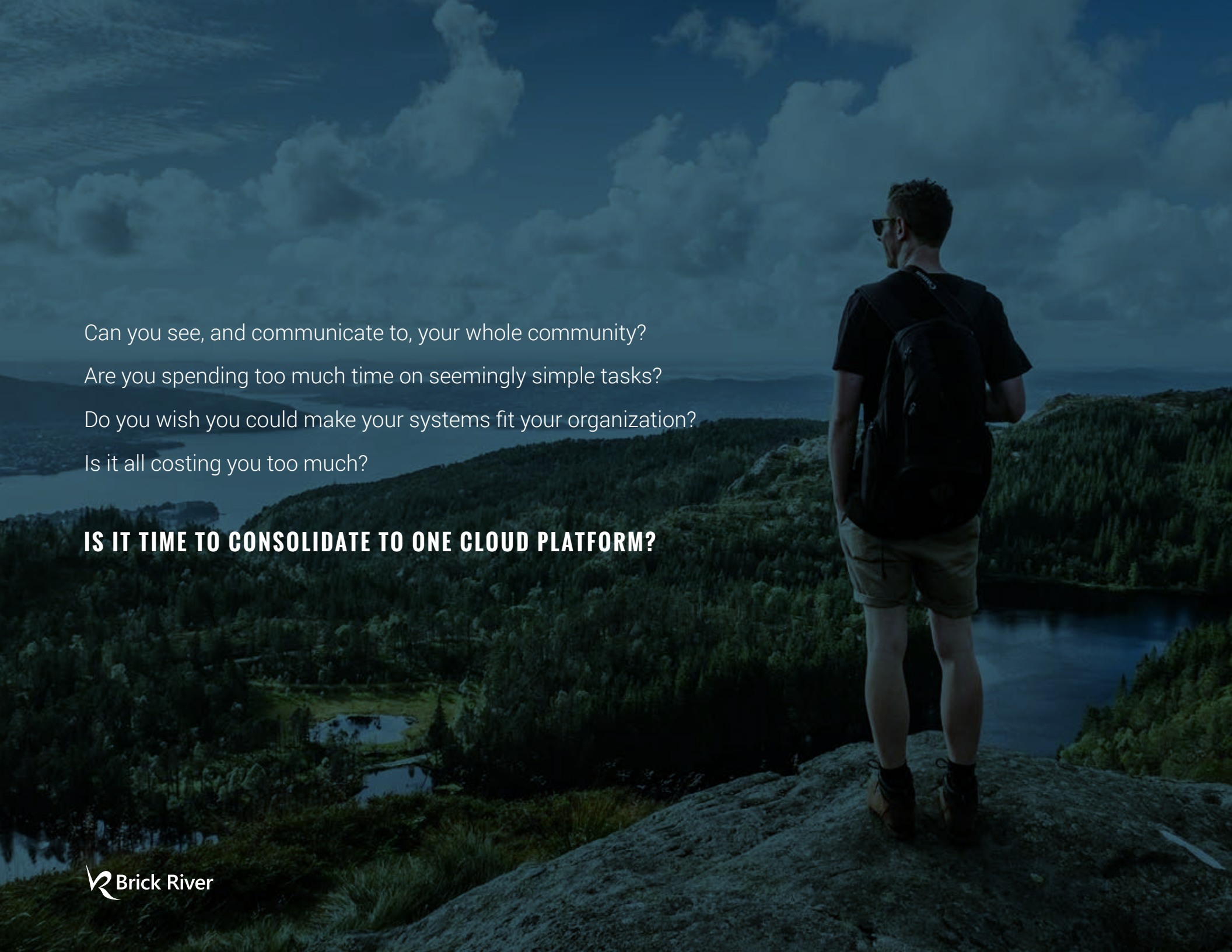




THE ULTIMATE GUIDE TO BRICK RIVER





Can you see, and communicate to, your whole community?
Are you spending too much time on seemingly simple tasks?
Do you wish you could make your systems fit your organization?
Is it all costing you too much?

IS IT TIME TO CONSOLIDATE TO ONE CLOUD PLATFORM?

BRICK RIVER IS THE COMMUNICATIONS CLOUD THAT PUTS YOUR CONTACTS, CONTENT, AND APPS IN ONE PLACE—FOR ONE FLAT FEE.

When your content and contacts are all in one place, you get things done faster, easier, and better. Brick River allows your staff to build and manage websites, email customers, and organize and monetize events.



*Website CMS
& Multi-sites*



*Emailer
& Social*



*Event Registration
& Forms*



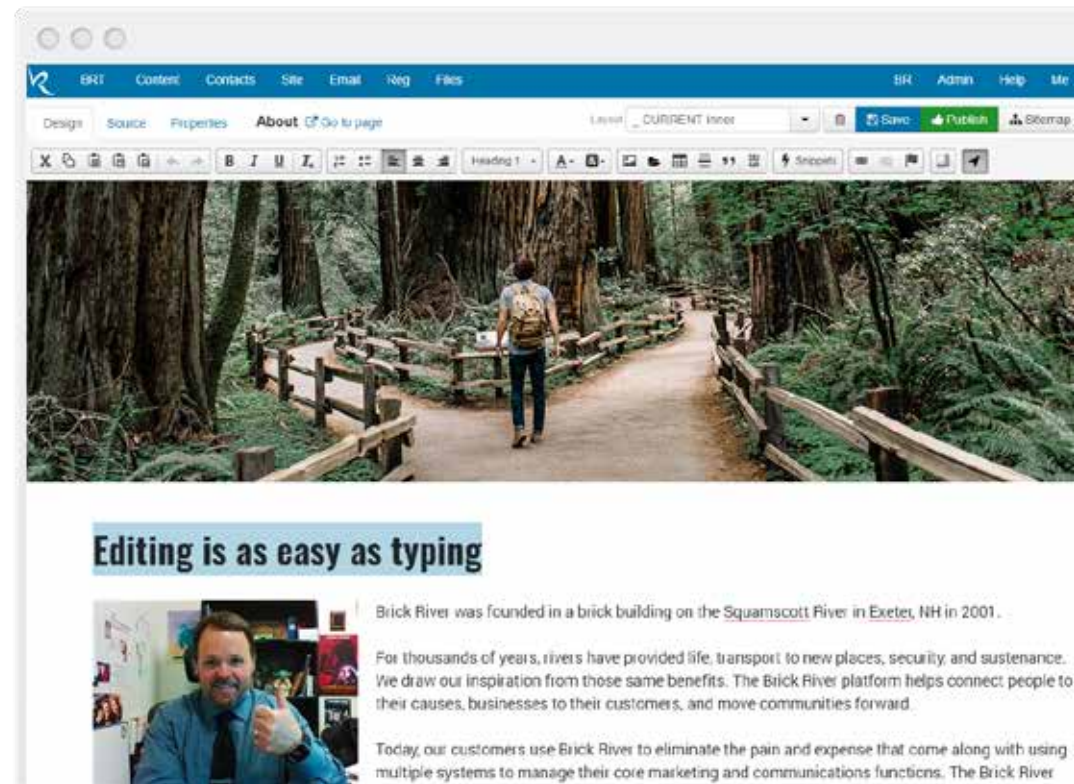
*Contact
Management*



CREATE MULTIPLE WEBSITES, MICRO-SITES AND EVENT LANDING PAGES WITH EASE.

Whether you're building one site or hundreds, Brick River makes it easy and affordable. Keep all your sites in one system, and easily share content across them.

- Editing a page is as easy as clicking on your content and editing.
- Keep it WYSIWYG easy or do a deep dive into the raw HTML/CSS.
- Share common layouts, design, and content elements across sites.
- Publish content across many websites.
- Security and speed is assured on the Microsoft Azure Cloud Platform.





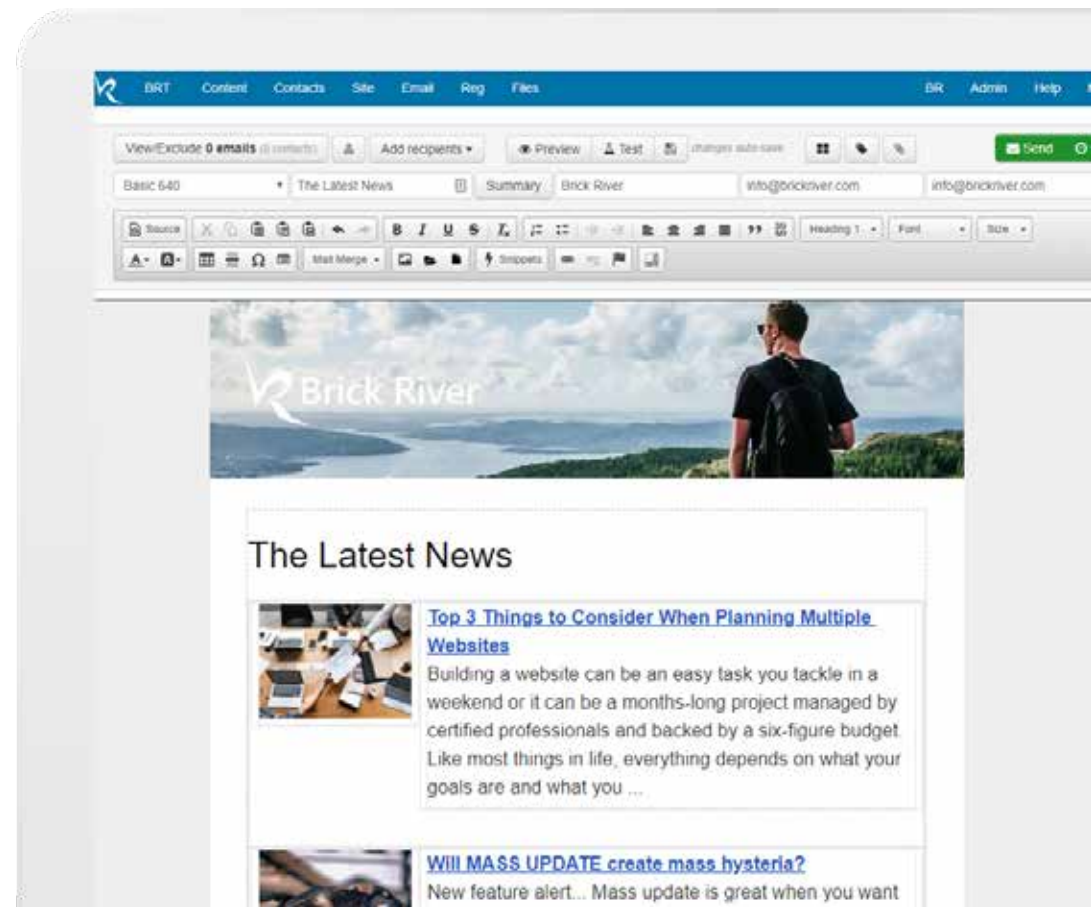
BREEZE THROUGH YOUR COMMUNICATIONS TASKS.

It's easy to build lists, create emails and share social posts.

It's all together, all connected. Content snippets allow you to add any web content into your emails—blogs, events, and announcements. And analytics keep track of performance.

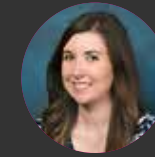
It's this easy:

- Build and save your custom lists.
- Select a pre-built email template.
- Edit with WYSIWYG tools.
- Add content snippets or write copy.
- Test, approve and send.
- Approve social posts and schedule.
- Marvel at how fast it went.



“Brick River has made the process of designing our new website a breeze. I am constantly surprised by how easy it is to make updates to the site on our own, it allows us to keep our content current and make changes quickly and easily.

Having a database of our contacts at our fingertips and a system for managing event registrations, grant applications, and email communications is going to allow us to enhance our service offerings and improve communication with our people.”



Megan McGee, Associate Director
UM Foundation of Western PA





EVENT REGISTRATION FLEXIBILITY WITHOUT THE FEES.

Do you manage all your events and websites in one place?
Are you losing money to transaction fees? Can you customize your forms, sites and contact records to your liking?

- Manage invites, RSVPs, job applications, grant submissions, workshops, volunteer forms, and more.
- Collect and manage dues or registration fees.
- Build forms to capture information and track attendees.
- Get a jump on your form with our community-shared template gallery.
- Create landing pages or full websites for events large and small.
- Add an event calendar to your site with one line of code.
- Process payments through Braintree or PayPal - no extra fees added by Brick River.

A smartphone mockup displaying an event registration form. The form has a header image of a forest, followed by the title "The Ultimate Event" and a short description. Below are input fields for "First Name", "Last Name", "Phone", and "Email". A section titled "Pick your sessions" contains three radio button options: "Event registration (\$75)", "Email Marketing (\$75)", and "Content Management (\$75)". At the bottom right, a blue box displays "Total: \$0".

The Ultimate Event

Joy abounds as everyone comes together to shares ideas and inspiration at the big annual meeting.

*First Name

*Last Name

Phone

*Email

Pick your sessions

*Pick the sessions you'd like to attend on Monday

Event registration (\$75)

Email Marketing (\$75)

Content Management (\$75)

*Pick the sessions you'd like to att

Total: \$0



ALL YOUR CONTACTS, CONFIGURED YOUR WAY.

Typical contact management systems treat your people like “contacts” and not like people. Want to see a list of people who opened your email and are within 25 miles of an event? No problem. Just a few clicks puts you in touch with your community. No complicated outside contact management apps to sync.

- Unlimited contact dimensions and cross links
- Contacts can manage their own profile
- As a SQL database on Microsoft Azure, Brick River easily integrates with other systems

The screenshot displays the 'People' management interface for UMFWPA. The top navigation bar includes 'Content', 'Contacts', 'Site', 'Email', 'Reg', and 'Files'. The main area shows a search bar with 'People (1,106)' and a 'Saved Searches' dropdown. Below the search bar, there are filtering options: 'Exclude Deceased' (checked), 'Donors', and 'UMFWPA Person Type(s)'. A dropdown menu is open for 'UMFWPA Person Type(s)', showing options: 'Allied Professional', 'Board Member', 'Potential Donor' (highlighted), 'Staff', and 'Volunteer'. There is also an 'Email Subscription Lists' dropdown. On the right, a table shows 'Found 1,106 People' with pagination 'Page 1 of 12' and a table of results:

| Household Name | First Name 1 | Last Name 1 |
|------------------------|--------------|----------------|
| Dave Acker | Dave | Acker |
| Deborah Ackley-Killian | Deborah | Ackley-Killian |
| Cheryl Adams | Cheryl | Adams |
| Penny Adams | Penny | Adams |
| Chuck Adkins | Chuck | Adkins |
| Sarah Adkins | Sarah | Adkins |

HELP IS AT HAND. PROFESSIONAL DESIGN AND DEVELOPMENT SERVICES.

Brick River professional services can assist with a website build-out, event or email design, or customizing your data model. As you grow into your system we can coach your staff or become an extension of your team.





START STRONG OUT OF THE BOX, CUSTOMIZE OVER TIME.

Because Brick River is a cloud platform, deploying is one-click easy. As you start to see the power and potential of your Brick River system, you can make it your own.

DEVELOPED TO DELIGHT DEVELOPERS.

Brick River can be infinitely customized to your unique business needs. It's built on the .NET framework with nothing proprietary, so you can have unlimited dimensions and sync with any other business system.

- All code is accessible on-line.
- You/we can code in C# using the Razor syntax.
- Running on the Microsoft Azure Cloud.



NEED TO COMMUNICATE BETTER? LET'S TALK.

Run websites, communicate with people, and organize events in place. And make it yours—the only cloud app and contact database that can be customized to your unique needs.

800-924-5220

brickriver.com

