FINALSITE

Better Tools. **Stronger Schools.**

An easier way to showcase your Charter, manage communications and strengthen your online presence.

Prepared for: STRIDE Academy

Dear Tanner,

Thank you and STRIDE Academy for your interest in Finalsite's software and services. We look forward to collaborating with you and your team on this important project, and appreciate your consideration of us as a partner.

In working with schools around the world for over 20 years, we've learned that our websites provide the kind of real return on investment that boosts enrollment, improves retention, and strengthens relationships with the school community.
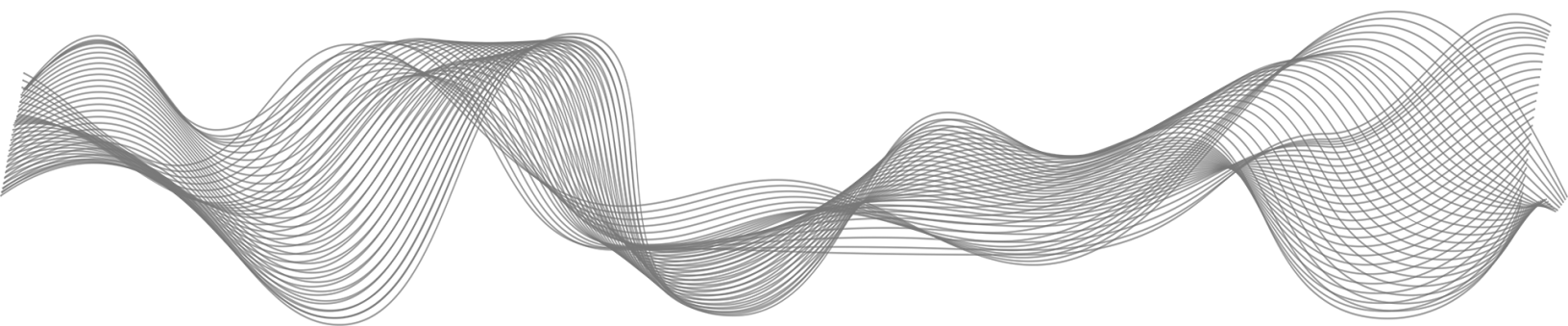
We have a foundation that's built on:

- Our robust platform and award-winning designs that are built for mobile, and designed for an incredible user experience and a streamlined workflow.
- Extensive training and reliable support that includes a personalized LMS, online training, webinars, a community message board, and our annual user conference.
- Our company culture, which is thanks to 200 talented people world-wide, many of whom have been in your shoes at independent, charter, and public school districts as teachers, advancement professionals, marketing directors, admissions staff and IT staff.

Please contact me with any additional questions or clarifications. I can be reached at 203-954-9085 and philip.goulet@finalsite.com. We look forward to partnering with you and your team on this project!

Sincerely,

Phil Goulet
Director, Charter Schools

Contents

Why Finalsite

Education is as much a calling as a career. This fuels our mission at Finalsite—to help charters prepare students to be successful in the wider world. It serves as the foundation for everything we do. Finalsite is purpose-built for education.

From recruiting right-fit families and faculty to retaining students, staff, and alumni, over 6,000 schools worldwide, including more than 225 charter schools, choose the Finalsite platform to showcase what makes them unique and communicate effectively.

With products and services designed just for charters, we have new pricing and scalable packages to fit every budget. Our easy-to-use CMS, inbound marketing tools, dozens of integration partners, award-winning designs, secure hosting and dozens of tools for managing content, charters around the world agree that Finalsite is partner of choice for sharing their value.

Easy-to-Use CMS
Composer enables anyone to design and update beautiful website pages with no coding knowledge required.

Award-Winning Design
Our talented design team has earned more than 140 awards for our work with schools and charters around the world.

Seamless Integration
Integration with LDAPS, Active Directory and Google, as well as strong partnerships with AudioEye and SwiftK12 Notifications, simplifies data and processes.

Improve School-to-Home Communications
With tools for calendars, news, blog, alerts, and more, your community can easily stay informed.

Accessible Web Designs
All websites are built to be accessible with help from Q&A specialists and certified, in-house accessibility experts. Native tools built within Composer and integration with AudioEye help charters maintain compliance post- launch.

Affordable and Scalable
Starting at $5,500/yr, you can join the best charters in the country on a platform that is stable, incredibly flexible, and well-developed. Add functionality over time as your needs change.

2,300x Clients Worldwide

96% Client Retention

140+ Global Website Awards

99% Support Ticket Rating

450x District Clients (And Counting!)

FINALSITE

20 Years of EdTech Leadership

How would we describe ourselves? How about responsive, knowledgeable, witty, compassionate, helpful, and kind, if we may be so bold. These are just a few words we think best describe the nearly 200 employees that make up the Finalsite family around the world.

Our staff boasts award-winning designers, pragmatic developers, published writers, and numerous "school people" who've played important roles in the classroom and in communications, admissions, institutional advancement, and academic departments of charters just like yours. We have former Directors of Admission, Technology, Head of Academics, Communication and External Relations Directors, Coaches, and Teachers — on staff, all working for you, around the clock, and around the world.

Trusted Advisors
You'll have a dedicated Client Success Manager by your side every step of the way, with best practices, strategic advice, examples from other charters, and other resources that focus on your success.

Executive-Level Attention
Quarterly partnership reviews and annual executive-level reviews ensure our work together is focused on your leadership team's top priorities and that you are maximizing your investment in our partnership.
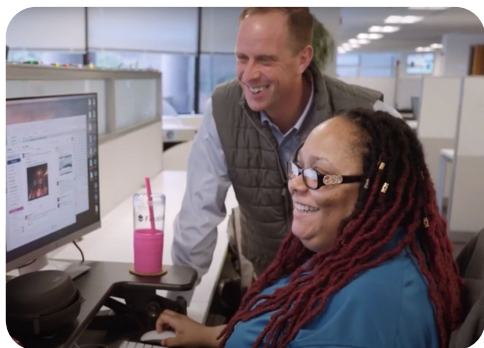
Five-Star Support
A second-to-none Support team, here to help you every step of the way. Live and recorded trainings, searchable resources, and live humans on the phone when you need them most.

School Experts
Finalsite employees have 100+ years of collective experience and expertise working directly in schools and charters. We only work with schools and charters. It's who we are. We get it.
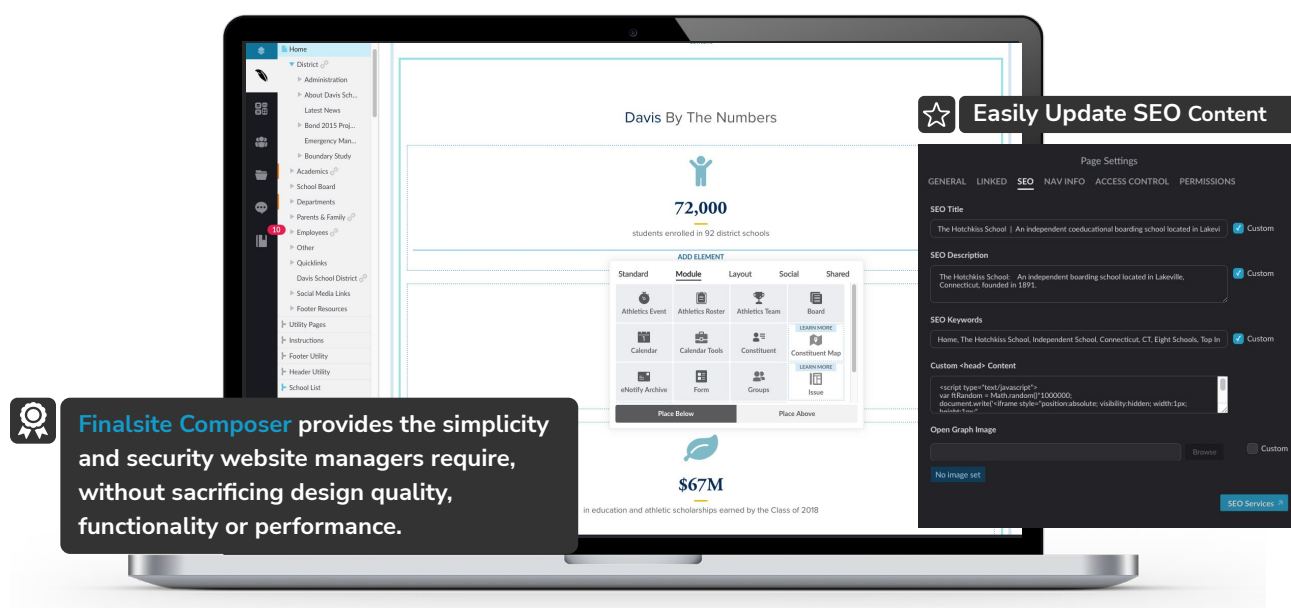
Kosha Burnett

Jon Moser, CEO & Founder

Red Abbott (Left) & Kate Persons (Right)

www.finalsite.com/about-finalsite

FINALSITE

Finalsite Composer

Easily Update SEO Content

Finalsite Composer provides the simplicity and security website managers require, without sacrificing design quality, functionality or performance.

A Drag-and-Drop WYSIWYG CMS for All Skill Levels.

Built with simplicity and charters in mind, Finalsite Composer empowers everyone in your community to create beautiful, professional looking pages. Composer provides the simplicity and security website managers require, without sacrificing design quality, functionality, or performance.

With an intuitive editing experience, drag-and-drop navigation restructuring, impressive photo editor, built-in search engine optimization (SEO) tools, a device preview tool, integration with Google Analytics, and more, you'll have everything you need to drag, drop, edit, and compose your way.

Built-in SEO Tools

Security & Compliance

Friendly URLs

Roles & Permissions

Asset Management

Device Preview Tool

Versioning

Reusable Site Content

Website Accessibility

Dynamic Modules

Multiple Site Authors

17+ Dynamic Page-Building Elements

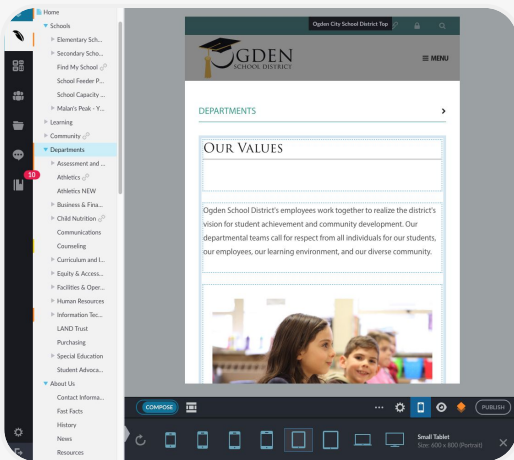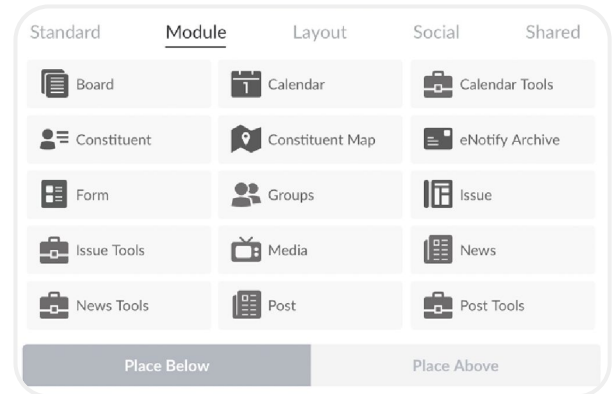**24 / 7** Emergency Website Support

12+ Pre-Built Layout Options

100% Responsive Websites

www.finalsite.com/composer

FINALSITE

Combine Dynamic Elements with Our CMS to Bring Your Charter to Life Online.

Composer simplifies digital storytelling with more than 15 drag-and-drop, dynamic elements. Simply select the elements you want on your page, customize their appearance, and Composer's intuitive user interface will handle the rest.

Whether you want to embed social media feeds and videos from Vimeo, or content from modules like Posts and Calendar Manager, elements will always have the most up-to-date, accurate content with no extra effort. Complete with social media sharing buttons, visitors can share what they've seen and generate more qualified website traffic at no extra cost to you.
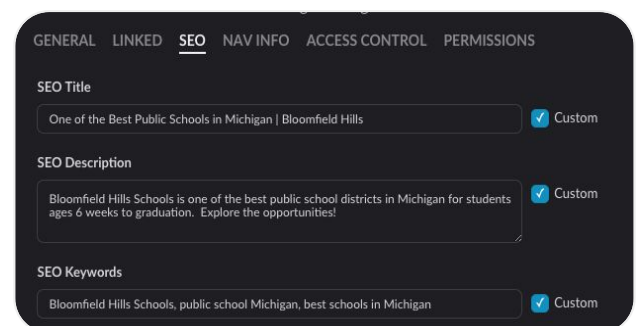
Build Webpages You're Proud of, Every Time.

No HTML experience? No problem. Composer's WYSIWYG drag-and-drop interface makes it easy for even non-techies to edit and build custom web pages that reflect your charter's brand while protecting the consistency of your site's design.

With features like inline editing, a photo editor, a device preview tool that shows your websites working on any device, and custom themes and styling to maintain your charter's brand and unique design on every page, Composer provides an improved editing experience for every ability level.

Improve Performance in Search.

Automatically improve performance in search with built-in SEO tools that make it easy for even a beginner to optimize each page on your site. As you build each page, you can customize the page title, meta-description, and vanity URL to include the keywords prospective and current families search for when they're looking for information about your charter.

www.finalsite.com/composer
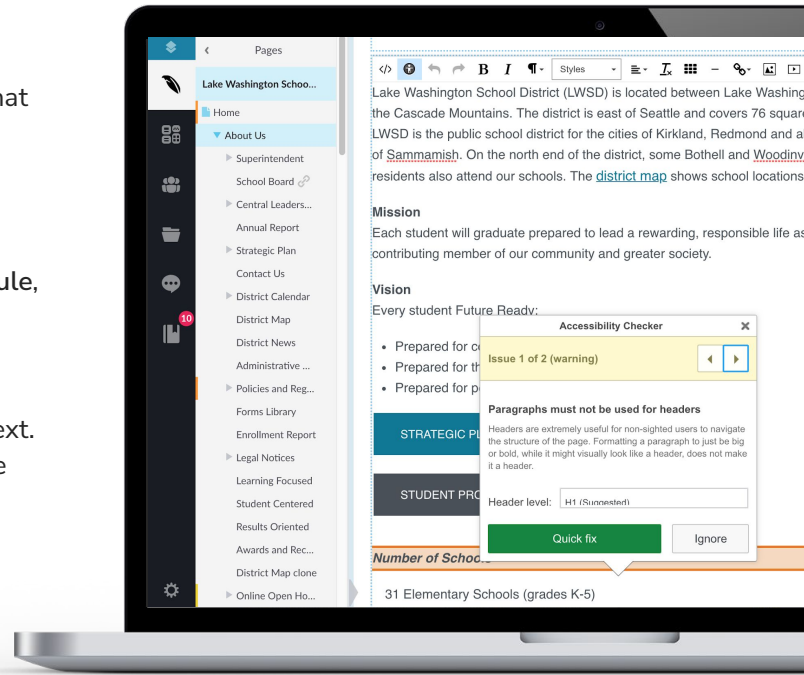
Built-In Accessibility Checker

SIMPLIFY CONTENT MANAGEMENT WITH BUILT-IN ACCESSIBILITY TOOLS

Accessibility is important to us at Finalsite, which is why we continue to develop our products that empower your community to add website content that is accessible to all.

Finalsite's built-in accessibility checker identifies accessibility errors in **content elements** added to website pages, as well as **content in the Posts module**, and offers suggestions for each error.

The accessibility checker also works with Finalsite's **Resources module** to identify images without ALT text. Within Resources, you can also easily filter and hide any image without ALT text sitewide to ensure all images are accessible, too.

Because Composer contains a trackable admin history, you'll also be able to see who is fixing their accessibility errors, and who is not.

FEATURES AND BENEFITS

Built-in accessibility checker automatically identifies content errors and provides suggestions in modules and Composer

Page history identifies the last admin to edit or update a page

Resources Module identifies images without ALT text, and allows you to hide those images sitewide

Thumbnails in the Posts module are required to have ALT text, and ALT text is automatically added

Resources Settings

Activate these controls to help enforce ADA compliance on your website.

Resources in Resource Elements

Once enabled, only images from the Resources Module that have alt text set will be displayed in Composer to visitors of the website. Images that do not have alt text will not be displayed to visitors, which may result in empty content in locations where these images are set to display.

Only display Resource images with alt text

There are currently 6362 image resources set to display in Composer that do not have alt text set.

To find images without alt text, use the 'No Alt Text' filter in the All Resources view in the Resources Module.

Only display Resource images with alt text

There are currently 90 Image Resources set to display in Composer that do not have alt text set.

Activate this control to help enforce ADA compliance on your website. Once enabled, only images from the Resources module that have alt text set will be displayed in Composer to visitors of the website. Images that do not have alt text will not be displayed to visitors, which may result in empty content in locations where these images are set to display.
To find these images, and set proper alt text, use the 'No Alt Text' filter in the All Resources view in the Resources Module.

Require alt text for images added to content in the rich-text editor

www.finalsite.com/composer
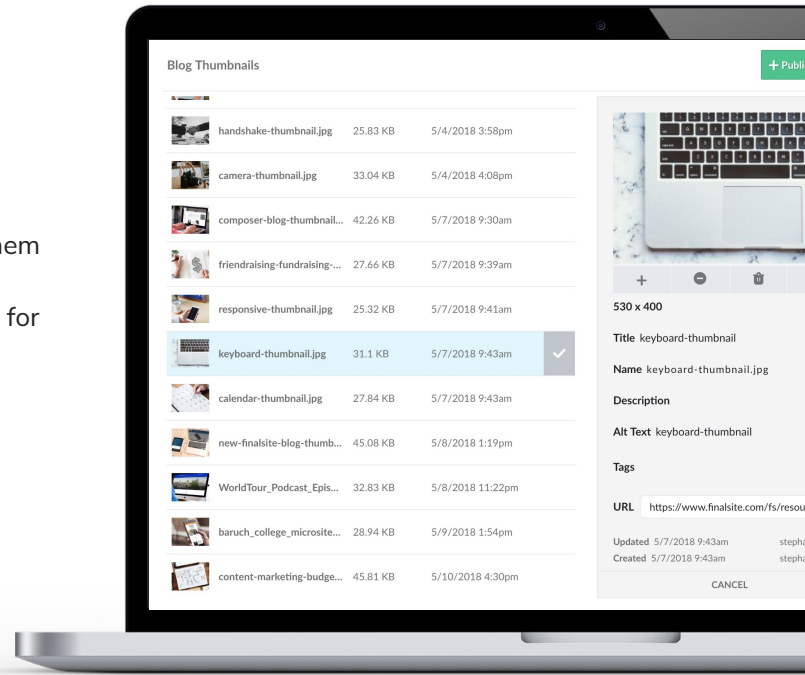
FINALSITE

Resources: Digital Asset Management

MANAGE ALL YOUR FILES AND MEDIA WITHIN A ROBUST DIGITAL LIBRARY.

Organize and display all of your charter's digital content using Finalsite Resources. With a simple interface, you can drag and drop media from your computer or upload directly from Facebook, Google Photos, and Instagram.

Once your files are in the module, you can display them anywhere on your websites using Composer. Each photo and video resource is automatically optimized for visual quality and site speed based on the visitor's device and space on the page, ensuring an optimal user experience.

Empower members of your community to provide authentic media content that conveys your charter's culture with confidence. Individual permissions make controlling constituent access easy, while intuitive search, tagging, and collections ensure you can organize and find all the great things your community creates.

FEATURES AND BENEFITS

Create compelling media galleries with flexible Resource, Image, and Video elements

Browse your Resources using list and grid views with thumbnails

Rename and move Resources without affecting existing links

Assign caption files to videos and default ALT text for images to ensure accessibility and ADA compliance

View detailed information about each Resource in the module, including when and who uploaded the Resource, the original file size, and media dimensions

Supported with best-in-class Cloudinary for real-time image optimization for all devices

Fully integrated with Finalsite Posts to ensure that every image and video uploaded through Posts is automatically optimized for the web

Search for resources within the module by keywords and tags, and sort them by type, date uploaded file size, and more

Nest Collections and link Resource elements together to create robust galleries and folders

Organize a variety of file types within the same Collection, including photos, videos, and PDFs

Reuse Resources without multiplying disk space usage

www.finalsite.com/digital-resources
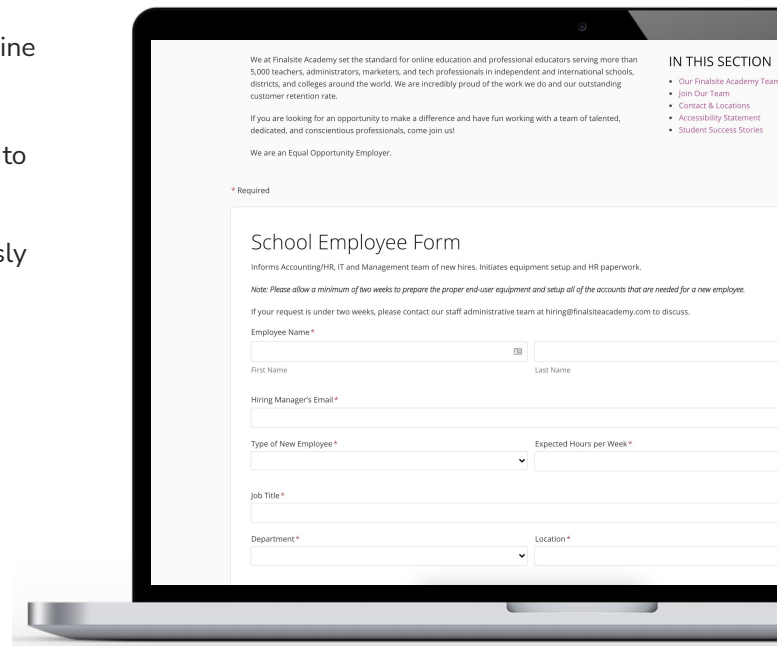
FINALSITE

Finalsite Forms
BUILD BEAUTIFUL, POWERFUL, MOBILE-FRIENDLY ONLINE FORMS

Build beautiful, powerful, mobile-ready interactive online forms with Finalsite Forms. Finalsite Forms empowers you to make more informed decisions and makes collecting information simple with forms that are easy to create, edit, and send to your community.

Included with your Composer CMS, Forms fit seamlessly into your pre-existing website design for a quick creation process, including a simple drag-and-drop builder, extensive conditional fields, admin controls, and a mobile-optimized interface so forms look great on every device.
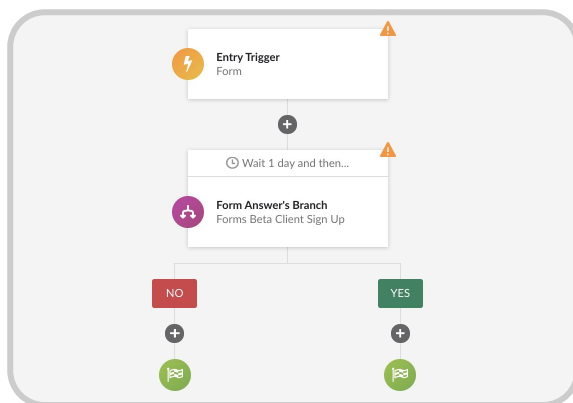
Use Finalsite Forms online for:

- Donations/Giving
- Robust Surveys
- Inquiry Forms
- Event RSVPs
- Job Applications
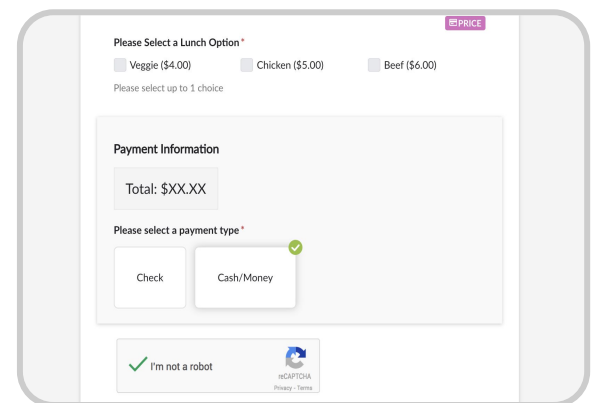- Payment Forms
- Lunch menu orders
- Volunteer forms

Powerful and easy-to-use form creation platform:

- Forms are mobile-optimized, embed directly into your website, and inherit your website's design
- Numerous drag-and-drop field layouts make creating forms quick and easy
- Simplified and single-page payment process with dedicated currency fields
- Built-in folder structure to organize forms with dedicated permissions and admin controls
- Use form submissions to automatically trigger the start of automated Finalsite Workflows
- Conditional admin notifications send admin notifications to different people based on form responses

When connected to Finalsite Workflows, Forms submissions can trigger the start of an automated workflow to turn inquiries into applicants, promote events, and much more.

In Finalsite Forms, payment information is displayed at the bottom of the form for a seamless, single-page payment form making it easier for form submitters.
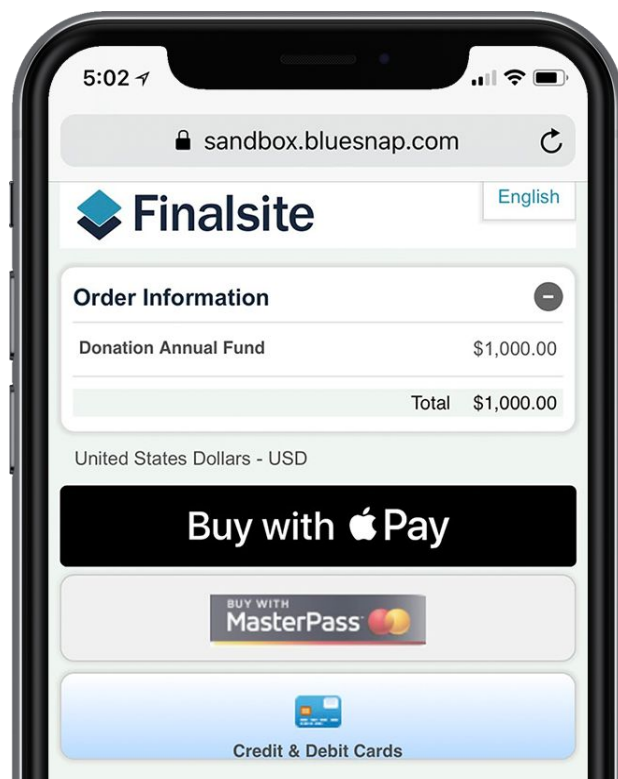
www.finalsite.com/finalsite-forms

FINALSITE

FINALSITE
payments
Powered by **BlueSnap**

Rethink online payments in a mobile world where convenience is key and transactions occur on-the-go with Finalsite Payments.

Finalsite has partnered with BlueSnap, a global payments company providing all-in-one payment solutions worldwide, to process Credit, Debit, ACH and mobile wallet payments through your Finalsite website. Single Sign-On (SSO) directly into the Finalsite Payments console from within the Composer content management system to make managing your payments just as easy to accept.

VISA   **Pay**   **PayPal**   **mastercard**

A MOBILE, WORLDWIDE PAYMENT SOLUTION

Donors and customers pay when, where, and how they want with Finalsite Payments. Using our mobile-optimized checkout page, customers can use over 110 of the world's favorite payment methods, including ApplePay, Paypal, credit/debit cards, and eCheck/ACH to ensure they will always find their preferred payment type when they check out.

"In addition to more payment options for customers, my favorite part of Payments is that I can more easily access the back end, and I can now run my own reports and look into specific purchases without going through our business office."

Rachel Balsley | Assistant Director of Communications | St. Anne's-Belfield School

Provide a local checkout experience for international donors and customers who can pay in their local currency without any foreign exchange or transaction fees.

Accept over 110 payment methods, including over 20 international and local credit and debit cards.

Merge gateways into one using the consolidated reporting engine while routing payouts to multiple accounts.

Customize the checkout page with your charter's branding.

Use throughout the Finalsite platform: collect both one-time and recurring payments in Forms Manager while still having the flexibility to take one-time payments in Event Registration.

Responsive checkout page with an optimized user experience that automatically renders in 29 languages.

Support for customers and donors in over 180 countries, in 29 languages and payment acceptance in over 100 currencies.

Additional supported gateways are available.

www.finalsite.com/online-payments

FINALSITE
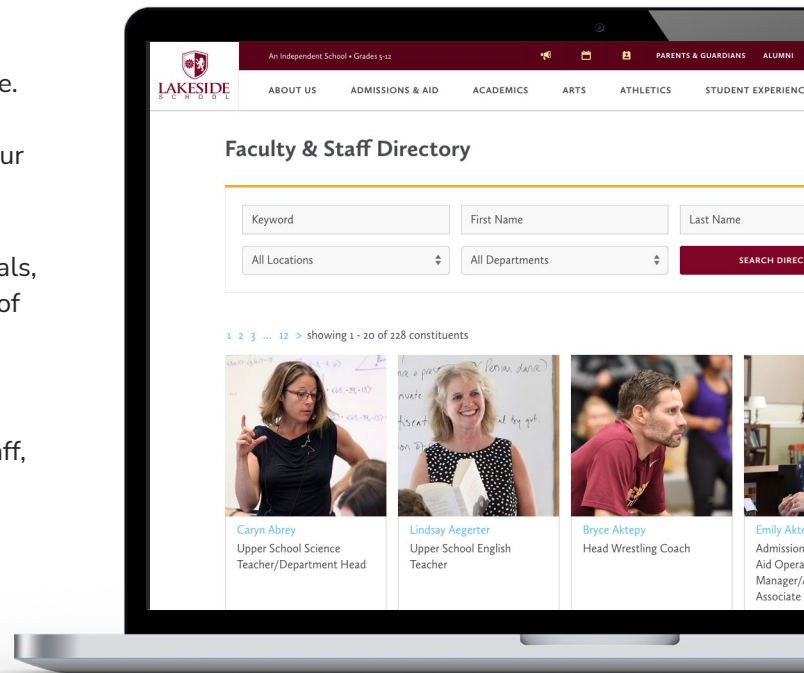
Directories

CONSTITUENT DATA MANAGEMENT MADE EASY.

Lakeside School | Faculty & Staff Directory

When parents need to contact teachers or administrators, the first place they'll look for names, phone numbers, and email addresses is your website. Finalsite's custom directories make it easy to share contact information publicly and/or privately with your website visitors.

Directories can be accessed from your website, Portals, the Finalsite App, and are easily added to any page of your website using the Constituent Element in Composer.

Finalsite offers custom directories for faculty and staff, students, alumni – and virtually any group of constituents you wish to create.

FEATURES AND BENEFITS

Promote your school's faculty and staff in an engaging interface

Customize directory output to ensure the security of your constituents' data

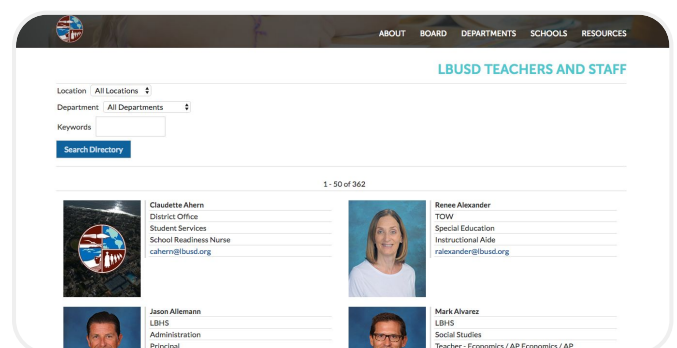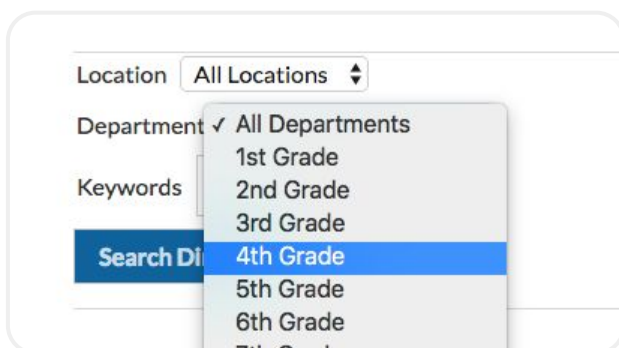Make information public or private using password-protected portals

Integrate with Finalsite's API and SIS

Display headshots, contact info, bios, and whichever information you wish

Enable a search element to make finding constituents easy

Create directories for any constituent group to improve school-to-home communications

Publish in a fully responsive, mobile-friendly format
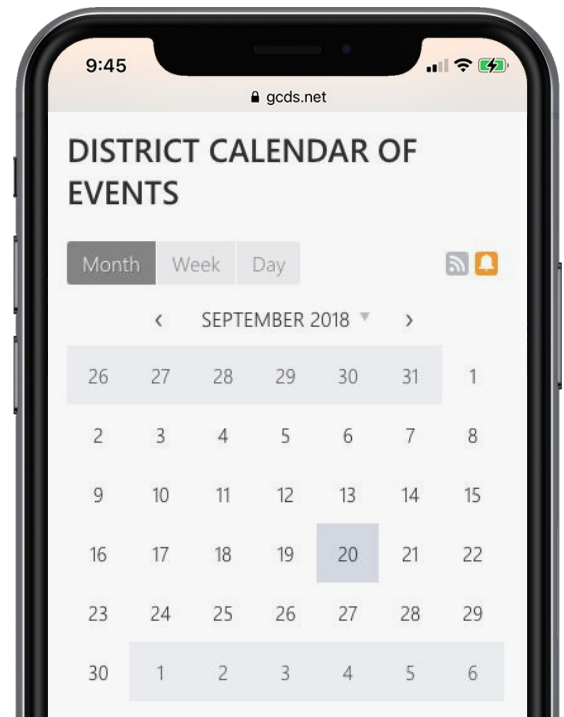
www.finalsite.com/directories

FINALSITE

Calendar Manager

SIMPLIFIED CALENDAR MANAGEMENT.

The Greenwich Country Day School | GCDS School Calendar

With so many events and last minute changes happening in your charter every day, Finalsite Calendar Manager enables you to organize, update and notify your constituents with ease while eliminating duplication of effort.

You won't ever have to worry about your constituents missing an important event since community members can subscribe for email and text event reminders, or use dynamic iCal feeds to automatically update their own calendars with your charter's events.

Constituents can also customize their calendar view with display options such as slideshows, lists, and responsive grids for mobile viewing.

FEATURES AND BENEFITS

Group calendars and assign permissions

Easily add calendars to any page or your website
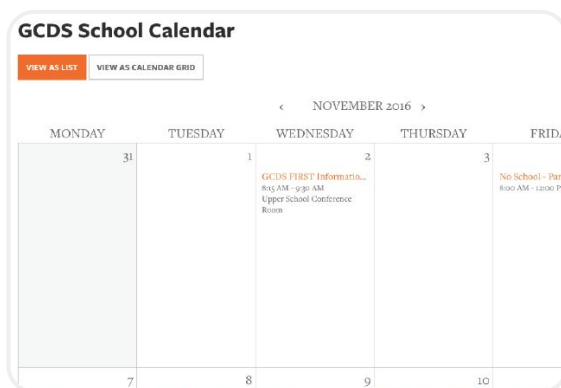
Create unlimited calendars

Integrate iCal and Google Calendars to automatically pull in upcoming events from external sources

Make site-wide updates from a single location

Enable subscriptions and alerts so constituents are always in-the-know

Set event reminders and create recurring events

Customize the front-end display

FINALSITE
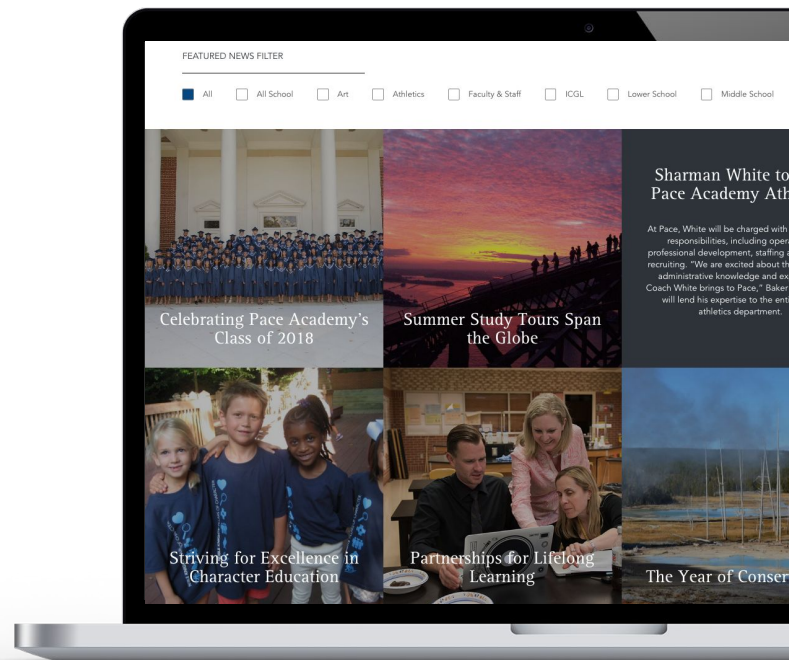
FInalsite Posts — for Blogs, News & Social Media

ENABLE ALL MEMBERS OF YOUR COMMUNITY TO SHARE YOUR SCHOOL'S AUTHENTIC STORY ONLINE.

Pace Academy | Homepage News Mashup

Finalsite Posts is a flexible content module that enables contributors of all skill levels to share public content on their website and connected social media platforms without logging in as a site administrator.

Posts adds a dynamic view into the day-to-day life of students, volunteers, teachers, and parents at your school. Content sharing opportunities are endless, from Student Blogs and Alumni Career Networking, to School News pages and updates to connected Facebook and Twitter accounts.

Since Posts is an extension of your school's website, each Post is branded with your site's fonts and colors, and any updates will be fully integrated into the design.

FEATURES AND BENEFITS

Enable contributors to add content without logging into your admin site

Publish multimedia content directly to your website and connected social media platforms to engage readers on and off your website

Approve or deny comments on blogs and news posts

Bulk create or add Boards individually

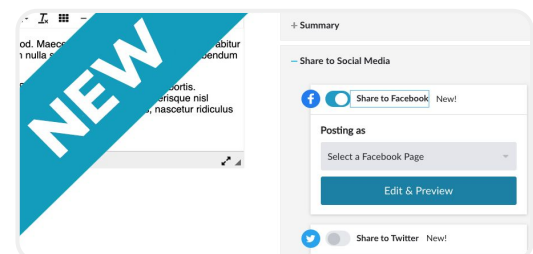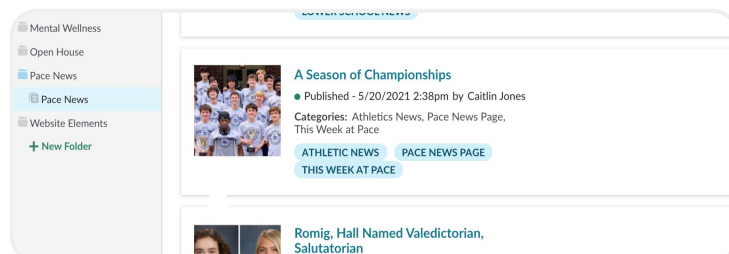Use Collections to display a custom selection of your best Posts content

Allow website visitors to add comments without logging in

Filter content while providing an interactive user experience with Tags and Categories

Drag-and-drop Posts to manually order lists within the Collections feature

Notify subscribers of a new post with email notifications or through RSS feeds

Limit editing and publishing rights for specific Boards based on constituent role or user
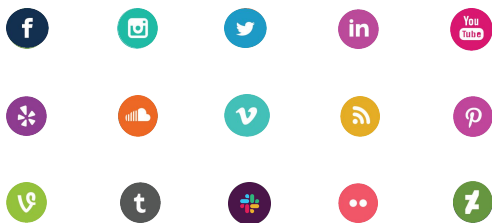
www.finalsite.com/blogs | www.finalsite.com/news

FINALSITE

Social Media Feeds
CURATE, MODERATE, AND ANALYZE SOCIAL MEDIA CONTENT ON YOUR WEBSITE.

Hopkinton Public Schools | Custom Feeds

Finalsite Feeds, our social media aggregation and moderation tool, gives you the power to promote your social presence and engage website visitors with recent, authentic content that is totally in your control. Using Feeds, you can streamline content and conversations from 15 social networks (listed below) – including Facebook, Instagram, Twitter, LinkedIn, YouTube, and Vimeo – into a single, modern design. Easily control your charter stream's look and feel, and moderate posts to exclude certain words, phrases, hashtags, or accounts.

FEATURES AND BENEFITS

Automatically or manually moderate social media content in your Feed
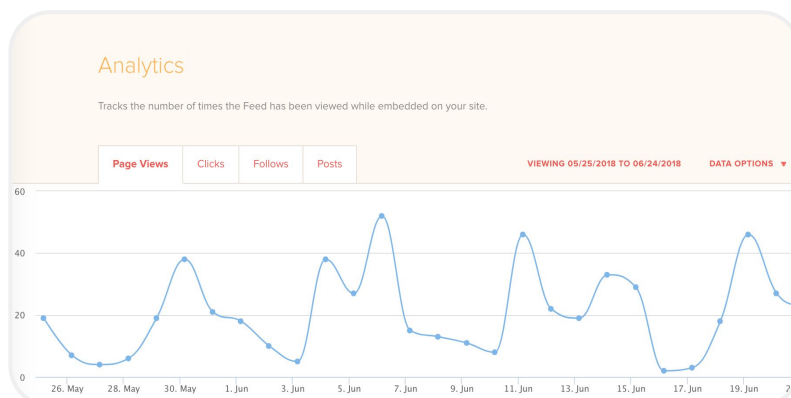
Refresh social content on your websites as frequently as every 5 minutes

Use consistent styling for posts coming in from all types of sources

Track analytics to improve your social media marketing

Display a mash-up of your favorite sources, or choose one source to display at a time

Automatically aggregate social posts, and group by hashtag

Analytics
Tracks the number of times the Feed has been viewed while embedded on your site.

Page Views | Clicks | Follows | Posts

VIEWING 05/25/2018 TO 06/24/2018   DATA OPTIONS ▼

Set Moderation Filters for @Finalsite

These work the same way as the moderation and filtering for your whole feed, but just apply to this one sources posts. Read more about it **here**.

Disallow posts with these words:

list words, @usernames, or #hastags to block. Separate filters with a comma. Filters are case-sensitive.

Only allow posts with these words:

list words, @usernames, or #hastags to allow. Separate filters with a comma. Filters are case-sensitive.

☐ Send all posts to moderation queue

SAVE MODERATION SETTINGS

www.finalsite.com/feeds

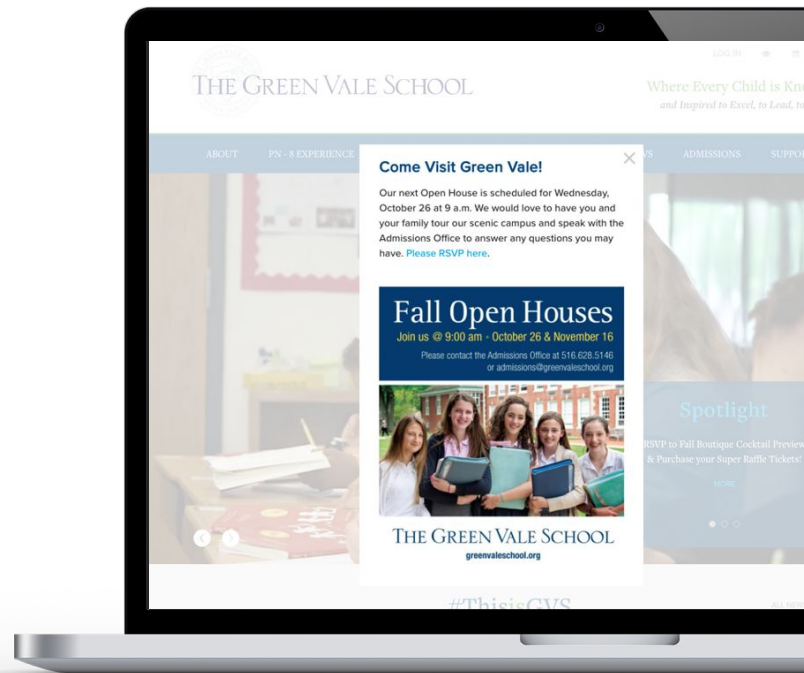FINALSITE

Page Notifications

MAKE IMPORTANT MESSAGES STAND OUT.

Page Notifications — also known as "Page Pops" provide virtually endless opportunities for marketing, communications, and notifications. Page Notifications increase engagement by bringing important information to the forefront of your visitor's attention and makes timely information impossible to miss.

Managed using Composer's WYSIWYG interface, you can use the rich text editor to easily add photos, videos and links to your Page Notifications. Share these notifications on any page on your public site and in password- protected portals, meaning you can get as broad or specific with your messaging as you wish.

Timed Page Notifications are available as part of the Finalsite Inbound Marketing package.

The Green Vale School | Page Notification
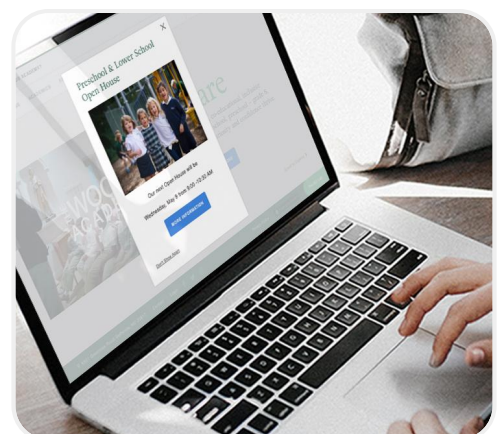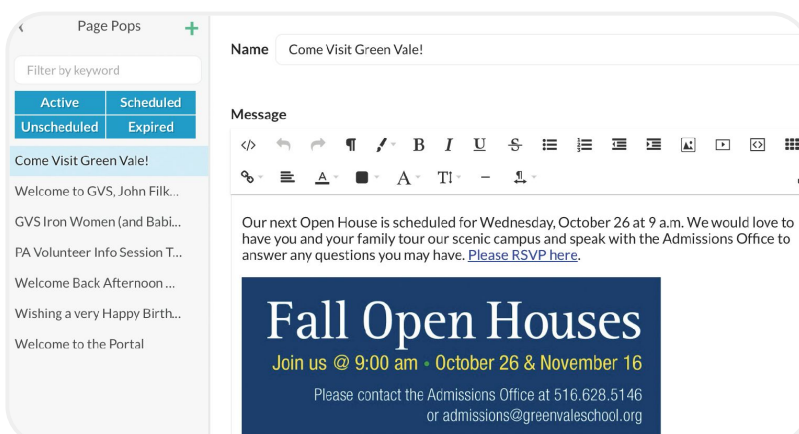
FEATURES AND BENEFITS

Increase engagement and direct site traffic to areas you choose

Filter and organize by name and/or status: Active, Scheduled, Unscheduled or Expired

Add Page Notifications to a specific page, a select group of pages, or all pages on your website

Share and view updates instantly after posting

Add photos, videos, or links to specific pages

www.finalsite.com/page-pops

FINALSITE

🔔 Opt-In Notifications

REAL-TIME ALERTS TO KEEP YOUR CONSTITUENTS INFORMED.

Finalsite Alerts are real-time, opt-in notifications that can be sent via email or through SMS text messages. Alerts are integrated into our Posts (news, blogs, and more), Calendars, and Athletics Manager modules so you can instantly communicate with parents, volunteers, students and faculty.

Alert Your Constituents When:
- An event has been postponed, changed, or canceled
- New events have been added to the calendar
- Inclement weather has closed school for the day
- A homepage announcement has been posted
- And more!

FEATURES AND BENEFITS

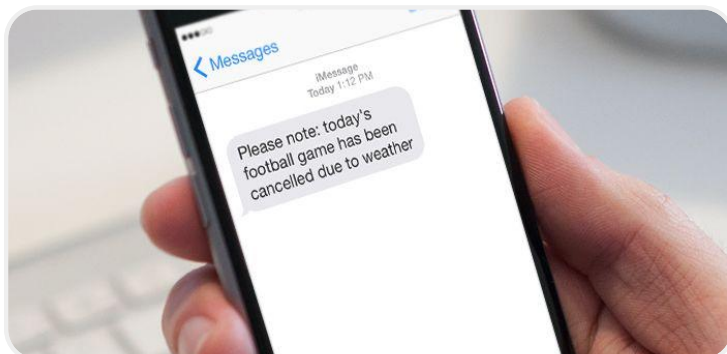Send real-time notifications

Communicate with email or SMS messages

Tie into many Finalsite modules including Posts, Calendar Manager, and Athletics

Trigger an alert on change

Keep constituents updated and informed

Manage subscriptions

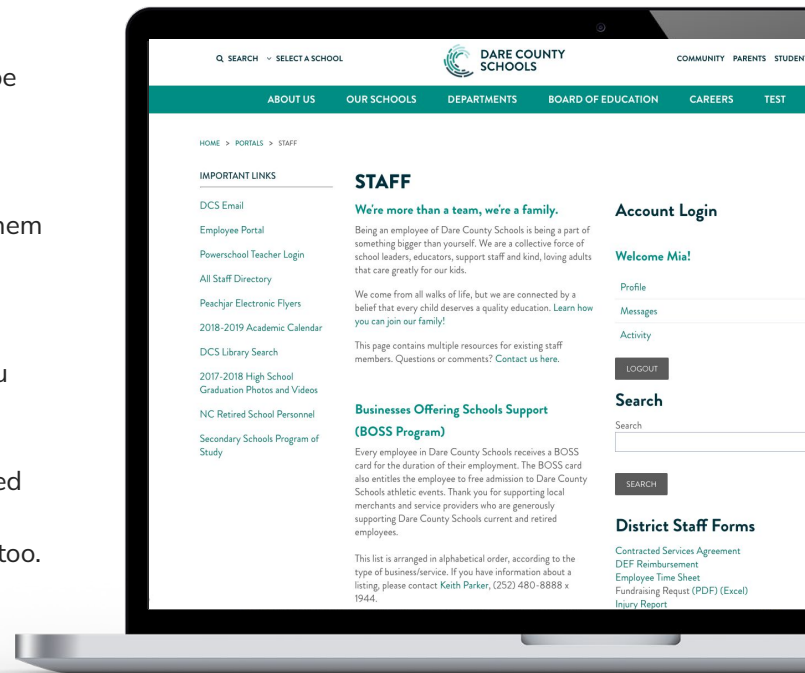FINALSITE

Faculty and Staff Portals

GIVE FACULTY AND STAFF A SECURE PLACE FOR COMMUNICATION AND COLLABORATION.

We understand – keeping faculty and academic departments connected and in communication can be a challenge.

With a portal just for them, you can create a system that not only connects departments, but also gets them sharing and collaborating in a secure location that's designed just for what they need.

Plus, by going digital with your communications, you can say goodbye to stacks of permission slips and expensive handbooks. Portals gives all your paper communications and resources a safe, easily accessed home that's not on your public website – and you'll eliminate clutter on your desk and on your website, too.

Dare County Schools | Private Faculty & Staff Portal

FEATURES AND BENEFITS

Promote interdepartmental and charter-wide communication

Provide a location to login to a human resources platform, faculty and staff directory, student information, and more

Post photos and event information to build camaraderie

Create a platform for faculty and staff to buy and sell items

"Finalsite's Portal capabilities were the perfect solution for cleaning up our internal communications, cleaning up the public website, and protecting the privacy of our community."

VANESSA SPIER, DIRECTOR OF STRATEGIC COMMUNICATIONS | SINGAPORE AMERICAN SCHOOL
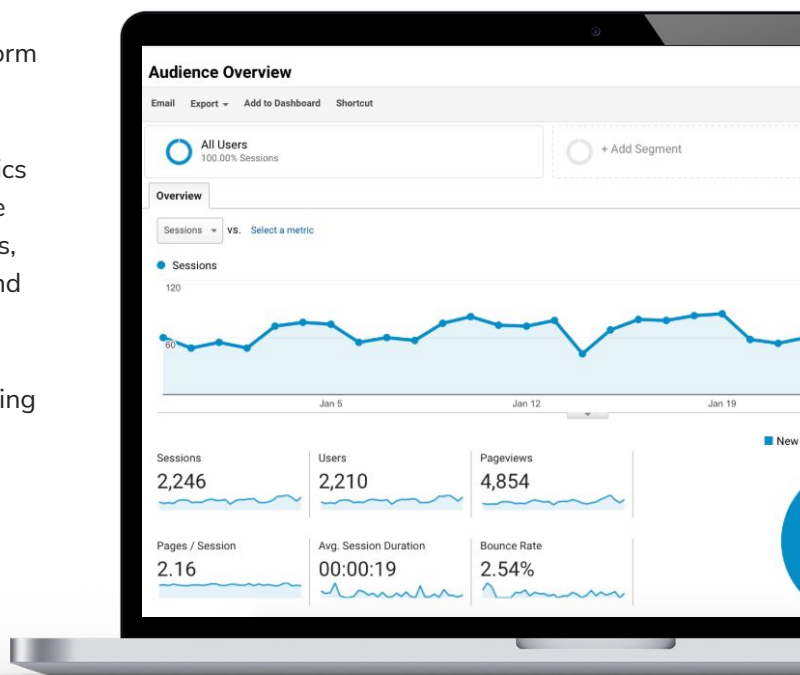
www.finalsite.com/faculty-staff-portals

FINALSITE

Finalsite + Google Analytics

MEASURE YOUR WEBSITE'S PERFORMANCE.

Every Finalsite website is configured with Google Analytics, the free, gold-standard site tracking platform used by millions of websites around the world.

Google Analytics will provide comprehensive statistics regarding the visitors to your website. Data available through this service consists of site visits, page views, bounce rates, average time on site, pages per visit and percentage of new visits.

Google Analytics can also track referral traffic including search engine, direct visits, website referrals and marketing campaigns (Pay-Per-Click, Banner Advertising, Email Marketing, etc.)

FEATURES AND BENEFITS

Automatically added to your charter and school websites

Insights into website traffic and page performance

Custom event tracking

Free of charge to Finalsite clients
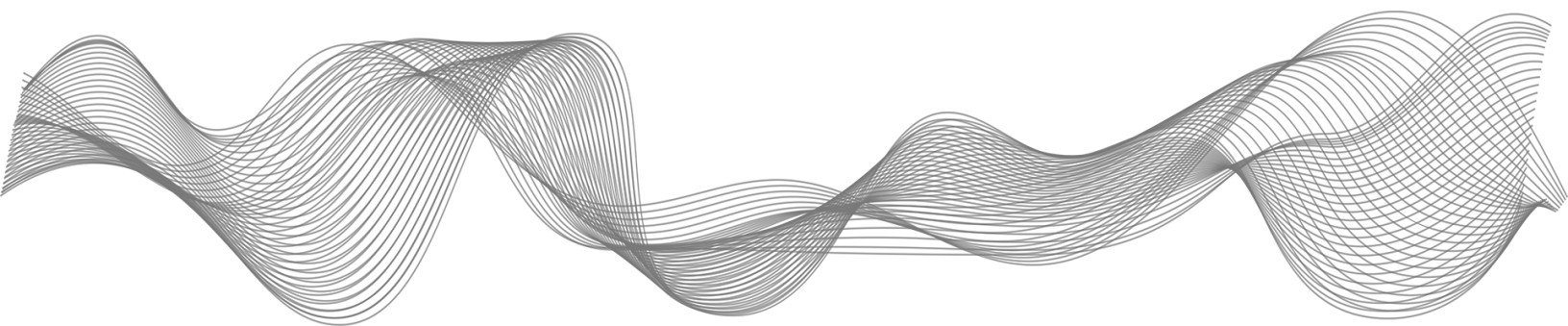
Does data analysis overwhelm you? Finalsite has a team of consulting experts at your service to help you understand your data and to strategize with you to maximize your website's marketing potential. Talk to your Educational Consultant to learn more!

www.finalsite.com/partners

FINALSITE

FINALSITE

Pricing

Finalsite Virtual Webmaster

ROUND OUT YOUR COMMUNICATIONS
TEAM WITH A VIRTUAL WEBMASTER.

Not every communications team has the time or staff to finish every task assigned to them. When you are stretched thin, a **Finalsite Virtual Webmaster** can step in to relieve you of day-to-day site management tasks so you and your team can focus on completing the work that absolutely needs to be finished on a tight deadline.

Finalsite's Virtual Webmasters are experienced with years of working closely with schools and charters to maintain websites, upload new content, migrate content, and even complete entire projects. Your dedicated Virtual Webmaster is equipped and ready to work closely with you to ensure that you achieve the goals that you've established.

Examples of tasks your Virtual Webmaster could complete for you:

Assist with the complex website redesign process to ensure on-time website launches

Serve as a fill-in webmaster for schools or charters without a webmaster, or in instances when the webmaster is on extended leave

Help launch large charter websites with hundreds of pages to populate with content

Create, populate, and launch microsites and Publications for Posts

Migrate hundreds or thousands of files, images, and videos from File Manager to Resources

Update content behind password-protected portals so your communications team can stay focused on public-facing pages

Migrate newsletter templates from eNotify to Messages, or update existing templates

Publish expansive course catalogs to ensure your catalog is online before sign-ups begin

"Working with our virtual webmaster has been a lifesaver. She works very quickly and is responsive to our feedback"

DEANNA LUNA | MCCALLIE SCHOOL, DIRECTOR OF DIGITAL MARKETING AND PHOTOGRAPHY
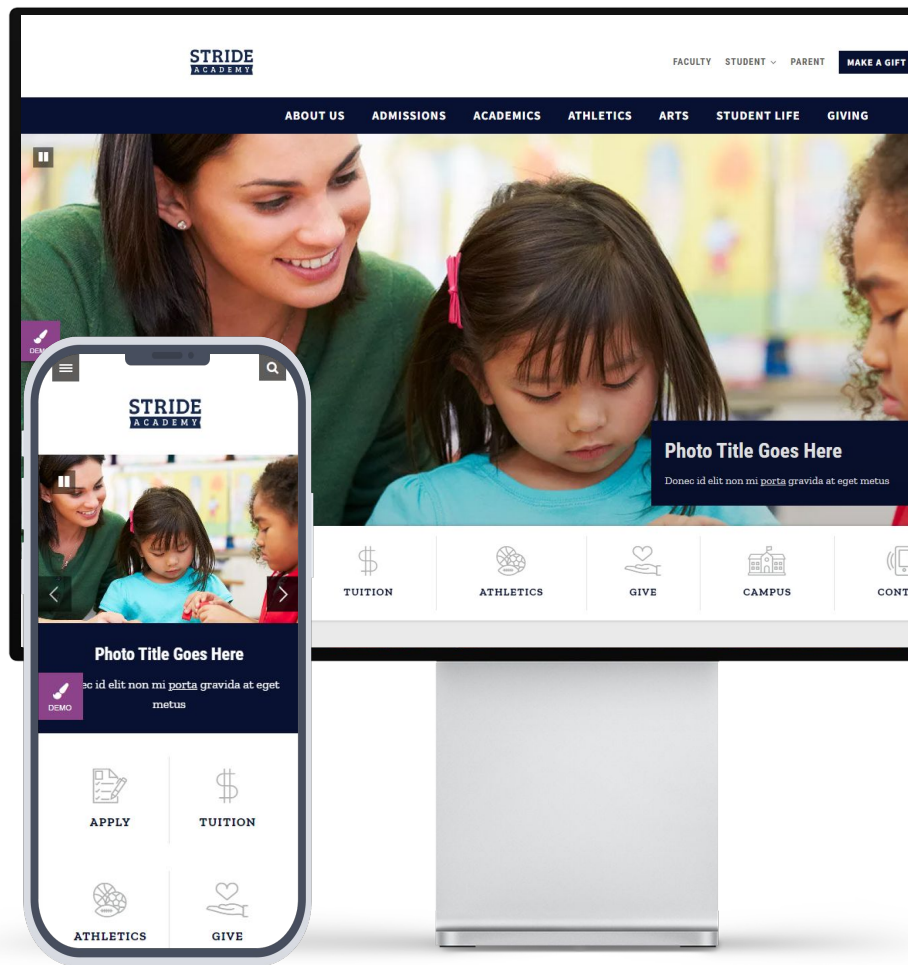
www.finalsite.com/virtual-webmaster

THEME Website Design

Finalsite's theme designs are perfect for schools working on a tight budget or tight timeline (or both!) With a library of more than 30 themes crafted by our award-winning design team, themes are the optimum way for your school to launch a new, top-notch site in under 60 days.

How It Works
Theme websites are anything but cookie-cutter. Crafted by our award-winning design team, you get the option of harnessing the best practices of an award-winning design on a smaller budget or shorter timeline.

The theme customization process ensures the site truly resembles your school's brand!

THEME DESIGN PROCESS

Step 1: Select a Theme
Work with your Project Manager to understand the criteria that should drive your theme selection and discuss how your school logo, fonts, and colors can best be applied.

Step 2: Configure Theme
We'll plug your logo, colors, and web fonts into the predefined areas. If you feel a color or font isn't quite right, we can swap them again.

Step 3: Complete Setup
We'll perform a thorough 80-point QA for functionality, accessibility, and responsiveness. You'll be ready to launch whenever you have completed adding your site content!

$10,000

Including 20 Hours Virtual Webmaster Support

See the Package Theme Design Scope of Work at www.finalsite.com/sowt.

Software, Hosting & Support

Charter Communications Core Software - $5,500* per year

- Finalsite Composer Content Management System

- Mobile-Friendly WYSIWYG Content Editor & Drag-and-drop Page Designer

- Unlimited Published Pages

- Digital Asset Management & Document Library with Resources

- Integrated Support & Ticketing

- Self-guided Training (LMS) + Searchable Knowledge Base & Webinars

- 10 GB/mo website storage + 5 GB/mo bandwidth

- 5 Admin Users / Editors - 1 with ticketing rights

- Finalsite Boards for Blogs, News, Subscriptions with Finalsite Posts - 5

- Finalsite Forms - up to 5 live w/ payments powered by BlueSnap

- 2 Integrated Social Media Feeds

- Faculty/Staff Directory & Role & Google Single Sign-On

- Tiered Permissions & User Access Management

- Unlimited Calendars (including integrations)

- Page-Based Notifications (Page-pops)

*The above products, to include but not limited to (modules, integration, design and consulting) will be billed upon contract signature. **Standard 5 year agreement applies.**

Optional Add-on Pricing

- **Finalsite Email Messages with 7,500 per month - $800 per year**
  - +10,000 messages/month - +$500 per year
- Custom Mobile App with 10,000 push notifications/month - $2,500 per year
- **Student Information System Integration - $2,000 per year**
- Active Directory Integration - $1,500 per year
- Private & Secure Student & Parent Portals & Roles - $1,500 per year
- Weglot Website Translations with 5 Languages - $750 per year
  - Unlimited languages - $2,500 per year
- **Finalsite Text Platform with 2,500 messages/month - $2,000 per year**
  - +1,000 messages/month - +$200 per year
- Finalsite Voice Calling Platform with 1,000 minutes/month - $2,000 per year
  - +2,000 minutes/month - +$750 per year
- **Finalsite API for Skyward (send data to Skyward from Finalsite) - $3,500 per year**

Add-on Bundle for STRIDE:

Messages XR Bundle - $3,500/year
*savings of $2,350 compared to a-la-carte

- Finalsite Email Messages - 7,500/month
- Finalsite Text - 2,500/month
- FS Open Integration for Skyward (data to Finalsite - not back to Skyward)
- Student & Parent Roles/Portals *included at no cost
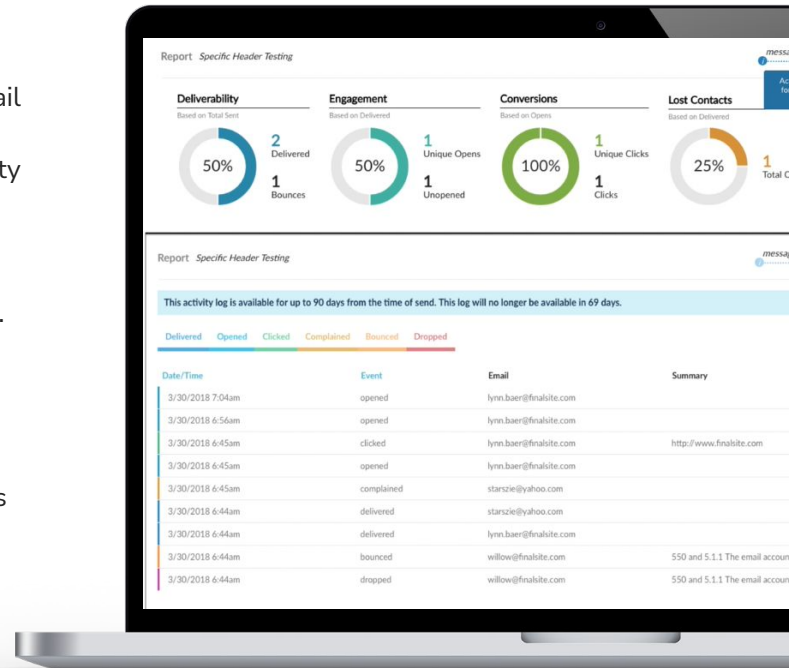
Bundle in the Finalsite API for Skyward @ +$2,500/year

Messages

SAVE TIME AND MAXIMIZE THE IMPACT OF YOUR EMAILS.

Finalsite Messages improves your school's ability to communicate with your constituents and keep them informed through simple to create and customize email marketing campaigns, online fundraisers, digital newsletters and publications, and more with the ability to track effectiveness through email open rates, click-through rates, and other tools so you can tailor each new email, newsletter, and anything else you create specifically to what works best for your school.

Messages comes packed with a whole suite of new features and options designed to give you more control over your school-to-home communications, including integration with Resources to quickly create and add dynamic content from other Composer modules, as well as Workflows integration to create automated drip campaigns that save you time and help you communicate with your community more effectively.

FEATURES AND BENEFITS

Track open and click-through rates

Archive emails as web pages

Ensure your data is accurate and up-to-date with Finalsite's integrations

Enable multiple contributors

Automatically pull in dynamic content from the Posts, Calendars, Resources, and Athletics modules

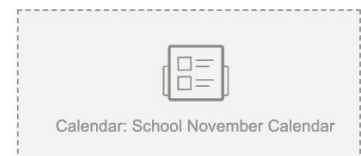Build dynamic lists based on constituent data

Personalize emails

Create mobile-friendly email templates

SCHOOL CLOSINGS

School Has Been Cancelled Due to Weather
Monday, Dec. 10 - Wednesday, Dec. 12

This email is being sent out to alert all parents, faculty, and staff members that all schools in the district have been preemptively closed from Monday, Dec. 10 until Wednesday, Dec. 12 due to heavier than previously expected snowfall totals.

The latest weather forecasts are predicting anywhere between 16 and 24 inches of snow over the weekend. These forecasts call for regular snow showers lasting until late Sunday night or

School Closing

LARGE, CLEAR CALL-TO-ACTION

Calendar: School November Calendar

You're probably wondering "why?" and "how?!" Here's a few stats to consider:

- 73 percent of millennials prefer to hear from a business or brand via email
- More than 50% of surveyed Americans check their personal email at least ten times per day
- 46% of Americans (and 66% of millennials) admit to checking their email before getting out of bed in the morning

finalsite.com/email-marketing

FINALSITE

Finalsite Messages XR

SEND EMAIL, TEXT, VOICE, MOBILE APP NOTIFICATION, WEBSITE ALERT AND SOCIAL MEDIA POSTS — AND TRANSLATE — WITH **JUST ONE CLICK**.

Finalsite Messages XR (Extended Reach) makes it easy to send mass notifications to your entire school or district community via email, text, voice message, mobile app notification, website alert, and social media simultaneously, all in **just one click**.
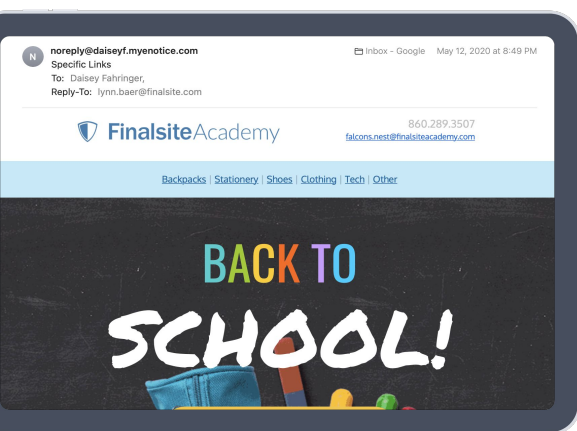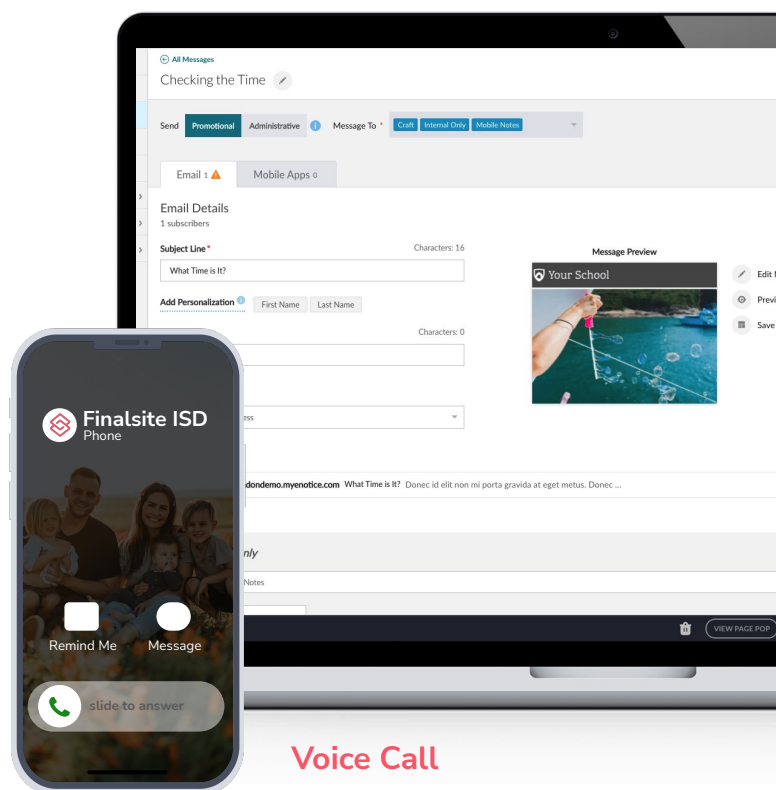
Reduced Workload, Reliable Communication
Finalsite Messages XR eliminates the need for multiple tools to send the same message, giving you the ability to send parents information they need in the way they choose to receive it. And, since they are all sent from one central location, you can be sure the message is consistent and delivered quickly.
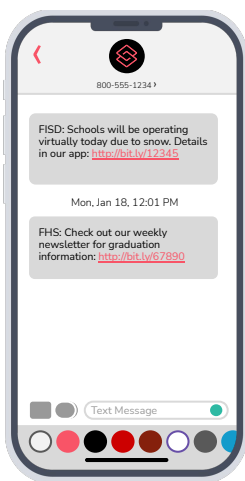
Translations Made Beautiful & Easy
Every message can be translated before you hit send! And they're not an afterthought: we don't just link out to an email translation, so even your email newsletters are translated in the format you designed them.
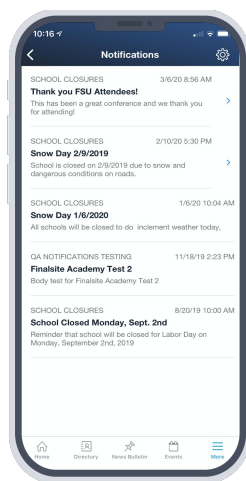
Integrations Ensure Accuracy
Ensure messages are sent to parents and staff with the most up-to-date and accurate contact data when you integrate Finalsite with your SIS or other information system.
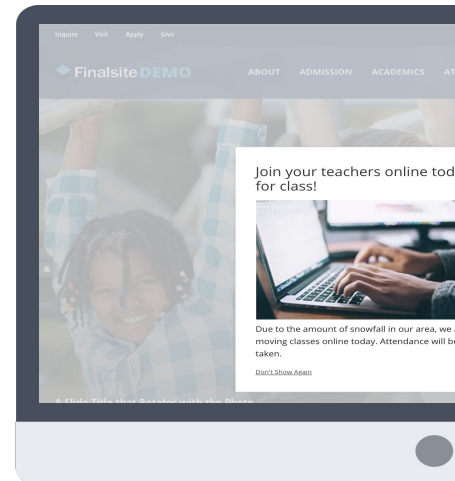
Voice Call

Social Media   **Email**   **SMS Texts**   **Mobile App Notifications**   **Website Alerts**

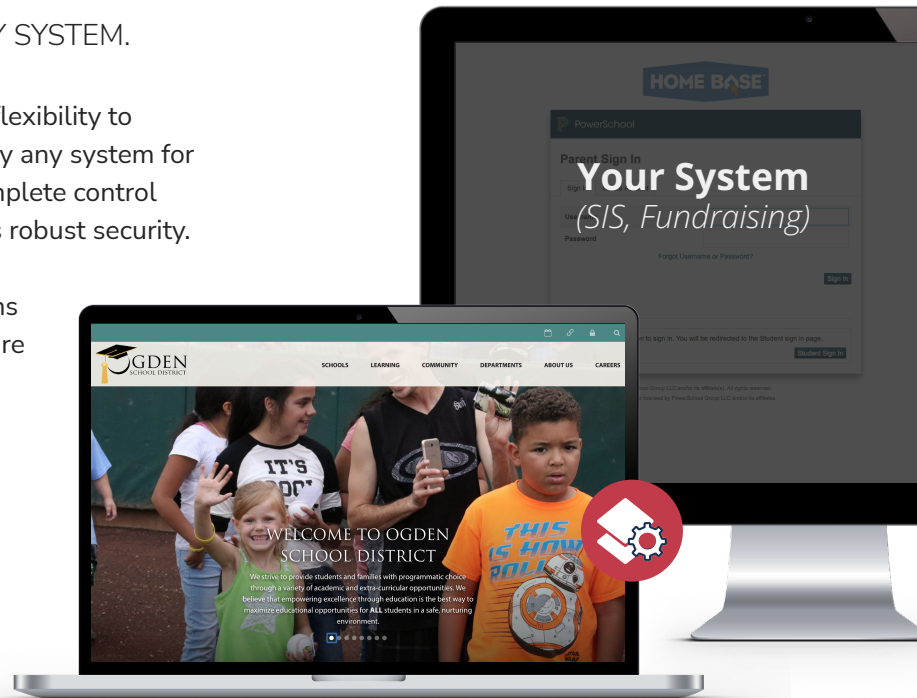www.finalsite.com/messages-XR

FINALSITE

Finalsite Open
INTEGRATE WITH NEARLY ANY SYSTEM.

Finalsite Open provides charters with the flexibility to integrate their Finalsite solution with nearly any system for hourly data transfer efficiency, all with complete control over the data and the backing of Finalsite's robust security.

This custom aspect of Finalsite Open means that charters can create a complete software solution that truly fits their needs.

Your System
(SIS, Fundraising)

INTEGRATING YOUR TWO SYSTEMS

The integration between your Student Information System (SIS) and Finalsite solution replaces manual datasheet uploads, saving you time and greatly enhancing the accuracy and timeliness of your data. Your constituent (student, parents, faculty/staff, alumni) and academic (classes, rosters) data flows one way from your SIS into your Finalsite solution, and is scheduled to sync automatically with Finalsite.

Automatic data transfers run hourly to refresh constituent information from your SIS into Finalsite, with a full data refresh each night.

All connections take place over a secure SSL connection, while an Intrusion Protection System continually scans incoming traffic for malicious activity, keeping constituent data safe.

Your System
(SIS, Fundraising)

SCHEDULED
DATA TRANSFER

FinalsiteOpen
(Constituent Data, Enrollment, Classes)

DATA
PROCESSING
IMPORT

Your Website
(Portals, Directories, Group Spaces, etc.)

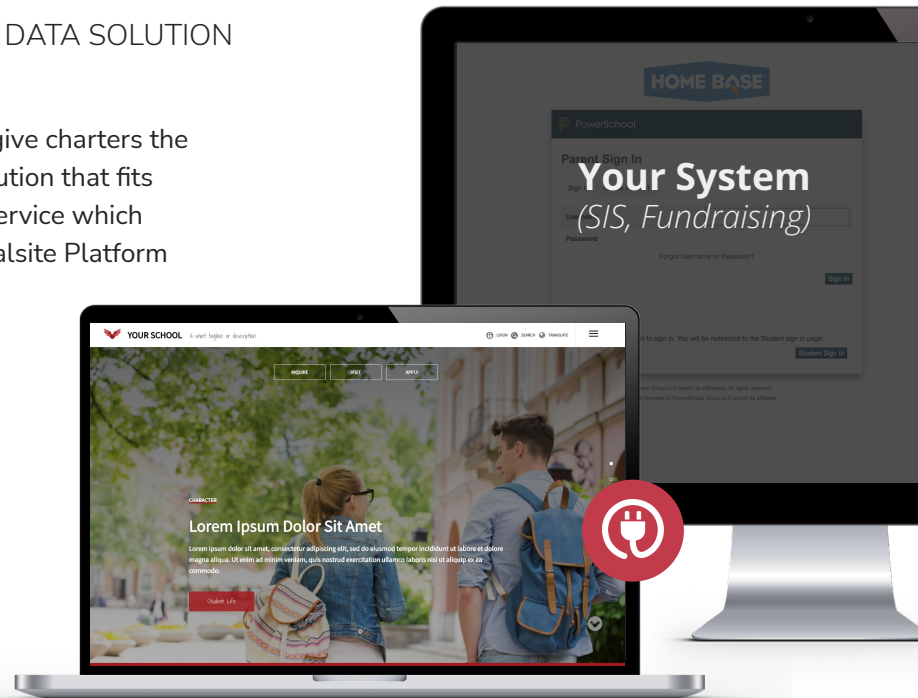www.finalsite.com/integrations

FINALSITE

The Finalsite API

PROGRAM A SOFTWARE AND DATA SOLUTION TO FIT YOUR NEEDS.

Finalsite's API is an interface designed to give charters the ability to program a software and data solution that fits their needs. Our API is REST-based web service which provides access to specific data on the Finalsite Platform (listed below).

In addition, the API provides a secure mechanism for authenticating users and can be used to support Create, Read, Update, and Delete functions.

DATA PROCESSED

Athletic Events	Calendar Categories	News Posts	Relationships
Athletic Locations	Calendar Events	News Categories	Groups and Memberships
Athletic Opponents	Constituents	Households	
Athletic Teams			Integration Services

Full documentation of the API is available directly via the admin area of the Finalsite platform, including all methods and fields used for each area noted above.

Your System
(SIS, Fundraising)

Finalsite API

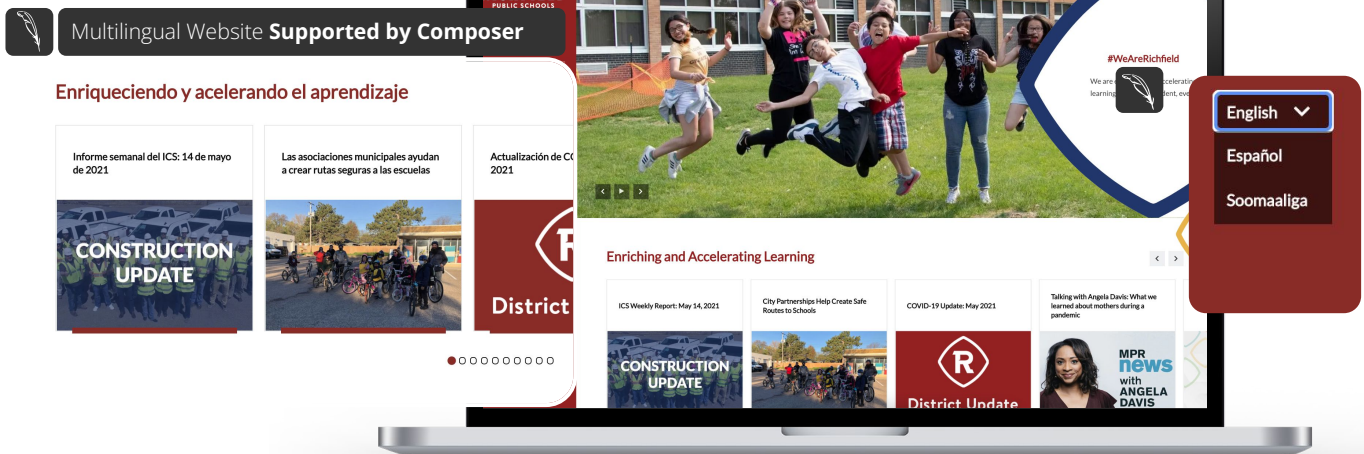**Your Finalsite Website**

FINALSITE

🔤 Multilingual Websites Using Weglot

REACH YOUR ONLINE AUDIENCE, NO MATTER WHAT LANGUAGE THEY SPEAK.

Finalsite works in over 80 countries with over 300 clients around the world and has deep experience in multilingual websites and personalization. The simplest option for handling translated website is through our auto-translation feature using Weglot, which translates content into the visitor's language of choice. The second is the ability to create custom pages in the native language, which is also supported by Finalsite Composer. Third is using your own widget, like Google, and supplying Finalsite the code.

University Prep Public Schools
Main Website

Translated Website with **WEGLOT Translate**

Richfield Public Schools
Main Website

Multilingual Website **Supported by Composer**

Empower
Your Charter.

FINALSITE

Better tools. Stronger schools.