (women's fashion)

http://www.bluefly.com/custom/custom.jsp?promoId=m490015

Office Depot

http://www.officedepot.com/specialLinks.do?file=/companyinfo/companyfacts/affiliate program.jsp&template=companyinfo

Fannie May chocolates/cakes

http://www.fanniemay.com/aboutus/affiliate/

Golf balls

http://www.golfballs.com/00/static/affiliateProgram.html

Shoebuy   http://www.shoebuy.com/affiliates/index.jsp

Tennis boom

http://www.tennisboom.com/afpr.html

FragranceNET.com

http://www.fragrancenet.com/f/net/affiliate_program.html#cost

Best Buy

https://signup.cj.com/member/brandedPublisherSignUp.do?air_refmerchantid=2045991

ITunes

http://www.apple.com/itunes/affiliates/

Reebok

http://www.reebok.com/US/customer-service/Affiliates

Fogdog Sporting goods

http://www.fogdog.com/affiliate/index.jsp

Radio shack

http://www.radioshack.com/affiliate/index.jsp

Shop PBS (Public Service Station)

http://www.shoppbs.org/affiliate/index.jsp?page=terms

Modell's

http://www.modells.com/affiliate/index.jsp

Toys R Us

http://www.toysrus.com/affiliate/index.jsp?page=terms

Wine.com

http://www.wine.com/promos/linkshare.asp?state=CA&next=%252Fpromos%252Flinkshare%252Easp%253F

FUJITSU   http://solutions.us.fujitsu.com/www/affiliate.shtml

Advantages of this type of program:

1) This type of business adventure could make the temple at least more revenue from marketing then what is coming in from the relic way of advertising. This could make us more money that we could finally make the Beacon into a small magazine type of publication that people can write reviews or articles pertaining to Judaism or temple activities.

2) This type of advertising usually can generate more traffic (measures customer's wants and needs) to the TBO website because regular customers of these online retailers might even decide to take a look themselves at what Temple Beth Ohr has to offer people based on the previous selection of items chosen by TBO members and customers. (Ex. Amazon can keep track of recommendations of books from TBO member's current shopping list and advise other customers that TBO member's likes and dislikes thus maybe someone might decide to take a look at our website and see who TBO is.)

3) Usually big online retailers are better at promoting organizations then small in-house staffs.

4) Since online retailers web links do not take up as much room as regular advertisers it could save us space in the Beacon for other things such as writing articles for the Beacon, birthday/anniversary wishes, etc.

5) TBO members can order books for the book club or if someone cannot find a current book or a out of print book in a local bookstore maybe they can find it through amazon.com and order it through them then TBO gets extra money for the temple.

6) Sites like Amazon.com will keep a list of past selections of books, music, and etc. you were interested in on your last visit and they will keep track free of charge of these items if you want them to and when the price goes down. Or they will ask you if you want to keep these items on a wish list. This will tell friends/family the type of books you want for a gift and they will order it for you as a surprise.

7) Ordering wine through a website can lead to a temple member getting a free bottle/s of wine which they can donate to future Oneg's. Or TBO getting a case if temple members buy enough wine for that month or visit that site numerous times throughout a particular month.

8) Sites such as Fanny May chocolates have stores located out of state and by ordering chocolates and cakes through the website you are getting a rare treat that you cannot find in a local store.

In order for TBO to do this type of advertising these are the items TBO needs to get done.

1) We need a good webhosting service that can handle lots of online traffic as well as hosting ecommerce links and you to need Secure Socket Layer capability and a good anti-hacking program. This encrypts any information sent between the members PC and the TBO web server.

2) The temple needs to look up affiliate online retail programs (most are given here on a separate page) and someone needs to read the fine print. We want to make sure the programs offered are free to sign up **and continue to be free to use.** There are no hidden fees for signing up for an affiliate program or to continue this program.

3) Some online vendors require a taxpayer ID number (EIN, ITIN or SSN- Employer Identification Number, Individual Tax Identification number or Social Security Number) some sellers keep track of taxes for you while some online retailers say someone at the temple needs to keep track of taxes for the IRS.

4) The temple needs to look at a tax form (tax exempt status) called a 501 © (3) or 501 © (4) form which is under the taxpayer Bill of Rights volume 2. This is due to collecting revenue from the internet. Also a UBIT, unrelated Business Income Tax form from the IRS. This defines whether the temple is a trade or business. Is this practice regularly carried on and also it is not substantially related to further exempt the purpose of the organization

5) We need to inform temple members/customers that businesses located in Southern California will charge a sales tax on items if the main office or warehouse is located in Southern California. If not, they do not pay sales tax.

    Example: If a member buys an item for $100.00, the sales tax is $9.25- 10% depending on the city in California. The temple will get the 15% from the 100.00 a person spent. **This does not include the sale tax which the customer still has to pay.** And NO you cannot ask the temple to pay the sales tax and you cannot get a deduction after the sales tax has been added. The temple only gets the money for the original price. A few online retailers will pay the sales tax IF you order a certain amount from that site on a particular day. This is called twilight savings if you happen to be up at midnight on the computer or late at night.

6) Online retailers usually charge a shipping and handling (shipping something and the labor involved) fee when ordering goods but more and more in bad economic times are offering free shipping and handling if you buy a certain amount of items for instance: if your bill is up to $90.00 then the online retailer will say buy one more item to make the grand total $100 and we will pay the shipping and handling cost for free. To encourage big purchases online a few retailers will offer express delivery free of charge. And some online retailers will offer a least a minimum amount for shipping and handling costs to

their sites. If shipping and handling bothers some TBO members look at affiliate sites that offer free shipping and handling.

7) The temple needs someone to make sure the TBO website is up and running most of the time for people to go online and make purchases. And we need to make sure that there are frequent website backups running. If the server goes down the data is still available.

8) You need someone to keep track of the temple bank account and how much revenue is coming in from members buying on the internet through the links provided.

9) The temple will print up a page or two of the online retailer links for the printed beacon so people who only receive the printed version of the Beacon will see we have online advertisers. And if they have access to a computer great they can use the online retailers through our website.

10) **Possibilities:** IF NOT, they might be willing to donate money for the upkeep of the temple website instead. Or someone from the temple can show them how to shop online.

11) **IDEA -** maybe the temple can have internet service for a single computer where temple members can come in and use only this computer with internet access.

12) TBO members need to realize that online retailers have computer cookies to trace how long you visit a site what you're buying and browsing needs and wants. This can work for an online customer because online retailers will keep track of your favorite items and will list things you might like to buy on the next visit to your site.

13) TBO members need to make sure in order to buy online that certain firewalls/spam filters are not preventing them from going on the TBO website and using these online retailer sites.

14) Liability **(IMPORTANT)** the temple needs to look into liability insurance due to credit card fraud, errors etc... The temple needs more than regular (CGL) commercial general liability insurance. TBO needs a policy to add: professional liability and multimedia errors and omissions. You need more than regular corporate/nonprofit insurance. Anyone who is against ecommerce should realize that most top fortune 500 companies currently carry liability insurance for ecommerce. This helps prevent lawsuits. Issues such as invasion of privacy, infringement of intellectual property rights, and damage to third people: data, network crashing, etc. and losses pertained to a customer or supplier.

15) I do not want any auction sites such as EBAY or EBID/UBID as online retailers for the temple Beacon at all because this would be too complicated to incorporate this type of online retailer to TBO's website and it is extremely difficult to monitor what people buy on auction sites. And auction sites at least to me are private in what people buy/sell.
16) Ebay and Ebid/Ubid are considered garage sales and what people buy at a garage sale is personal.

Free ecommerce software sites.

This is a list of possible free ecommerce sites that offer free software to set up an ecommerce. Some will offer trial versions and will not charge and some will. TBO is going to have to look at the ecommerce sites that do charge and what amount is available to them based on TBO's needs.
 Some are companies that help nonprofits set up ecommerce websites but you have to check if there are hidden fees!!!! **(IMPORTANT)**

1) 1freecat   http://www.1freecart.com/
2) Shop fitter   http://www.shopfitter.com/
3) Kona Kart   http://www.freewarefiles.com/KonaKart_program_26037.html
4) Core commerce for nonprofits   http://www.corecommerce.com/company/non-profit.html
5) Convio   http://my.convio.com/?elqPURLPage=8
6) Telosa   http://www.telosa.com/?gclid=CMeyrv2855oCFRxNagodBD3EBg
7) Blackbaud   http://www.blackbaud.com/
8) Donor perfect http://www.donorperfect.com/index-us.asp
   You can request information from donor perfect first.
9) Isis software www.isissoftware.com/NPFR/.   Look at brochure online!
10) Software4nonprofits
    http://www.software4nonprofits.com/?source=NonProfitExpertAd
11) ACS Technology http://www.acstechnologies.com/services/
12) Etapestry http://www.etapestry.com/
13) Action Potential   http://www.actionpotential.org/
14) Donor Express http://www.donorexpress.com/features.htm
15) Donor works http://www.donorworks.com/
16) Social Source commons is a place where nonprofits can see what other nonprofits are using in software or technology. http://socialsourcecommons.org/
17) Ideal ware also has information about nonprofit software. http://www.idealware.org/
18) 3d-cart http://www.3dcart.com/freetrial.htm

The differences between Vendor Software and Open software for ecommerce.

Vendor Software has a large range of categories to choose from and is a paid service. The software might be a one-size-fits-all package that you can easily install on a desktop, like Microsoft Word, or a powerful, configurable system that takes time and care to roll out across an organization, like Blackbaud's Raiser's Edge. You might rent the system by the month and use it over the Internet in a Software-As-A-Service Model, like eTapestry. It might be highly configurable to your needs, like Salesforce.com. It might cost nothing to use, like Google Apps, or cost hundreds of thousands of dollars per year. It might be solely supported by the vendor, or the vendor might be only one piece in a broad ecosystem of providers, consultants and implementers that can help you get up and running.

The common bond among all these software packages is that they're distributed by a vendor organization. You contact the vendor (or a distributor approved by them) for the right to use the software package, which often requires a license fee. Vendors have staff members charged with distributing the software, and who can often help you understand what the software does, support you in using it and even partner with you in strategic decisions. PayPal is supposed to do this if you choose to use PayPal as a vendor for ecommerce.

Open Software is typically developed, marketed and distributed by a loosely organized community of individuals. The term "open source" means that the source code itself, the instructions that cause the application to do what it does, can be easily viewed, modified or downloaded by anyone with technical expertise.

Open source software is sometimes called Free software or FOSS (Free and Open Source Software), because of four views of freedom that are the main part of the idea of open source software. First, you are free to run these software packages for any purpose you generally don't pay anything to acquire them. Second, the source code is free; you can see the code and understand how it works. Third, you are free to copy and distribute the package to anyone. Finally, you are free to adapt the software however you like, and to release those modifications.

Community is the key concept to understand how open source software is created--this is an organized, albeit distributed group of people with three main things in common: shared goals and interest, community rules and practices and the ability to execute as a team and create software.

It can be a challenge for institutions not accustomed to the concept to accept open source as a viable approach for ecommerce. Businesses and non-profits of all sizes from the Fortune 500 to the federal government have adopted open source software packages for many different purposes. For instance, the Linux operating system and Apache Web servers power much of the

Internet. The Firefox Web browser is gaining substantial market share. Content management systems like WordPress, Joomla, Drupal and Plone are widely used by nonprofits, while Constituent Relationship Management systems like SugarCRM and CiviCRM are increasingly viable options. An open source model can result in powerful, secure, useful, industrial-strength software.

In truth, the ideas of "vendor-provided" and "open source" solutions are not opposites. A vendor can develop a software package and then release it under an open source license-- typically then making money from support or implementation work. Conversely, many firms provide services, support and even packaged implementations for open source software.

TECHNICAL THINGS TO LOOK AT FOR ECOMMERCE!

1) What hardware will you need to purchase and support to run the ecommerce software?
2) Look at your demographics; you need to have a simple page listing the ecommerce sites and to explain how the ecommerce system works to TBO members. This has to be very simple for those not computer literate. The main goal here is to get members to go to the TBO website and then to the affiliate websites to shop and to possibly get non-computer literate into shopping on the internet through the TBO site.

3) Realization - TBO needs to think about the amount of time it will use to get the ecommerce site up and running. Software always works best when tailored to the individuals or a nonprofits needs and wants. Advice from some individuals is to apply the 80/20 rule which is if you have more than 20 percent to change, to upgrade or maintain, then the cost and complexity is going to cost more in the long run.

4) Support- If the TBO website breaks down who will you call for help. TBO needs to look at both type of vendors and to see what options are guaranteed or needed if the TBO website is down due to ecommerce sites not working for that day.

People against ecommerce

1) I do not like to shop online! Online shopping is a 24/7 days of the week, 365 days of the year experience. Most online stores carry items that a local store carried plus more items then you ever thought possible. And you can shop in your PJ's, etc. Online shopping is more convenient more people with 20 things to do a day. This equals more time to spend on other things. If you do not like to pay for items with a credit card you can get a prepaid card as long as it is attached to a regular home address and you can pay with this on some sites or with e-checks, e-cash. Now some businesses will still accept regular personal checks or money orders but you need to find out from the online retailer if they can or still use these. I know if the online retailer site is having technical difficulties for that day you can get the online retailers phone number from the site and call them to place a phone order, just make sure you say you are buying through the TBO site so we get paid from your order.

2) I like to browse! You can browse online. Shoe buy online store carries over 800 manufactured shoe brands and over 700,000 products. More than a regular store has in stock. Amazon.com carries more books and items then most bookstores put together. They carry items from the New York Bestseller list and the Los Angeles Times book lists. A lot of books from both lists are not available in certain areas or certain bookstores. Most bookstores have to order books that are especially geared toward the New York or LA market and ordering can take up to 3-6 weeks if the store can even get the book in stock. Amazon can have the book in stock and delivered to your door in a day or two. And you can get specialized treatment online and save time.

   Example: A person calls a florist up and wants a Memorial Day bouquet. The florist said I can make one with these with Mister Lincoln roses, white Dahlia and the periwinkle flowers. You say No, I want the true deep secret red roses, the old garden white rose and the midnight blue roses in this table bouquet.

   The florist agrees and says she will email you a photo of what your bouquet will look like based on stock pictures she has of the flowers you want and the way you want them organized in the vase. You agree on the final product based on photos she emailed you of the flowers you want. She gets the flowers in stock and arranges them to suit your suits. She emails you a photo of the flowers in two different vases you can have. You choose which vase you want and since you paid over $80.00 she will pay the shipping and handling charge. This has saved the customer time then to keep going back and forth to the florist to decide from what the florist has in stock. And this process can be carried out in four hours to 48 hours. If the florist has the roses in her store/ warehouse. Otherwise you are looking at next day delivery.

3) I am a compulsive shopper or impulse buyer! Great! You can impulse buy online because online retailers know people have these cravings to shop. Online retailers will tempt you with items that you have already bought in your cart and again some will offer free shipping, handling or sales tax if you spend a certain amount. REMEMBER, the more you spend the more TBO gets!

4) I do not like to pay shipping and handling costs. Have you ever shopped on the home shopping network, QVC or through an infomercial then you have shopped technologically through the TV set and have bought something and paid shipping and handling fees for these items. The same thing can be said of catalogues for people who order through catalogues. You pay shipping and handling fees.
   If you do not like to pay for shipping and handling look at ecommerce retailer sites that offer FREE shipping and handling and a few will even pay the sales tax again if you buy a certain amount of items. Shoe buy is one of them. Also again shop late at night online, many retailers do not want this divulged that they tempt shoppers to buy more online if they shop late at night.

5) Some online retailers even offer free returns or exchanges. Some regular stores do not offer that.

6) My requisition can be lost if I order online. Reebok has offered its customers discount coupons if an online order was messed up by human error. Yes there are human errors as well as computer errors; it's a fact of life. Reebok has offered discount coupons to use online or either at one of the regular stores if an order was so how messed up. Most will offer some kind of discount coupons, gift cards or something free on your next visit to make it up to you. Retailers need repeat business this is how they stay in business.

7) How can I buy gift cards for online retailers? Many online retailers will offer online gift cards you can buy online and pay with a credit card. They will ship the gift card to you with your order. OR if you can pick up a gift card for that online retailer at a regular store and shop online. The online retailer will ask you at check-out if you are

paying for the item with a gift card and they will ask you for the PIN number on the card. Each individual gift card has a specific PIN number. So this way you can also notify the online retailer if the card was stolen. They can easily cancel the gift card and order you another one.

Many people like gift cards especially ITunes and Amazon.com because they can download individual songs from pop artists without having to buy a whole CD of the artist, if they are only interested in certain songs from a particular artist.

Bonus feature!

Creating a wish list for a nonprofit organization, this feature lets representatives of specific organizations create a wish list for their organizations and regular shoppers can be notified by online retailers what TBO needs from their wish list when they shop at that specific online retailer.

A wish list is just like wedding registry at a regular store but in this case it is online at specific online retailers.

How this works: A wish list administrator creates an account from Amazon.com for TBO and then shops in any of the area of the stores to select the items TBO needs or wants. Wish list administrators can make the list searchable for all members to see and they can add a description of what TBO needs to help regular members find what TBO wants. OR the wish list administrator can on request make a wish list available only in certain areas of the online store for example if TBO needs more books on Judaism then