

## EZ-CAMP2

### WebLink™

#### Overview

WebLink allows your camp to securely and efficiently offer online forms for a variety of purposes. WebLink is an Internet-based application that provides highly customizable forms as links from your existing web site. The service can collect data and, if you desire, process payments. You can review the signups and then quickly and easily import them into your EZ-CAMP2 system.

#### Features

- Unique flexible design allows for completely customizable forms
- Integrates with your existing web site – just add links!
- Flexible “shopping cart” for selection of sessions, optional items, activities, etc.
- Optional Secure 128-bit encryption credit card processing
- Automatic data validation
- Automatic e-mail confirmations
- Multiple person and multiple session enrollment without re-entering information
- Online waiver form acceptance
- Download into EZ-CAMP2, allowing you to manage all signups simply and efficiently

**Echo Pines Registration**  
Summer Camping at its Finest  
PO Box 123 - Ridgecrest - PA - 12345  
phone: 800-123-4567  
email: camp@hotmail.com

**Camper's Information**

Gender  female  male

\* Camper's First Name

Camper's Middle Name

Camper's Last Name

Camper's Email

Address

City

State

Zip

Birthdate

**Health Information Section**

Doctor's Name  Doctor's Phone

Last Visit

List Allergies

Prescriptions

Inoculations

Echo Pines Summer Camps

#### Web forms for:

- Prospect Inquiries
- Online Registrations
- Staff Applications
- Event Sign-Up
- ...and more!

# EZ-CAMP2™

## WebLink

### Commonly Asked Questions

#### How does it work?

Visitors to your web site simply click on the appropriate link to access the form that has been created. Forms can consist of one or more steps (optionally including an "item selector" for sessions or choices and/or payment processing).

The registrant can be emailed an acknowledgement (which can include information from their signup). Form data can then be downloaded easily and maintained further within your EZ-CAMP2 system.

All online payments are automatically processed and deposited in your designated bank account.

#### Can I change the WebLink form?

Every online form is customized to capture exactly the information you want, with required or optional fields, and data validation. Currently, set-up and changes are performed by our staff, and we are developing administrative tools to allow clients to make most changes themselves.

#### Do I need to have a web site already?

WebLink is designed to link to, and work with, your existing web site. If you do not have a web site, we can recommend web site developers.

#### How much does this cost?

Set-up: \$100-\$500 per form (depends on complexity)

Annual Service: \$300-\$600/year

Transaction Cost: 50¢-\$2.00\* (based on volume)

\*Plus credit card processing fees

Also required for data import:

EZ-Import Utility - \$295

Import Mapping Setup - \$100-\$500 (depends on complexity)

#### Can I use my existing credit card merchant account?

WebLink requires an online merchant account for organizations that wish to process credit cards. We have integrated and partnered with a leading credit card processor who can provide the necessary merchant account.

#### We protect the confidentiality of all your visitors' data.

The service operates on a secure server and complies with Visa/MasterCard regulations for real-time credit card processing. In addition, the system complies with the Child Protection Act and meets all COPPA regulations.

#### How do I sign up?

Contact your SofterWare Account Manager at 800-220-4111 for a demonstration of WebLink and answers to all your questions. Start collecting online registrations today - WebLink makes it easy!