Blackbaud**NetCommunity**™

eStore Customization Guide

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eStore Customization Guide

Contents

Blackbaud®

CHAPTER 1

eStore Customization

In This Chapter

With the eStore customization, you can create an eStore on your website that is designed to solicit sponsors to support your organization’s mission. For example, donors can sponsor individuals to participate in your organization’s programs. You can also use the eStore to sell merchandise.

On your website, the eStore consists of two web pages: One page displays the eStore to website users, and the other page displays store administration tools to configure and maintain your eStore. On the eStore page for website users, you place three custom parts: the Store QuickNav, Store Catalog, and Store Main parts. On the eStore administration page, you place the Store Administration part. Unlike other parts in Blackbaud NetCommunity, you do not configure the eStore parts on the Edit Part screen. Instead, you create parts and place them on their web pages. On the Edit Part screens, you link the web pages to enable links in your eStore. On the eStore Administration page, a series of tabs appears to configure and maintain your eStore.

- The Store QuickNav part includes links, a search field, and a shopping cart summary. For more information, see “Store QuickNav Part” on page 2.
- The Store Catalog part displays links to the categories that you create on the Categories tab of the Store Administration part. For more information, see “Store Catalog Part” on page 3.
- The Store Main part displays information in the eStore, such as items in a category, search results, the shopping cart, and checkout information. For more information, see “Store Main Part” on page 4.
- The Store Administration part displays a series of tabs to configure and maintain your eStore. With these tabs, you can manage inventory, configure basic settings, and view information about your eStore. For more information, see “Store Administration Part” on page 6.

Store QuickNav Part

With the Store QuickNav part, website users can navigate the eStore, search for items in the catalog, and view a shopping cart summary. With the links in the Store QuickNav part, website users can return to the default category in the Store Main part, view the shopping cart and order histories, log in or log out, and contact your organization. When a store administrator logs in, a link appears to access the Store Administration part. With the search field, website users can search the store catalog. With the shopping cart summary, website users can view items in the shopping cart and click a link to check out.

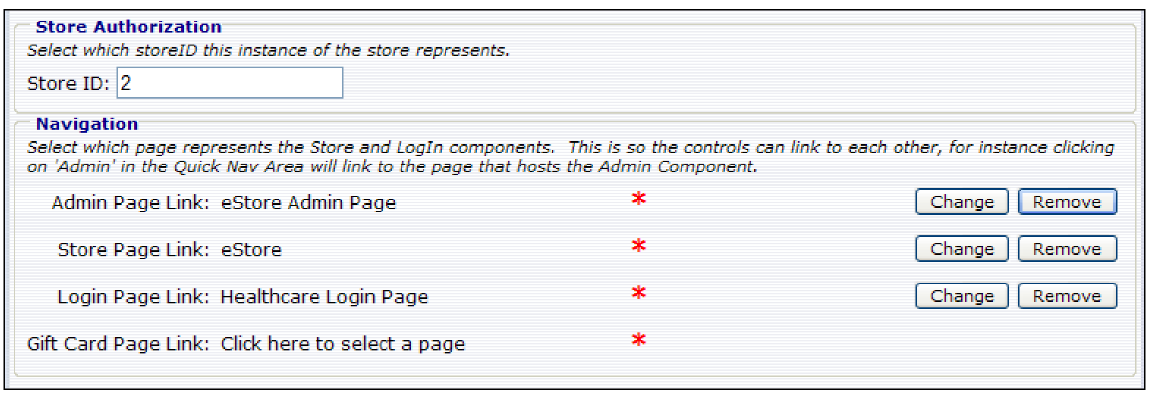
Note: The search field in the Store QuickNav part searches only for text in an item's display name or description. It does not search for other product information, such as the product ID number or price.

➢ Design the Store QuickNav part

For information about creating or editing a part, as well as the tabs on the Edit Part screen, see the *Website Design Guide*.

1. From the Design tab, under **Store Authorization**, enter the store ID number.

Note: The store ID is provided when you purchase the eStore customization. To group the Store QuickNav, Store Catalog, Store Main, and Store Administration parts, you enter the same store ID number for each part. If you purchase multiple eStores for your website, a unique store ID number is provided for each one.



2. Under **Navigation**, select web pages for links in your eStore. To select a web page, click **Click here to select a page** or **Change**. The Select a Page screen appears.

Tip: You should create the web pages for your eStore before the eStore parts. If you create the parts first, you will need to return to the Edit Part screen after you create the web pages to select the links for your eStore.

- In the **Admin Page Link** field, select the web page with the Store Administration part.
- In the **Store Page Link** field, select the web page with the Store QuickNav, Store Catalog, and Store Main parts.
- In the **Login Page Link** field, select the web page with the User Login part.
- In the **Gift Card Page Link** field, select the web page where users can download gift cards.

Note: The link to a gift card page is optional and only appears in the Store QuickNav part. If you do not use gift cards, you can leave this field blank. You can also hide the gift card page link from the Element Visibility tab of the eStore Administration page.

3. Click **Save**. You return to *Parts*.

Note: You edit the Store QuickNav part after you link it to the Store Administration part. On the Configuration tab, you can customize text and select whether to hide or display items.

Store Catalog Part

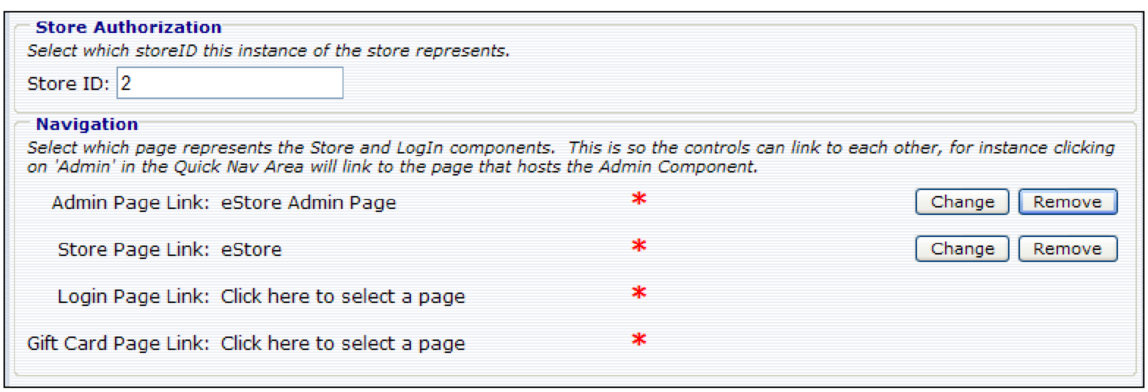
With the Store Catalog part, website users can navigate through the categories in your eStore. The Store Catalog part displays links to the categories. When a website user selects a category, the list of items appears in the Store Main part. Subcategories are indicated by an ellipses after a category name. The Store Catalog part can also include a link for website users to send the URL of your eStore to friends.

➢ **Design the Store Catalog part**

For information about creating or editing a part, as well as the tabs on the Edit Part screen, see the *Website Design Guide*.

1. From the Design tab, under **Store Authorization**, enter the store ID number.

Note: The store ID is provided when you purchase the eStore customization. To group the Store QuickNav, Store Catalog, Store Main, and Store Administration parts, you enter the same store ID number for each part. If you purchase multiple eStores for your website, a unique store ID number is provided for each one.



2. Under **Navigation**, select web pages for links in your eStore. To select a web page, click **Click here to select a page** or **Change**. The Select a Page screen appears.

Tip: You should create the web pages for your eStore before the eStore parts. If you create the parts first, you will need to return to the Edit Part screen after you create the web pages to select the links for your eStore.

- In the **Admin Page Link** field, select the web page with the Store Administration part.

- In the **Store Page Link** field, select the web page with the Store QuickNav, Store Catalog, and Store Main parts.
- In the **Login Page Link** field, select the web page with the User Login part.
- In the **Gift Card Page Link** field, select the web page where users can download gift cards.

Note: The link to a gift card page is optional and only appears in the Store QuickNav part. If you do not use gift cards, you can leave this field blank. You can also hide the gift card page link from the Element Visibility tab of the eStore Administration page.

3. Click **Save**. You return to *Parts*.

Note: You edit of the Store Catalog part after you link it to the Store Administration part. On the Categories tab of the Store Administration part, you can manage categories and subcategories.

Store Main Part

With the Store Main part, website users can view the information in your eStore. When a user selects a category in the Store Catalog part, the items in the category appear in the Store Main part. The list of items includes product images, display names, prices, abridged item descriptions, and links to add items to the shopping cart. To view an unabridged item description, users can click the product image, display name, or a link under the abridged description. When users first arrive at the eStore, the Store Main part displays a default category. Users can access this default category from a link in the Store QuickNav part.

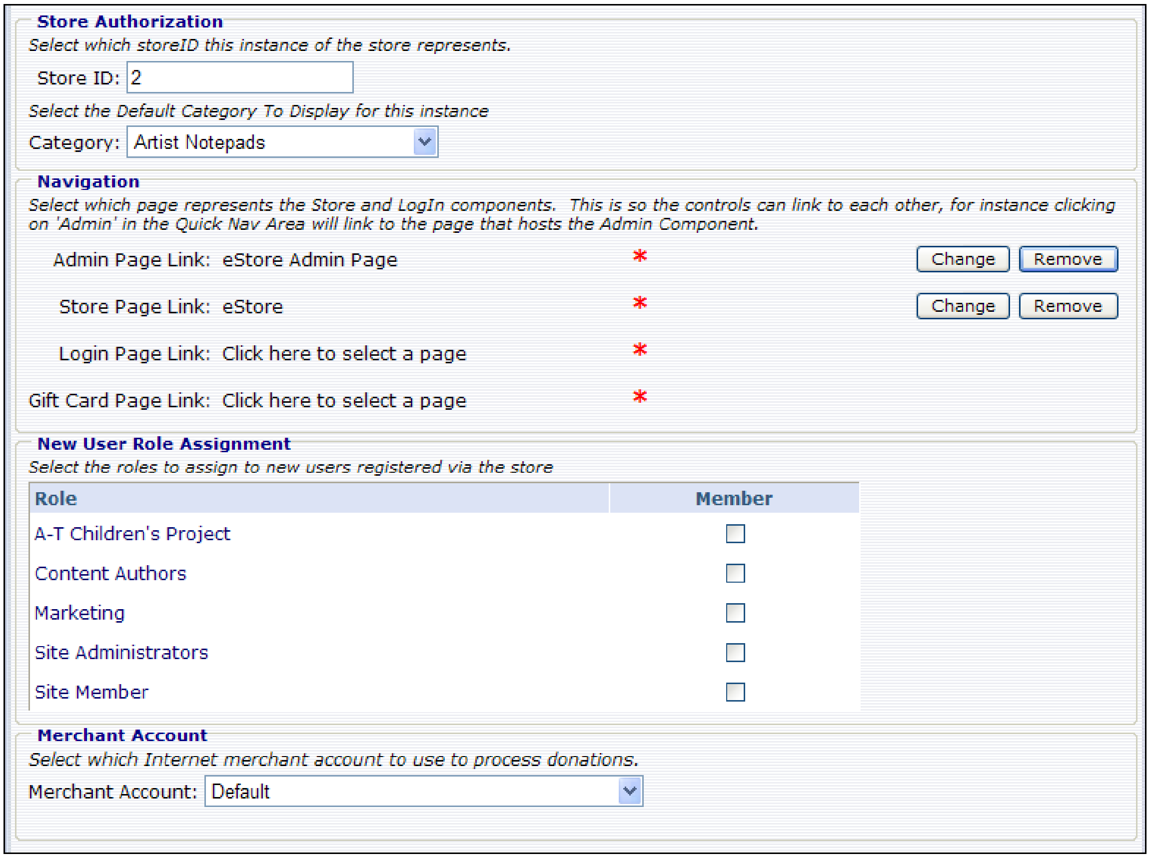
In addition to categories, the Store Main part can display search results, the shopping cart, and checkout information.

➢ **Design the Store Main part**

For information about creating or editing a part, as well as the tabs on the Edit Part screen, see the *Website Design Guide*.

1. From the Design tab, under **Store Authorization**, enter the store ID number.

Note: The store ID is provided when you purchase the eStore customization. To group the Store QuickNav, Store Catalog, Store Main, and Store Administration parts, you enter the same store ID number for each part. If you purchase multiple eStores for your website, a unique store ID number is provided for each one.



2. In the **Category** field, select a default category to display in the Store Main part. You add categories on the Categories tab of the Store Administration part.
3. Under **Navigation**, select web pages for links in your eStore. To select a web page, click **Click here to select a page** or **Change**. The Select a Page screen appears.

Tip: You should create the web pages for your eStore before the eStore parts. If you create the parts first, you will need to return to the Edit Part screen after you create the web pages to select the links for your eStore.

- In the **Admin Page Link** field, select the web page with the Store Administration part.
- In the **Store Page Link** field, select the web page with the Store QuickNav, Store Catalog, and Store Main parts.
- In the **Login Page Link** field, select the web page with the User Login part.
- In the **Gift Card Page Link** field, select the web page where users can download gift cards.

Note: The link to a gift card page is optional and only appears in the Store QuickNav part. If you do not use gift cards, you can leave this field blank. You can also hide the gift card page link from the Element Visibility tab of the eStore Administration page.

4. Under **New User Role Assignment**, select the roles to assign to new users who register through the eStore.
5. Under **Merchant Account**, select the merchant account to use to process credit card transactions received through the eStore, such as your organization's IATS account. The system administrator sets up merchant accounts in *Administration*. For more information, see the *Administration Guide*.
6. Click **Save**. You return to *Parts*.

Note: You edit the items that appear in the Store Main part after you link it to the Store Administration part. On the Categories tab, you can manage categories and subcategories. On the Inventory tab, you can manage items in the categories.

Store Administration Part

With the Store Administration part, you can configure and maintain your eStore. On eStore Administration page, a series of 11 tabs appears. Twelve additional tabs under the Inventory tab and Configuration tabs, and much of the eStore administration is handled on these tabs. On the Inventory tab, you manage items in your eStore. On the Configuration tab, you configure settings for the eStore. You also use eStore Administration tabs to configure the Store QuickNav, Store Catalog, and Store Main parts. Blue in-line help appears throughout the tabs to explain fields, checkboxes, and other items.

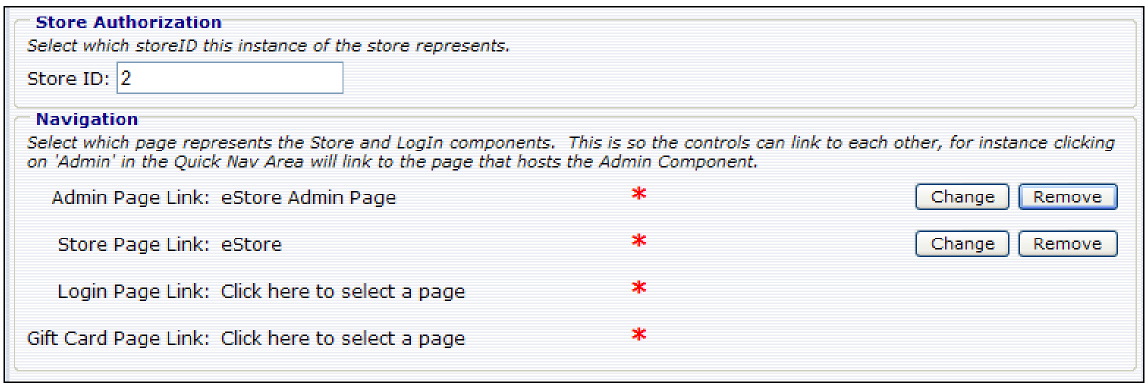
Note: To access the eStore Administration page, website users must have supervisor rights. To allow users who are not supervisors to administer the eStore, you can create a role that allows them to act as eStore administrators but does not provide supervisor rights elsewhere on your website. Name this case-sensitive and spacing-sensitive role "NCCS Custom Store Admin."

➢ Design the Store Administration part

For information about creating or editing a part, as well as the tabs on the Edit Part screen, see the *Website Design Guide*.

1. From the Design tab, under **Store Authorization**, enter the store ID number.

Note: The store ID is provided when you purchase the eStore customization. To group the Store QuickNav, Store Catalog, Store Main, and Store Administration parts, you enter the same store ID number for each part. If you purchase multiple eStores for your website, a unique store ID number is provided for each one.



2. Under **Navigation**, select web pages for links in your eStore. To select a web page, click **Click here to select a page** or **Change**. The Select a Page screen appears.

Tip: You should create the web pages for your eStore before the eStore parts. If you create the parts first, you will need to return to the Edit Part screen after you create the web pages to select the links for your eStore.

- In the **Admin Page Link** field, select the web page with the Store Administration part.
- In the **Store Page Link** field, select the web page with the Store QuickNav, Store Catalog, and Store Main parts.
- In the **Login Page Link** field, select the web page with the User Login part.
- In the **Gift Card Page Link** field, select the web page where users can download gift cards.

Note: The link to a gift card page is optional and only appears in the Store QuickNav part. If you do not use gift cards, you can leave this field blank. You can also hide the gift card page link from the Element Visibility tab of the eStore Administration page.

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3. Click **Save**. You return to *Parts*.

Note: You configure the eStore after you place the Store Administration part on a web page and link it to the eStore page. You do not configure the eStore parts on the Edit Part screen as with other parts in Blackbaud NetCommunity. Instead, you use the tabs on the eStore Administration page to configure and maintain your eStore.

Inventory Tab

On the Inventory tab, you can manage items in your eStore. When you select the Inventory tab, the list of items in your eStore appears with the product ID numbers, model names, prices, inventory numbers, Stock Keeping Unit numbers, whether items are active, and thumbnail images. To edit an item, select it in the list and click **Edit**. To add an item, click **Add Product** at the end of the list.

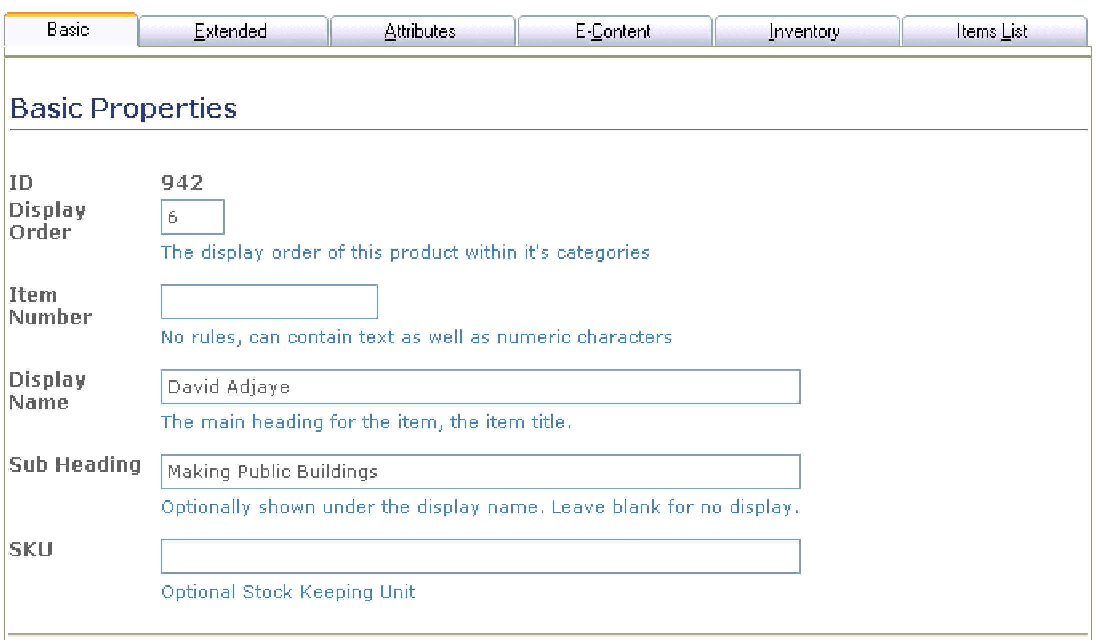
On the Product Administration tabs that appear under the Inventory tab, you manage the properties for items in your eStore.

Basic Tab

On the Basic tab, you can add and edit basic information such as display name, product image, price, and description to an item in your eStore.

➢ **Manage basic properties for an item in the eStore**

1. On the eStore Administration page, select the Inventory tab. If your eStore contains items, a list appears.
2. To add an item, click **Add Product**. To edit an item, select it and click **Edit**. The Product Administration tabs appear.
3. On the Basic tab, enter properties for the item. The Store Administration part assigns an ID number. When you edit an item, the ID number appears in the **ID** field.



4. In the **Display Order** field, enter where to display the item within its category. For example, to display an item first in the list, enter "1."

Note: If you do not enter a display order, the item appears in alphabetical order. If you enter the same number for multiple items, those items appear in alphabetical order.

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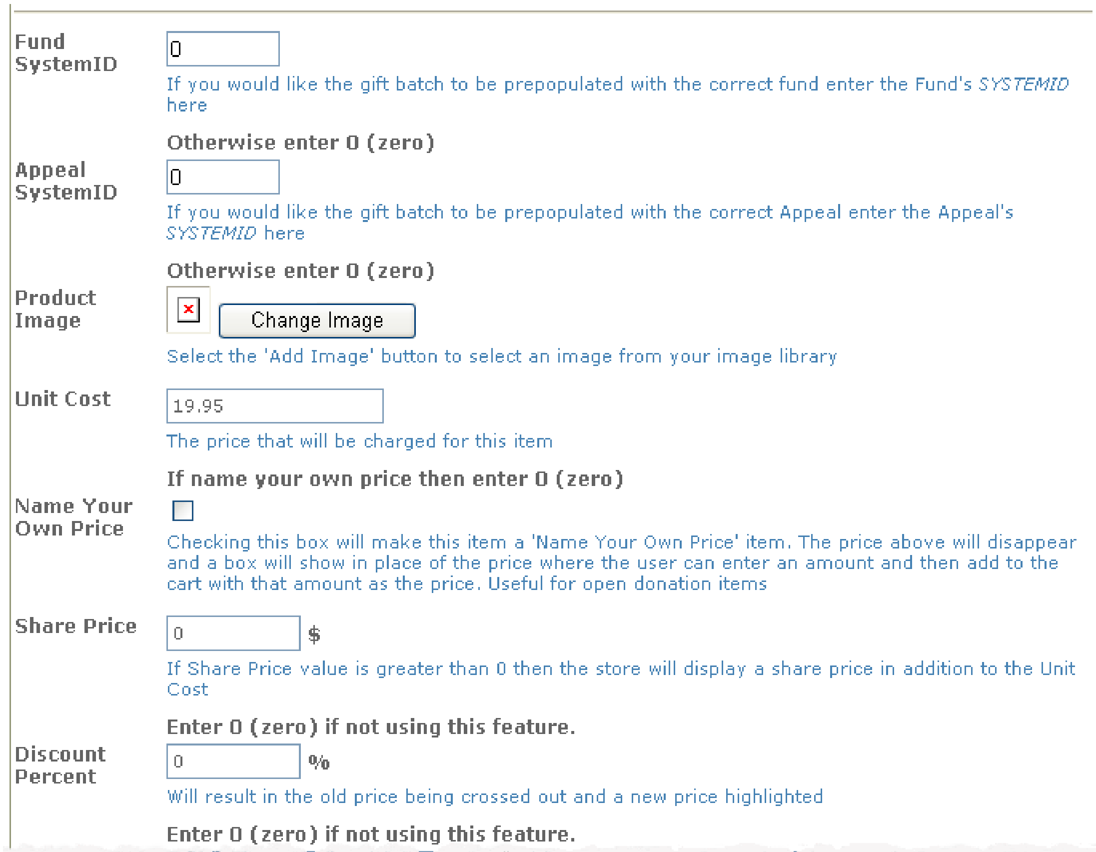
5. In the **Item Number** field, enter a number to identify the item. You can use letters and numbers.
6. In the **Display Name** field, enter the main heading for the item. When the item appears in a category in the Store Main part, the display name provides a link to the product description page.
7. In the **Sub Heading** field, enter any additional description to appear under the display name.
8. In the **SKU** field, enter a Stock Keeping Unit. The SKU is a unique identifier used by merchants to track products and services.

9. In the **Add To Category** field, select a category for the item and click **Add Selected Category**. To include an item in multiple categories, repeat this step as necessary. The item appears in the Store Main part under the categories you select. For information about how to add categories to your eStore, see "Categories Tab" on page 19.

10. In the **Current Categories** field, the item's categories appear. To remove an item from a category, click **Remove Item From This Category**.



11. In the **Fund SystemID** field, enter a system ID for a fund. When you enter a system ID, the program enters the fund in gift batches you download to The Raiser's Edge. If you do not want to associate the item with a fund, enter "0."

12. In the **Appeal SystemID** field, enter a system ID for an appeal. When you enter a system ID, the program enters the appeal in gift batches you download to The Raiser's Edge. If you do not want to associate the item with a fund, enter "0."

Tip: In the **Fund SystemID** and **Appeal SystemID** fields, be sure to enter system IDs, not fund IDs or appeal IDs. The system ID is a number, not a text string. To find it, open the fund or appeal in The Raiser's Edge. On the menu bar, select **File**, **Properties**. The system ID appears in the **System Record ID** field.

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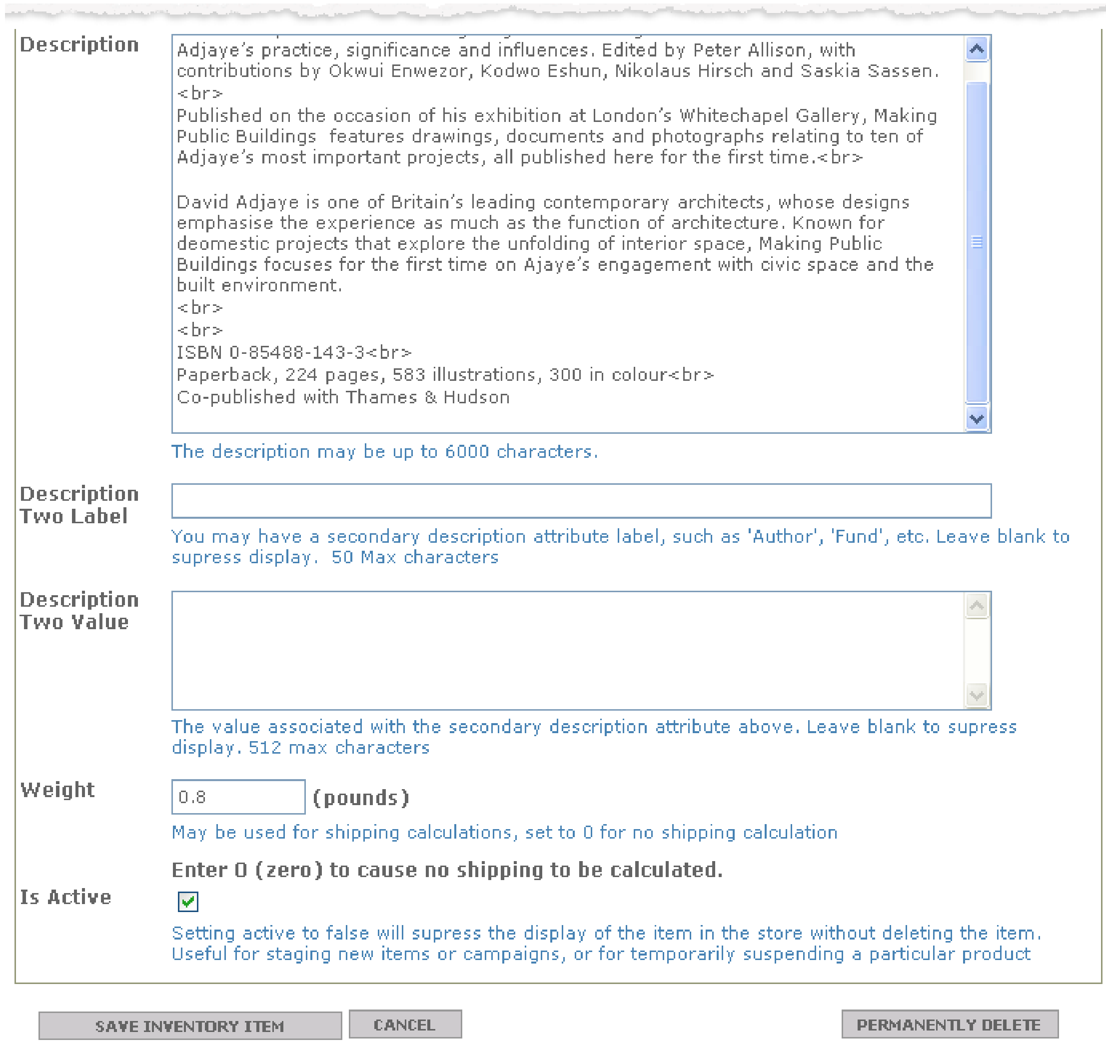
13. In the **Product Image** field, click **Add Image** to include an image with the item. To replace the image, click **Change Image**. When the item appears in a category in the Store Main part, the image provides a link to the product description page.

14. In the **Unit Cost** field, enter the price for the item.

15. To allow website users to decide how much to pay for the item, select **Name Your Own Price** and enter "0" in the **Unit Cost** field. When the item appears in a category in the Store Main part, a field appears for users to enter their price.

16. In the **Share Price** field, enter the price for users to pay for a portion of the item. For example, if your eStore includes sponsorships, you can allow users to sponsor a portion of an item.
17. In the **Discount Percent** field, enter a discount percentage to indicate that an item's price is marked down. When you enter a discount, the unit cost price appears in the eStore with a line through it, and the discounted price is highlighted.



18. In the **Description** box, enter information to appear on the product description page. An abbreviated description appears with the category listing in the Store Main part. On the Basic tab under the Configuration tab, you set a character length for the abbreviated description.
19. In the **Description Two Label** field, enter a heading for any secondary description to appear on the product description page. For example, if the item is a book, you can enter "Author." Then in the **Description Two Value** box, you can enter a description of the author.
20. In the **Description Two Value** box, enter a secondary description.
21. In the **Weight** field, enter the item's weight. The program uses the weight to calculate shipping costs on the Shipping tab. If you enter "0," the program does not calculate shipping.

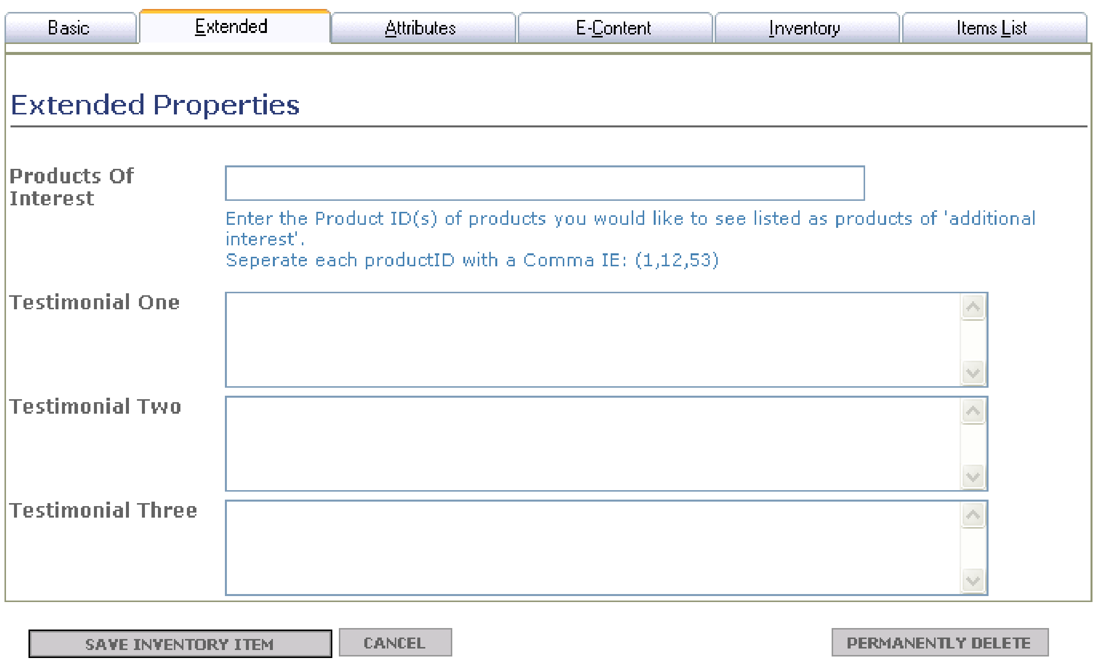
22. To include the item on your eStore, select **Is Active**. To suspend an item but not delete it, clear this checkbox. For example, if your eStore includes seasonal items, you can clear the checkbox to remove an item during the offseason. You can also use this checkbox to temporarily hide an item that is out of stock.
23. Click **Save Inventory Item**. Above the tab, a "Product Updated" message appears.

Extended Tab

On the Extended tab, you can add links from the product description page to other items in your eStore. You can also include testimonials to endorse the item.

➢ **Manage testimonials and links to related items**

1. On the eStore Administration page, select the Inventory tab. If your eStore contains items, a list appears.
2. To add an item, click **Add Product**. To edit an item, select it and click **Edit**. The Product Administration tabs appear.
3. On the Extended tab, enter product links and testimonials.



4. In the **Products Of Interest** field, enter product ID numbers for related products. Separate items with commas. On the product description page, product images, display names, and prices appear along with links to add the related items to the shopping cart. The images and display names act as links to product description pages.
5. In the **Testimonial One**, **Testimonial Two**, and **Testimonial Three** boxes, enter testimonials to include with the item. On the Basic tab under the Configuration tab, you select where to display testimonials. You can display testimonials in the Store QuickNav part, in a Testimonials section on the product description page, or both.
6. Click **Save Inventory Item**. Above the tab, a "Product Updated" message appears.

Attributes Tab

On the Attributes tab, you can create attribute templates and apply them to an item in your eStore. On the product description page, the attribute appears as a drop-down menu, checkbox, or text field. For example, you can add a color attribute as a drop-down list to allow users to select a color. When a user selects an attribute, it appears alongside the item in the shopping cart.

You can download eStore attributes to The Raiser's Edge in gift batches, but attributes do not map directly to existing attributes. You create an ItemAttributes attribute in The Raiser's Edge to map to an eStore item's attributes. If an item has multiple eStore attributes, the attribute names and values appear as a single text string under ItemAttributes. For example, an item with color, size, and engraving attributes in the eStore would download as "Color: red; Size: medium; Engraving: July 4, 2008." For more about how to download attributes to The Raiser's Edge, see "eStore in The Raiser's Edge" on page 39.

➢ **Manage attributes for an item**

1. On the eStore Administration page, select the Inventory tab. If your eStore contains items, a list appears.
2. To add an item, click **Add Product**. To edit an item, select it and click **Edit**. The Product Administration tabs appear.

3. On the Attributes tab, add attributes to an item or create attribute templates.

4. Under **Load Attributes**, you can select an attribute template. In the **Load this list from a template** field, select the template and click **Load**.
5. Under **Define Attributes**, you can edit or create an attribute template. To save a template, click **Save As Template**.
6. In the **Attribute Name** field, enter a name for the attribute.
7. In the **Selection Type** field, select how to display the attribute choices in the eStore.
   - To display a drop-down list, select “Single Selection List.” For example, for a color attribute, users can select a color from the drop-down list.

- To display a series of checkboxes, select “Multi-Select.” For example, for a size attribute, a user can select a checkbox for height and another checkbox for width.
- To display a text field, select “User Input.” For example, for an engraving attribute, users can enter text to be engraved.

8. In the **Description** field, enter text to appear with the attribute on the product description page. For example, for a color attribute, enter “Select a color.”
9. Under **Selections**, enter the attribute choices. For example, for a color attribute, enter the available colors for an item. In the **Selection Name** field, enter an attribute choice. In the **Price Adjustment** field, enter any change to the item’s price if the attribute is added. To add the attribute choice, click **Add**. The choice appears in the grid.
10. To add the attribute to the item, click **Add Attribute To Inventory Item**. Above the tab, an “Attribute added” message appears and the attribute appears in the **Current Attributes for this Item** grid. To remove an attribute, click **Delete**.
11. To add additional attributes, repeat steps 6 through 11.

Tip: After you add an attribute template, you cannot delete it. You can edit the selection type, description, or selections and click **Save As Template** to overwrite the existing template, but if you change the attribute name and click **Save As Template**, you create a new template.

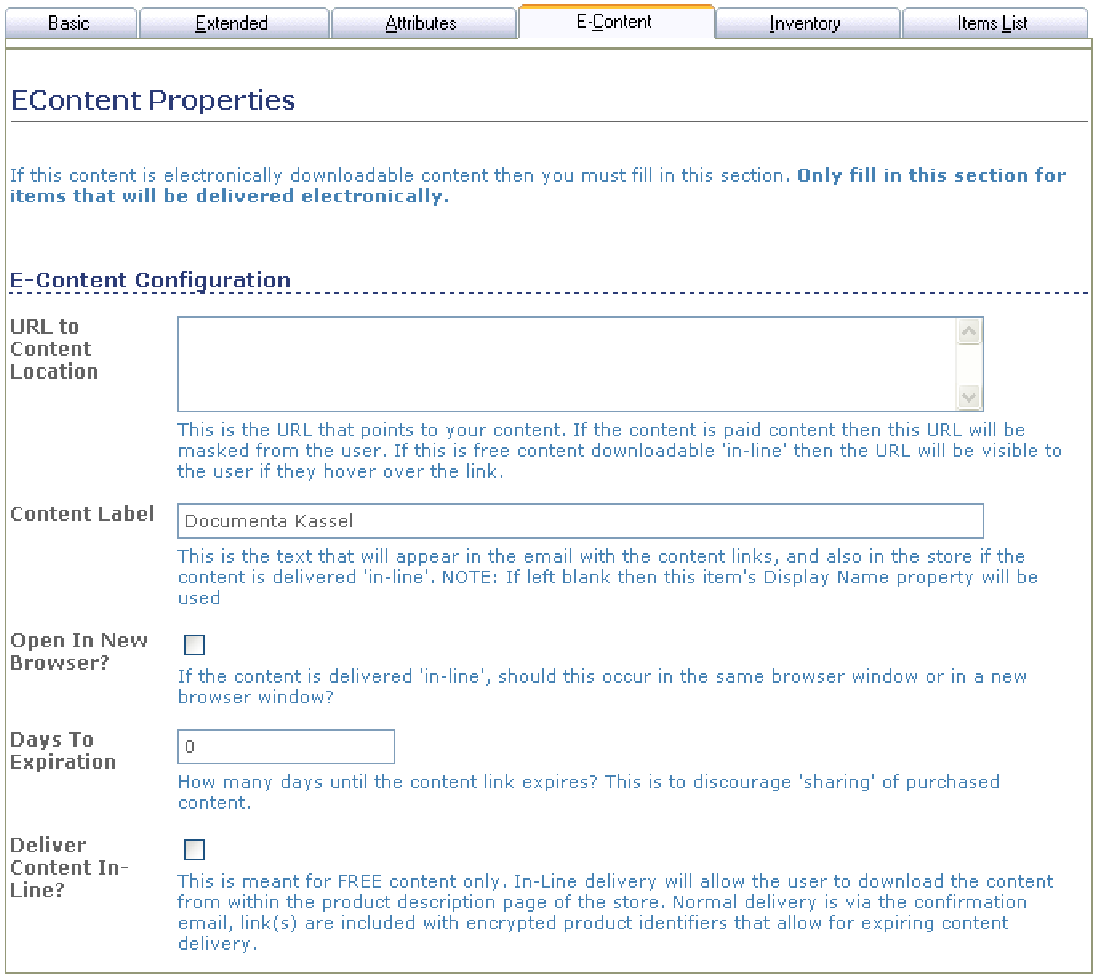
E-Content Tab

On the E-Content tab, you can configure properties and enter information to apply to items in your eStore that will be delivered electronically.

➢ **Manage properties for an item that is delivered electronically**

1. On the eStore Administration page, select the Inventory tab. If your eStore contains items, a list appears.
2. To add an item, click **Add Product**. To edit an item, select it and click **Edit**. The Product Administration tabs appear.

3. On the E-Content tab, enter properties for an item that is delivered electronically.



4. In the **URL to Content Location** box, enter the URL for the item.
5. In the **Content Label** field, enter the text to appear in the link. The user clicks this text to access the URL from the **URL to Content Location** field.
6. To open the URL in a separate window, select **Open in New Browser?**
7. In the **Days To Expiration** field, enter the number of days to maintain the link.
8. To allow website users to download the item for free from the product description page, select **Deliver Content In-Line?**
9. Click **Save Inventory Item**. Above the tab, a “Product Updated” message appears.

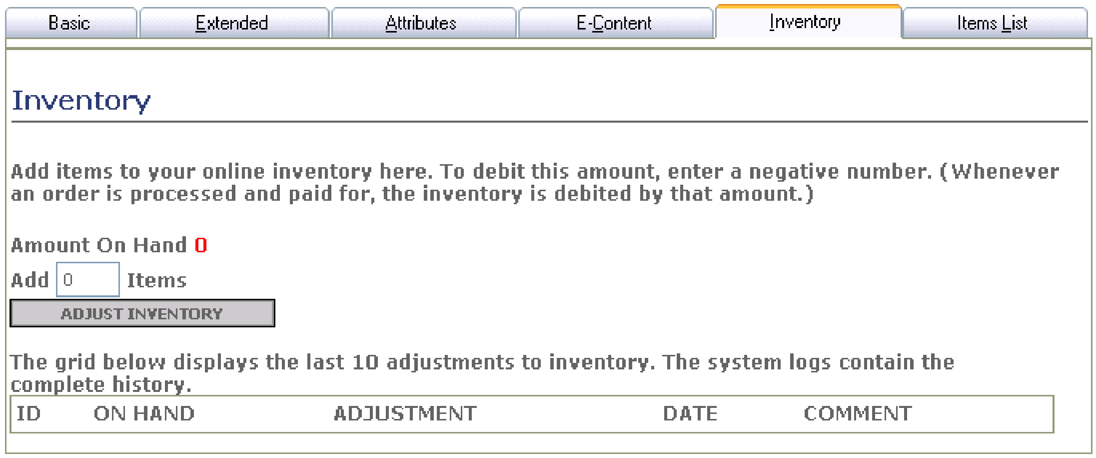
Inventory Tab

On the Inventory tab, you can manage inventory numbers for items in your eStore.

➢ Manage inventory for an item

1. On the eStore Administration page, select the Inventory tab. If your eStore contains items, a list appears.

2. To add an item, click **Add Product**. To edit an item, select it and click **Edit**. The Product Administration tabs appear.
3. On the Inventory tab, enter inventory numbers for an item.



4. In the **Add [] Items** field, enter the quantity to add to your inventory and click **Adjust Inventory**. To subtract from the inventory, enter a negative number.

Items List Tab

To return to the list of items in your eStore, select the Items List tab. The Inventory tab appears with a list of items and their product ID numbers, model names, prices, inventory numbers, Stock Keeping Unit numbers, active status, and thumbnail images. From this tab, you can manage items to your eStore.

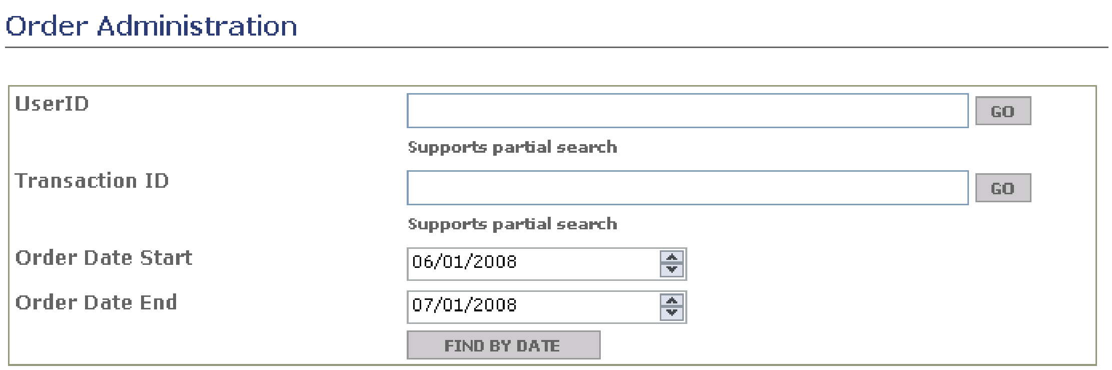
Orders Tab

On the Orders tab, you can manage orders placed in your eStore. From this tab, you can search for orders, view information about orders, edit shipping information, and mark orders as shipped.

Note: You can also use The Raiser's Edge to mark orders as shipped. To do this, create a gift attribute called Shipped in The Raiser's Edge to indicate whether an item has been shipped. After gift batches are downloaded from your eStore, create a query to search for all gifts that have the attributes downloaded from the eStore but do not have the Shipped gift attribute. When you ship items, add the Shipped gift attribute in The Raiser's Edge to indicate the shipping status.

➢ Manage an order

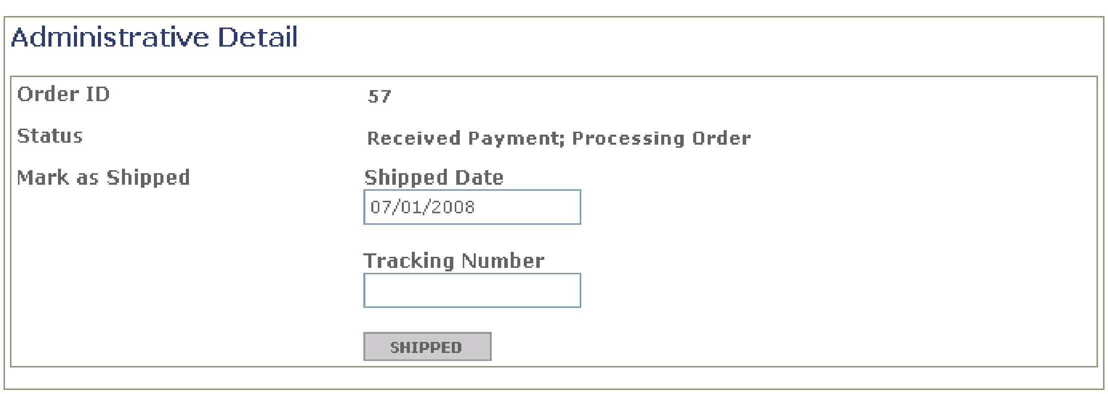
1. On the eStore Administration page, select the Orders tab.



2. Under **Order Administration**, enter the search criteria to locate an order.
   - To search by user, enter a user ID number in the **UserID** field and click **Go**.
   - To search by transaction, enter a transaction ID number in the **Transaction ID** field and click **Go**.
   - To search by date, enter a start date and end date in the **Order Date Start** and **Order Date End** fields, and click **Find By Date**.

   A grid appears with any search results.

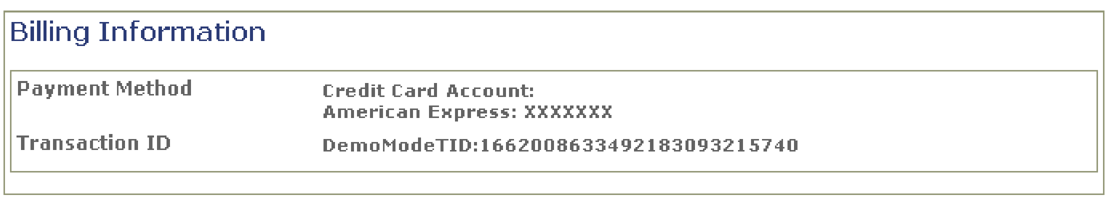
3. To manage an order, select it in the search results grid and click **View**. Information about the order appears.



4. Under **Administrative Detail**, the program displays the order ID number and the status of the order. If the item has been shipped, enter the date in the **Shipped Date** field and enter the tracking number in the **Tracking Number** field. To update the order, click **Shipped**.

5. Under **Order Details**, information about the item appears, including item number, name, quantity, price, taxes, and shipping charges.

6. Under **Shipping Information**, the program displays the user's address and the shipping method. To change the shipping address, edit the address in the **Shipping Address** box and click **Update**.



7. Under **Billing Information**, the payment method and transaction ID number appear.

Categories Tab

On the Categories tab, you can manage categories for your eStore. From this tab, you can create categories to organize the items in your eStore. For example, you can create categories for books and clothing to organize related products in your eStore. When you add a book to your eStore, you place it in the books category, and when you add a hat or T-shirt, you place it in the Clothing category. When a website user selects a category in the Store Catalog part, the items in the category appear in the Store Main part.

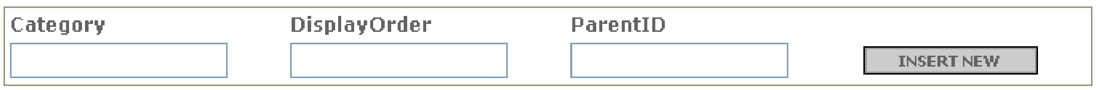
➢ **Manage eStore categories**

1. On the eStore Administration page, select the Categories tab. Under **Product Categories**, your eStore categories appear. From this grid, you can edit and delete categories.

Product Categories

		CATEGORYID	CATEGORY NAME	DISPLAY ORDER	PARENT CATEGORY ID
Edit	Delete	12	Editions	1	-1
Edit	Delete	13	Whitechapel Gift	2	-1
Edit	Delete	16	Publications	3	-1
Edit	Delete	14	Documents of Contemporary Art	4	-1
Edit	Delete	18	Artist Notepads	5	-1
					1

Add Category



2. Under **Add a Category**, in the **Category** field, enter a category name.
3. In the **DisplayOrder** field, enter the order to display the category. For example, to display a category first in the list, enter “1.”
4. In the **ParentID** field, enter the ID number for the parent category.
   - To create a top-level category, leave this field blank. In the **Product Categories** grid, “-1” appears in the **Parent Category ID** column.
   - To create a subcategory, enter the parent category’s ID number. This number appears in the **CategoryID** column. On the Store Catalog part, subcategories are indicated by an ellipses at the end of the category name.
5. To add the category, click **Insert New**. The category appears in the grid. To edit a category, click **Edit** in the grid. To delete a category, click **Delete**.

Configuration Tab

On the Configuration tab, you can configure your eStore and manage store settings. When you select the Configuration tab, the Store Configuration tabs appears.

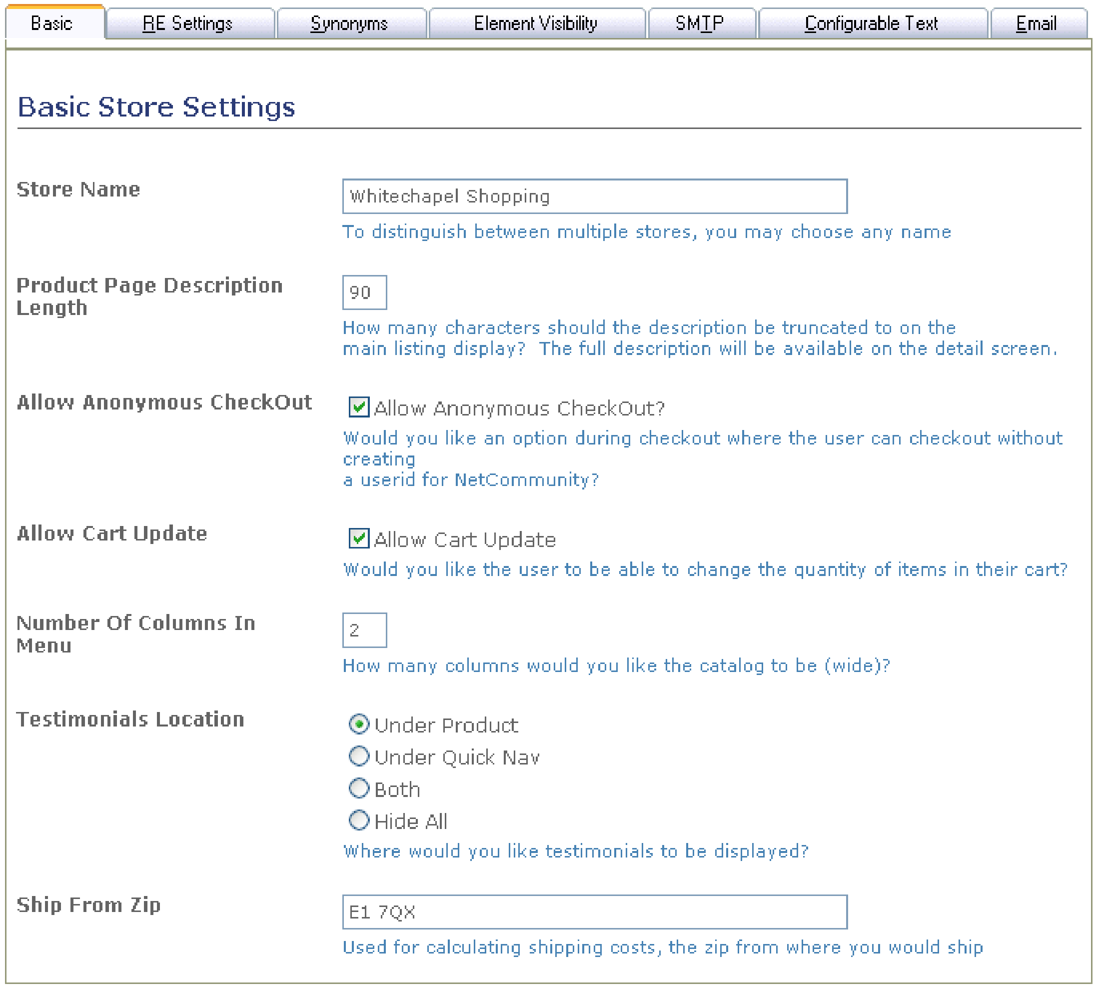
Basic Tab

On the Basic tab, you can enter basic store settings such as page name, character count for product descriptions, and where to display testimonials.

➢ **Manage basic eStore settings**

1. On the eStore Administration page, select the Configuration tab. The Store Configuration tabs appear.

2. On the Basic tab, enter basic settings for your eStore.



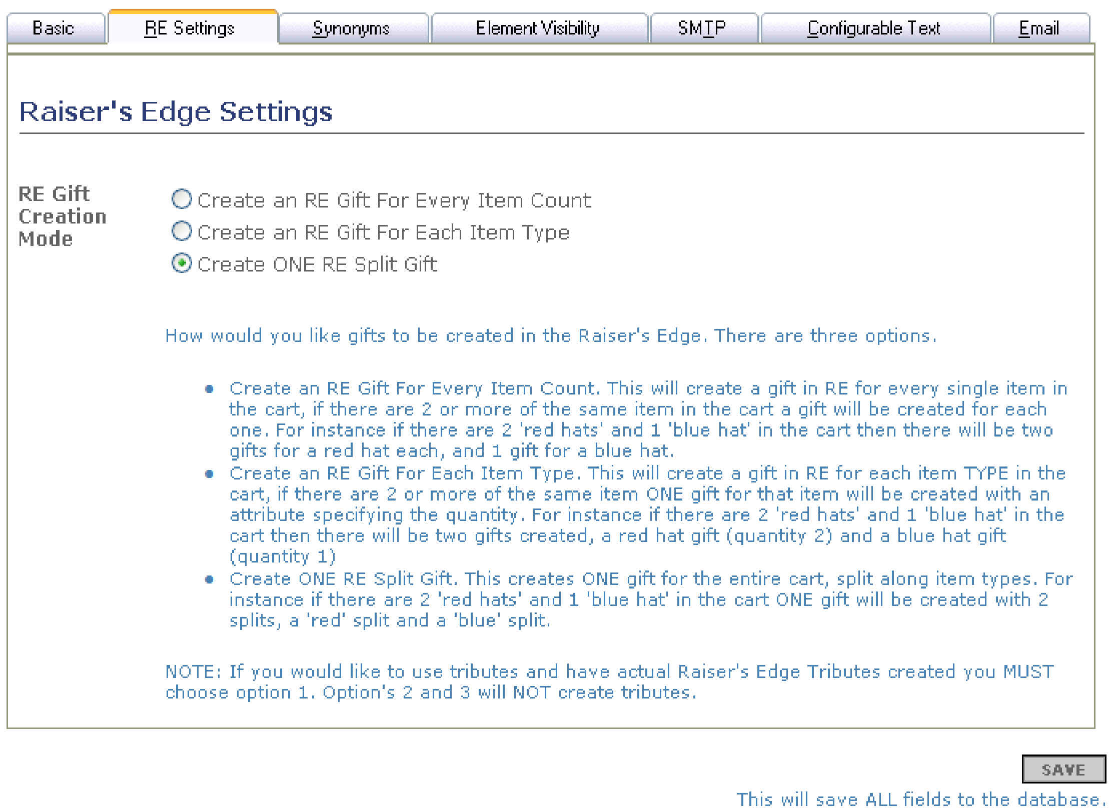
3. In the **Store Name** field, enter a store name.
4. In the **Product Page Description Length** field, enter a character limit to abbreviate product descriptions on the Store Main part. Complete descriptions appear on product description pages.
5. To allow website users to pay for items without registering with your website, mark **Allow Anonymous Checkout**.
6. To include a text field in the **Quantity** column of the shopping cart to let website users change the quantity of items, mark **Allow Cart Update**.
7. In the **Number Of Columns In Menu** field, enter the number of columns for categories in the Store Catalog part. For example, if you enter “3,” the categories you create on the Categories tab appear in three columns in the Store Catalog part.
8. In the **Testimonials Location** field, select where to display testimonials for products. You can display testimonials at the bottom of the Store QuickNav part, in a Testimonials section at the bottom of the product description page, or both. You enter testimonials on the Extended tab under the Inventory tab.
9. In the **Ship From Zip** field, enter your ZIP Code to calculate shipping costs on the Shipping tab.
10. Click **Save**. Above the tab, a “Configuration Updated” message appears.

RE Settings Tab

On the RE Settings tab, you can select a setting for gift records in The Raiser’s Edge. The setting determines whether to create a gift record in The Raiser’s Edge for each item a user purchases, each item type, or each purchase.

➢ Manage settings to create gifts in The Raiser’s Edge

1. On the eStore Administration page, select the Configuration tab. The Store Configuration tabs appear.
2. On the RE Settings tab, select settings to create gifts in The Raiser’s Edge.



- To create a gift record in The Raiser’s Edge for each item a user purchases, select **Create an RE Gift For Every Item Count**.
- To create a gift record in The Raiser’s Edge for each type of item a user purchases, select **Create an RE Gift For Each Item Type**. When you select this, a single gift record is created when a user buys multiple copies of a single item type.
- To create a split gift record in The Raiser’s Edge for all the items that a user purchases, select **Create ONE RE Split Gift**.

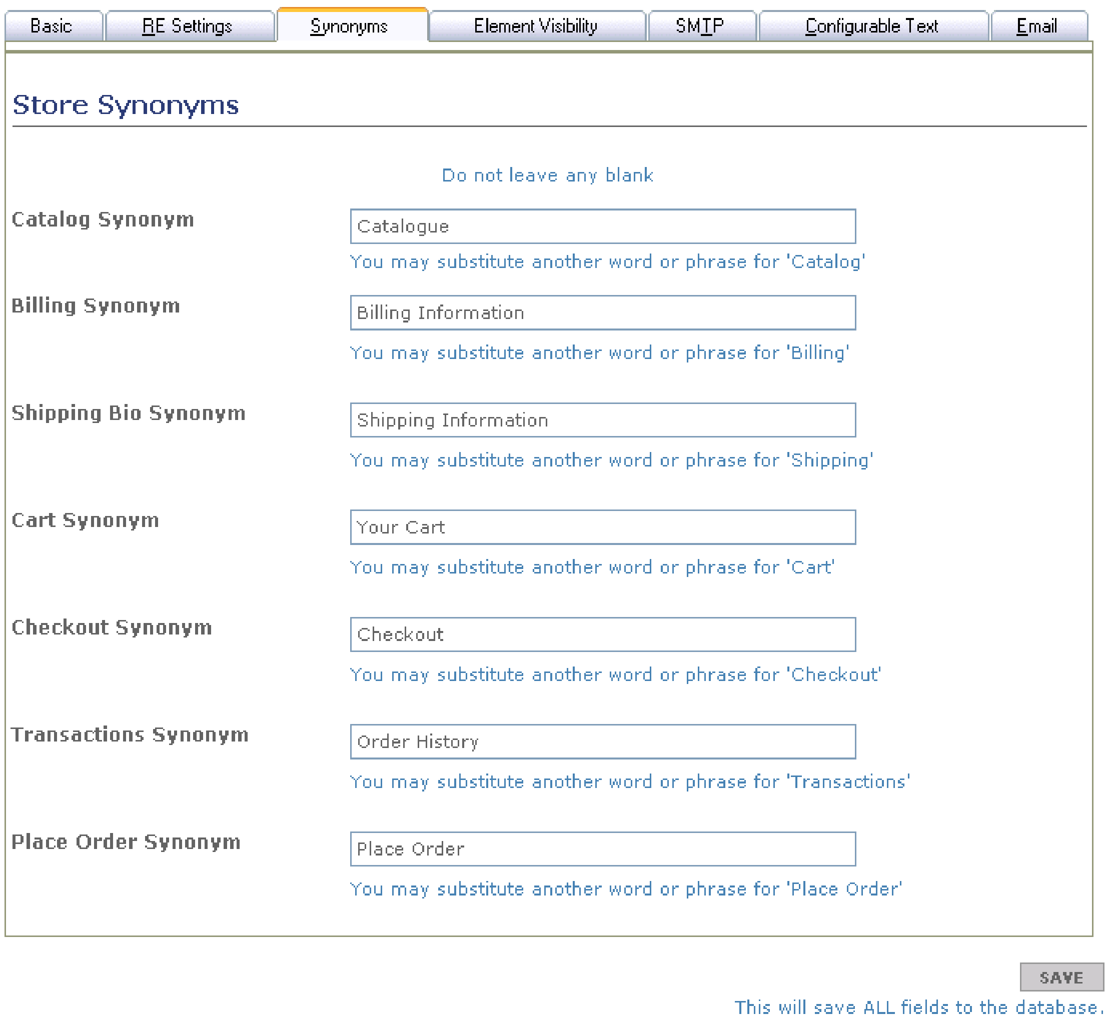
3. Click **Save**. Above the tab, a “Configuration Updated” message appears.

Synonyms Tab

On the Synonyms tab, you can customize links to various sections of the eStore. The text you enter on this tab is used in links to sections such the shopping cart and checkout screen.

➤ **Manage text for eStore links**

1. On the eStore Administration page, select the Configuration tab. The Store Configuration tabs appear.
2. On the Synonyms tab, enter text for links in your eStore. An entry is required in each field.



3. In the **Catalog Synonym** field, enter text for the link in the Store QuickNav part to the default category of the Store Main part. This text also appears on the button in the shopping cart. You select the default category on the Edit Part screen for the Store Main part.
4. In the **Billing Synonym** field, enter text for the checkout screen that collects payment information from website users. This text also appears as a link on the checkout screens.
5. In the **Shipping Bio Synonym** field, enter text for the checkout screen that collects shipping information from website users. This text also appears as a link on the checkout screens.

6. In the **Cart Synonym** field, enter text for the links in the Store QuickNav part to the shopping cart. This text also appears in the “Add To” link that appears with each item in the eStore.
7. In the **Checkout Synonym** field, enter text for the link in the Store QuickNav part to the checkout screens. This text also appears in the button that appears in the shopping cart and on product description pages.

Note: When you enter a checkout synonym, keep in mind that “Now” appears after the checkout synonym in the link and buttons on your eStore.

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8. In the **Transactions Synonym** field, enter text the link in the Store QuickNav part to order histories. This link only appears for website users who have placed orders.
9. In the **Place Order Synonym** field, enter text for the button to place an order on the checkout confirmation screen.
10. Click **Save**. Above the tab, a “Configuration Updated” message appears.

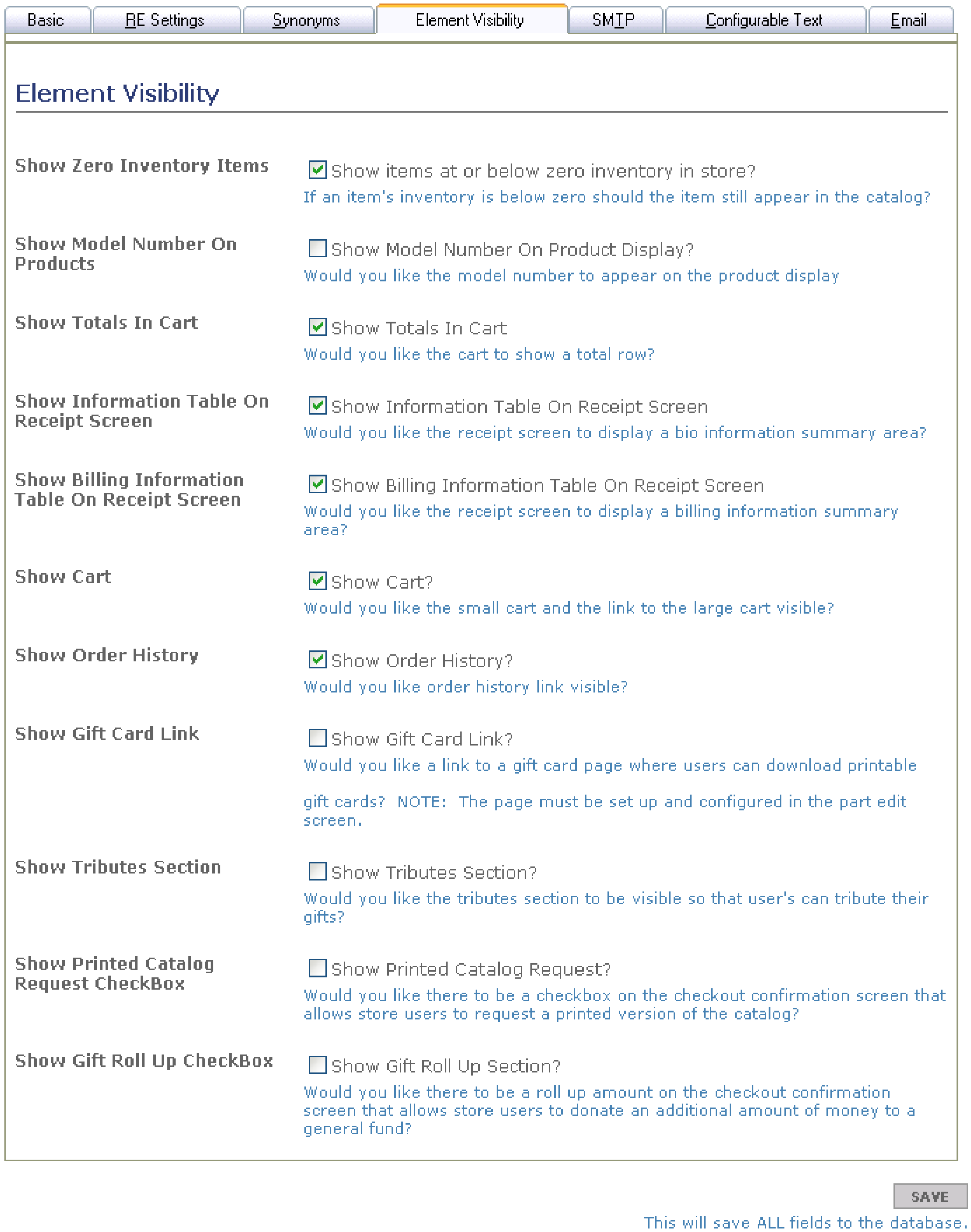
Element Visibility Tab

On the Element Visibility tab, you can select whether to display page elements in your eStore. When you select the items on this tab, they appear in the eStore. When you clear items, they do not appear.

➢ **Display and hide page elements**

1. On the eStore Administration page, select the Configuration tab. The Store Configuration tabs appear.

2. On the Element Visibility tab, select whether to display or hide page elements in your eStore. To display an item, select the checkbox. To hide an item, clear the checkbox.



3. To display items in the eStore catalog even when the inventory is depleted, select **Show Zero Inventory**.

4. To display item numbers on the product description page and in catalog listings, select **Show Model Number On Products**. You enter item numbers on the Basic tab under the Inventory tab.

5. To display a row in the shopping cart with the total cost, select **Show Totals In Cart**.

6. To display biographical information about website users on the receipt screen, select **Show Information Table On Receipt Screen**.
7. To display billing information for website users on the receipt screen, select **Show Billing Information Table On Receipt Screen**.
8. To display a shopping cart summary and a link to the shopping cart in the Store QuickNav part, select **Show Cart**.
9. To display a link in the Store QuickNav part to order histories, select **Show Order History**.
10. To display a link in the Store QuickNav part to the gift card page for users to download printable gift cards, select **Show Gift Card Link**.
11. To display a tributes section for user's to make gifts as tributes, select **Show Tributes Section**. This feature requires the *Honor/Memorial Tracking* module in The Raiser's Edge.
12. To include a checkbox on the checkout confirmation screen for users to request a printed version of the eStore catalog, select **Show Printed Catalog Request CheckBox**.
13. To include a checkbox and text field on the checkout confirmation screen for users to add a donation to your General Fund when they check out, select **Show Gift Roll Up CheckBox**.
14. Click **Save**. Above the tab, a "Configuration Updated" message appears.

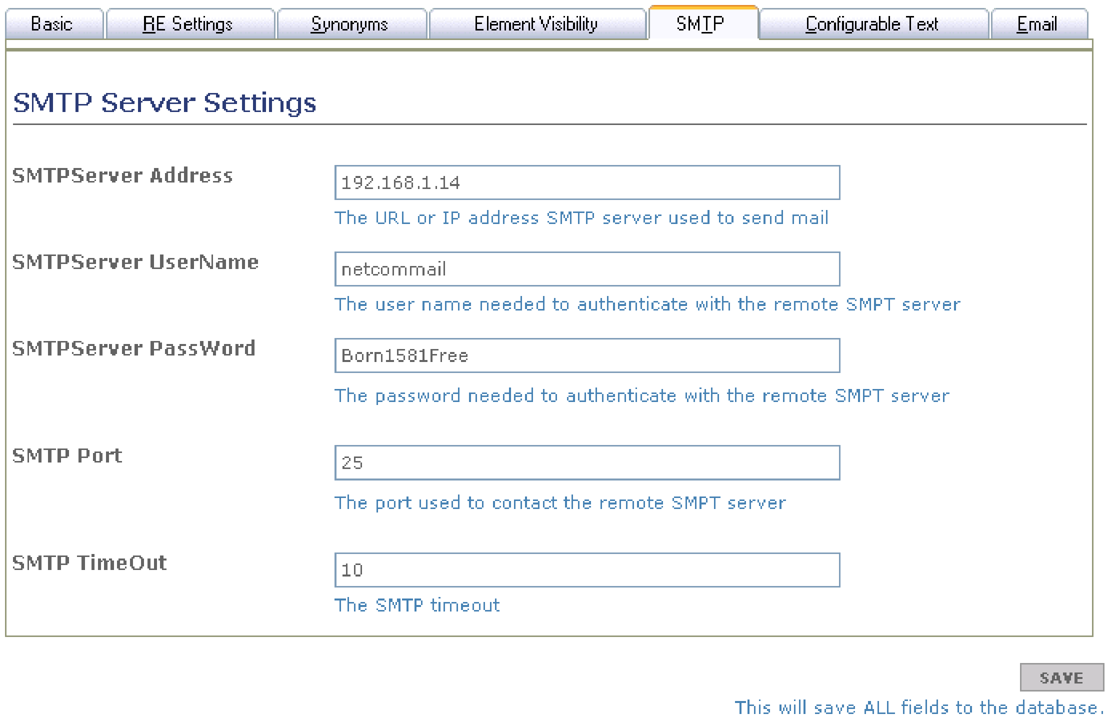
SMTP Tab

On the SMTP tab, you can enter settings for your SMTP server. SMTP, or Simple Mail Transfer Protocol, is a protocol used to send email messages between servers. Your SMTP settings allow you to send email messages from your eStore.

➢ **Manage SMTP server settings**

1. On the eStore Administration page, select the Configuration tab. The Store Configuration tabs appear.

2. On the SMTP tab, enter the settings for your SMTP server.



3. In the **SMTPServer Address** field, enter a URL or IP address for the SMTP server. The program uses this address to map the eStore to the SMTP server.
4. In the **SMTPServer UserName** field, enter a user name to authenticate the connection with the SMTP server.
5. In the **SMTPServer Password** field, enter password to authenticate the connection with the SMTP server.
6. In the **SMTP Port** field, enter the port number to use for the connection to the SMTP server. In the TCP/IP model, the designated port number for SMTP is 25.
7. In the **SMTP TimeOut** field, enter the time in seconds to wait before an SMTP connection times out. If the program cannot connect to the SMTP server, it will continue to try until this timeout is exceeded.
8. Click **Save**. Above the tab, a “Configuration Updated” message appears.

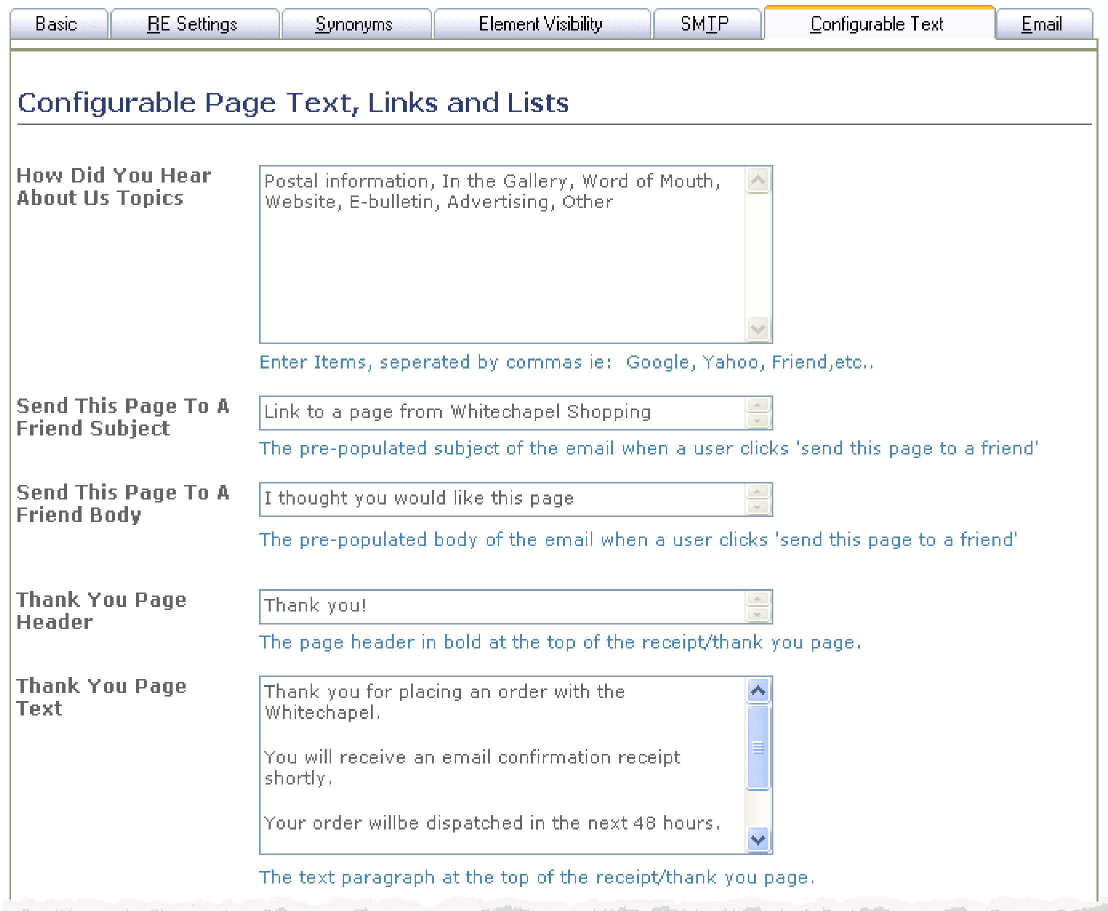
Configurable Text Tab

On the Configurable Text tab, you can edit text that appears on pages and fields in your eStore, as well as in email messages website users create when they send pages to friends.

➢ **Manage text for fields and messages**

1. On the eStore Administration page, select the Configuration tab. The Store Configuration tabs appear.

2. On the Configurable Text tab, enter text for various areas of the eStore.



3. In the **How Did You Hear About Us Topics** field, enter choices for website users to select how they heard about your organization. This field appears on the checkout screen where users enter shipping information.
4. In the **Send This Page To A Friend Subject** field, enter the subject for email messages that website users create when they click the link in the Store Catalog part to send URLs to friends.
5. In the **Send This Page To A Friend Body** field, enter the default email message that website users create when they click the link in the Store Catalog part to send URLs to friends.
6. In the **Thank You Page Header** field, enter the heading for the receipt/thank you page.
7. In the **Thank You Page Text** field, enter the message to display on the receipt/thank you page.
8. In the **Order Review Message** field, enter the message to appear before the order details on the checkout confirmation screen.
9. In the **Roll Up Caption** field, enter text for the checkbox and text field that solicit donations to your General Fund when website users check out. This text appears on the checkout confirmation screen only when you select **Show Gift Roll Up Section** on the Element Visibility tab.
10. In the **New User Login Screen Prompt** field, enter text for the first choice that appears when unknown website users attempt to check out. Users select this choice to create user IDs before they check out.

11. In the **Existing User Login Screen Prompt** field, enter text for the second choice that appears when unknown website users attempt to check out. Users select this option to enter their user IDs and passwords to continue.
12. In the **New User Login Screen Prompt** field, enter text for the third choice that appears when unknown website users attempt to check out. Users select this choice to check out without registering or logging in. This choice only appears if you select **Allow Anonymous CheckOut** on the Basic tab under the Configuration tab.
13. In the **Custom Text** field, enter text for custom eStore elements.
14. Click **Save**. Above the tab, a “Configuration Updated” message appears.

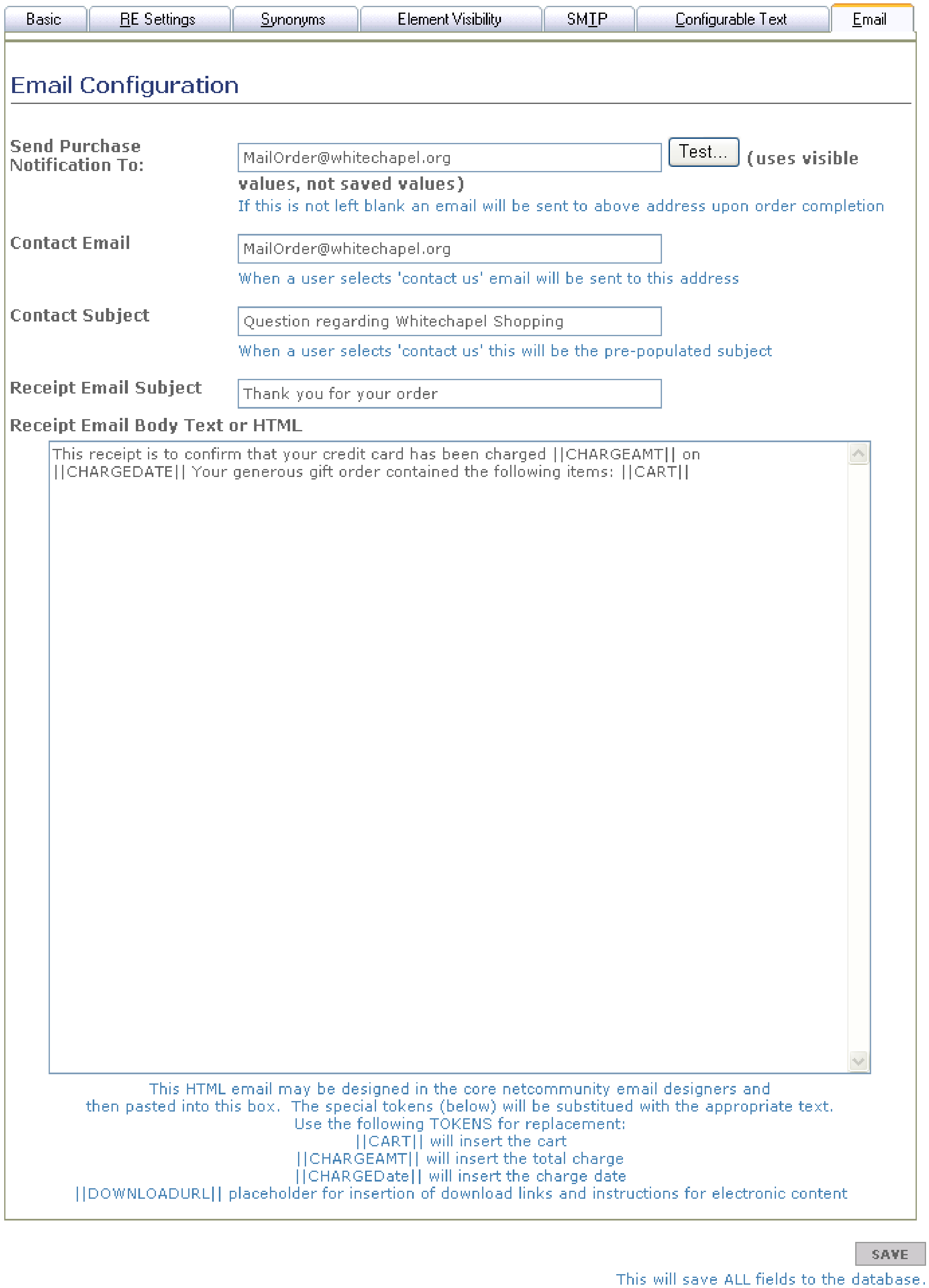
Email Tab

On the Email tab, you can configure email settings for notifications and for messages from eStore users who want to contact you.

➢ **Manage email settings**

1. On the eStore Administration page, select the Configuration tab. The Store Configuration tabs appear.

2. On the Email tab, enter email settings for notifications and messages from eStore users.



3. In the **Send Purchase Notification To** field, enter an email address to send notifications to when orders are completed. To make sure the program can use an email address, click **Test...**

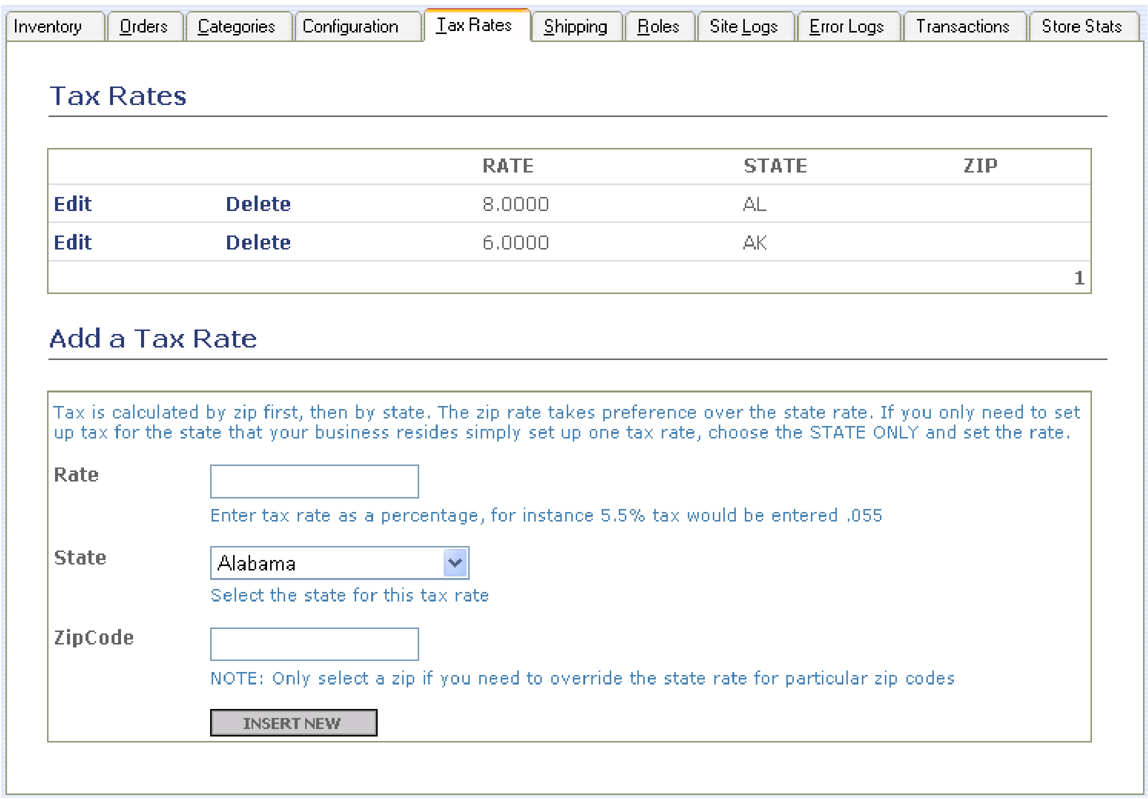
4. In the **Contact Email** field, enter an email address to receive contact messages when website users click the link in the Store QuickNav part to contact your organization.
5. In the **Contact Subject** field, enter the subject for email messages that website users create when they click the link in the Store QuickNav part to contact your organization.
6. In the **Receipt Email Subject** field, enter the subject for receipt email messages that users receive when they purchase items in the eStore.
7. In the **Receipt Email body Text or HTML** field, enter the receipt email message that website users receive when they purchase items in the eStore.
8. Click **Save**. Above the tab, a “Configuration Updated” message appears.

Tax Rates Tab

On the Tax Rates tab, you can enter tax rates for states and provinces to determine the tax rates to charge for items you sell in your eStore.

➤ **Manage tax rates**

1. On the eStore Administration page, select the Tax Rates tab.



2. In the **Rate** field, enter the tax rate as a percentage.
3. In the **State** field, select the state or province.
4. In the **ZipCode** field, enter the ZIP Code. To apply a tax rate to an entire state or province, leave this field empty.
5. Click **Insert New**. The tax rate entry appears in the **Tax Rates** grid.

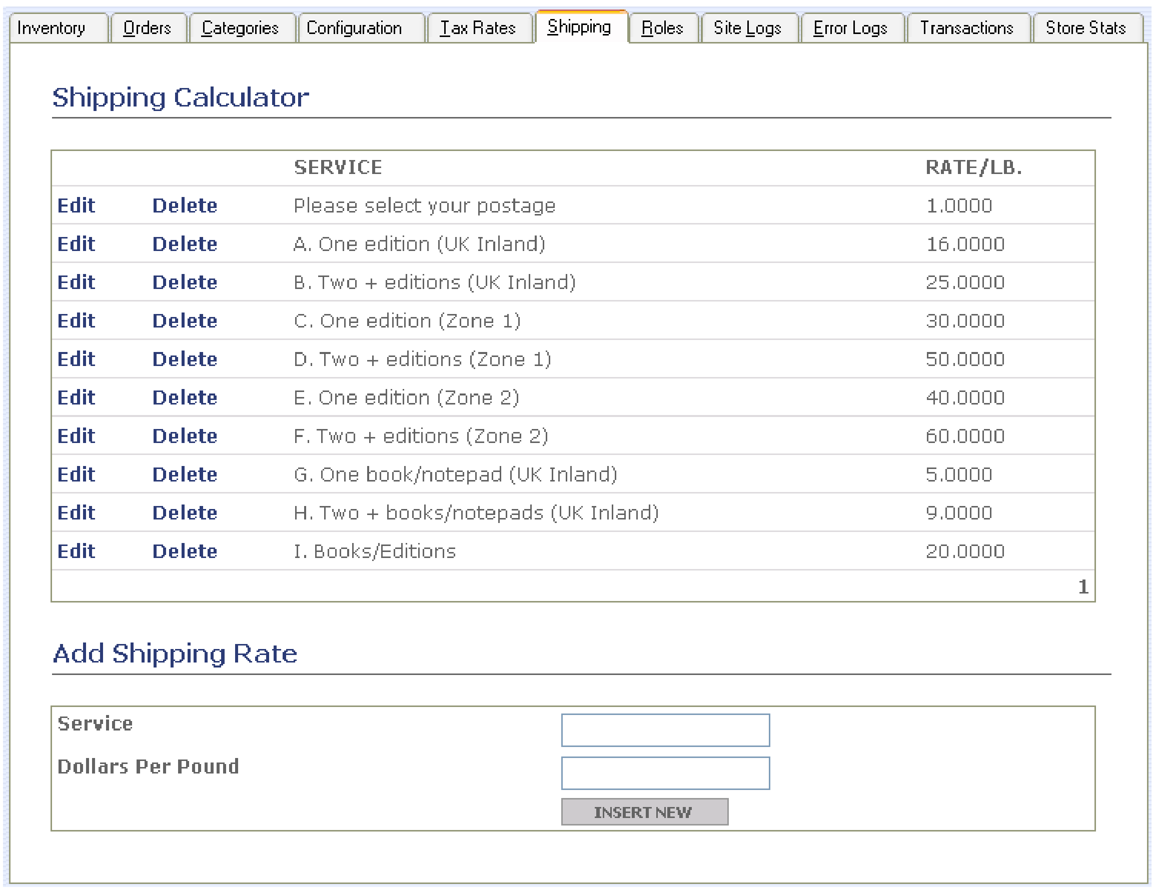
6. To add more tax rates, repeat steps 3 through 6 as necessary.

Shipping Tab

On the Shipping tab, you can create shipping categories to set rates for items in your eStore. The shipping categories appear under **Shipping Options** on the checkout confirmation screen.

➢ **Manage shipping rate information**

1. On the eStore Administration page, select the Shipping tab.



2. In the **Service** field, enter a shipping category. For example, you can create shipping categories for books and clothing to charge different shipping rates.
3. In the **Dollars Per Pound** field, enter the amount per pound to charge for items in the category.

Note: To determine the shipping cost, the rate in the **Dollars for Pound** field is multiplied by the item's weight from the **Weight** field of the Basic tab under the Inventory tab.

4. Click **Insert New**. The shipping rate entry appears under **Shipping Calculator**.
5. To add more shipping categories, repeat steps 3 through 5 as necessary.

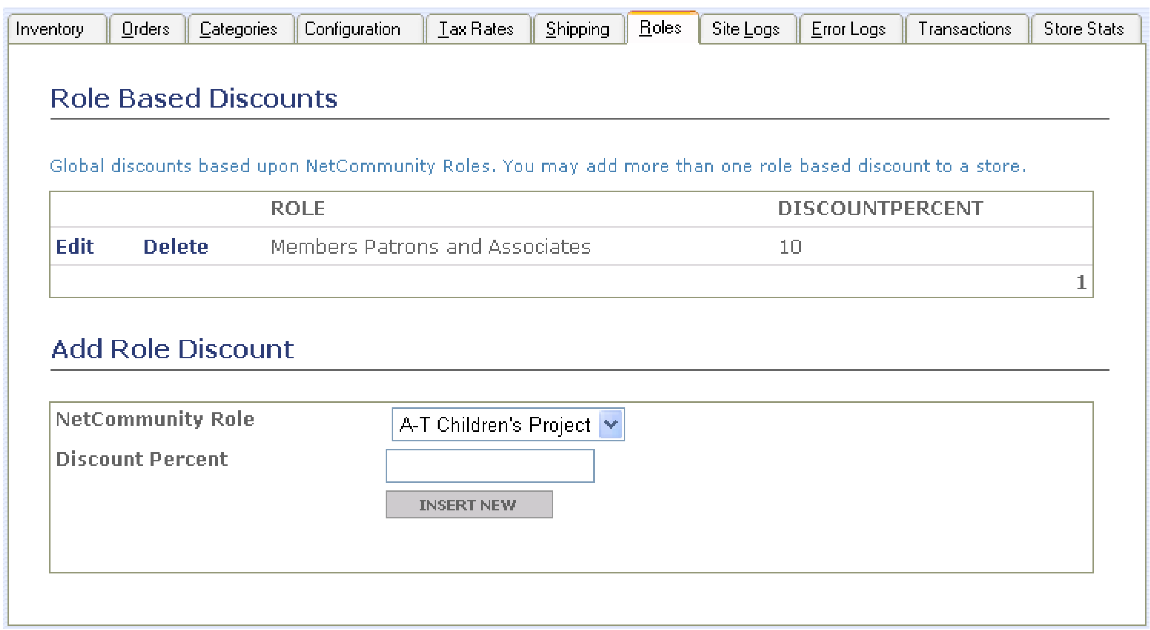
Note: To set shipping prices according to item types, create shipping categories in the **Service** field and enter your prices in the **Dollars Per Pound** field. Then for each item, enter “1” in the **Weight** field on the Basic tab. For example, to charge $2 shipping for all books, create a books category and enter “2” in the **Dollars Per Pound** field. When you add books to your inventory, enter “1” for the weight.

Roles Tab

On the Roles tab, you can enter discounts for website users who belong to specific user roles. For example, you can give users in the Staff Members role a 10 percent discount on items in your eStore.

➢ **Manage discounts for user roles**

1. On the eStore Administration page, select the Roles tab.



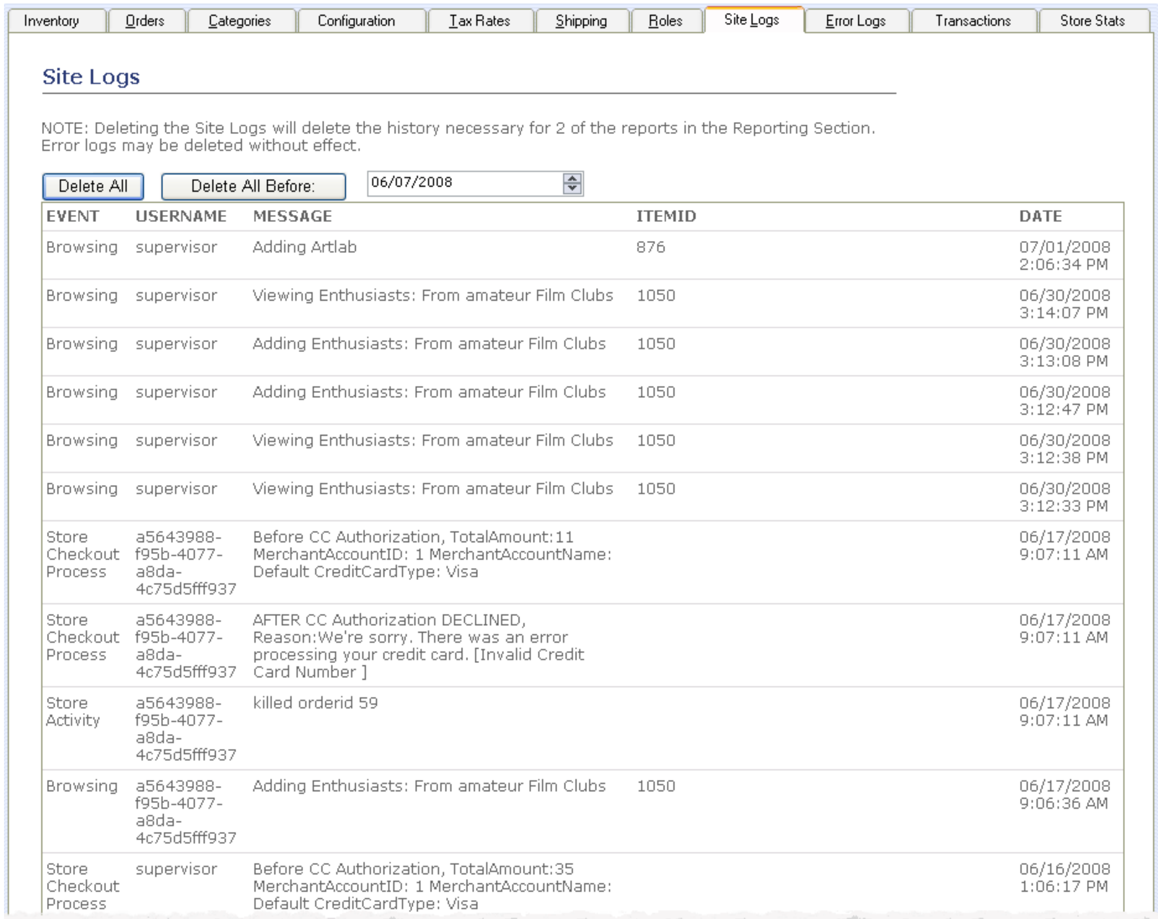
2. In the **NetCommunity Role** field, select a user role.
3. In the **Discount Percent** field, enter the discount percentage for the user role.
4. Click **Insert New**. The user discount appears under **Role Based Discounts**.
5. To add more discounts, repeat steps 3 through 5 as necessary.

Site Logs Tab

On the Site Logs tab, you can view a list of the actions that occur in the eStore. The Site Logs tab records actions by website users and system administrators in the eStore. It displays actions such as viewing items in the catalog, adding items to the shopping cart, and updating inventory in store administration.

➢ **View site logs**

1. On the eStore Administration page, select the Site Logs tab.



2. The **Site Logs** grid displays each event in the eStore, along with a user name, a description, any applicable item ID number, and the date and time.

3. You can clear the entries in the **Site Logs** grid as necessary, but this deletes information necessary for certain reports.

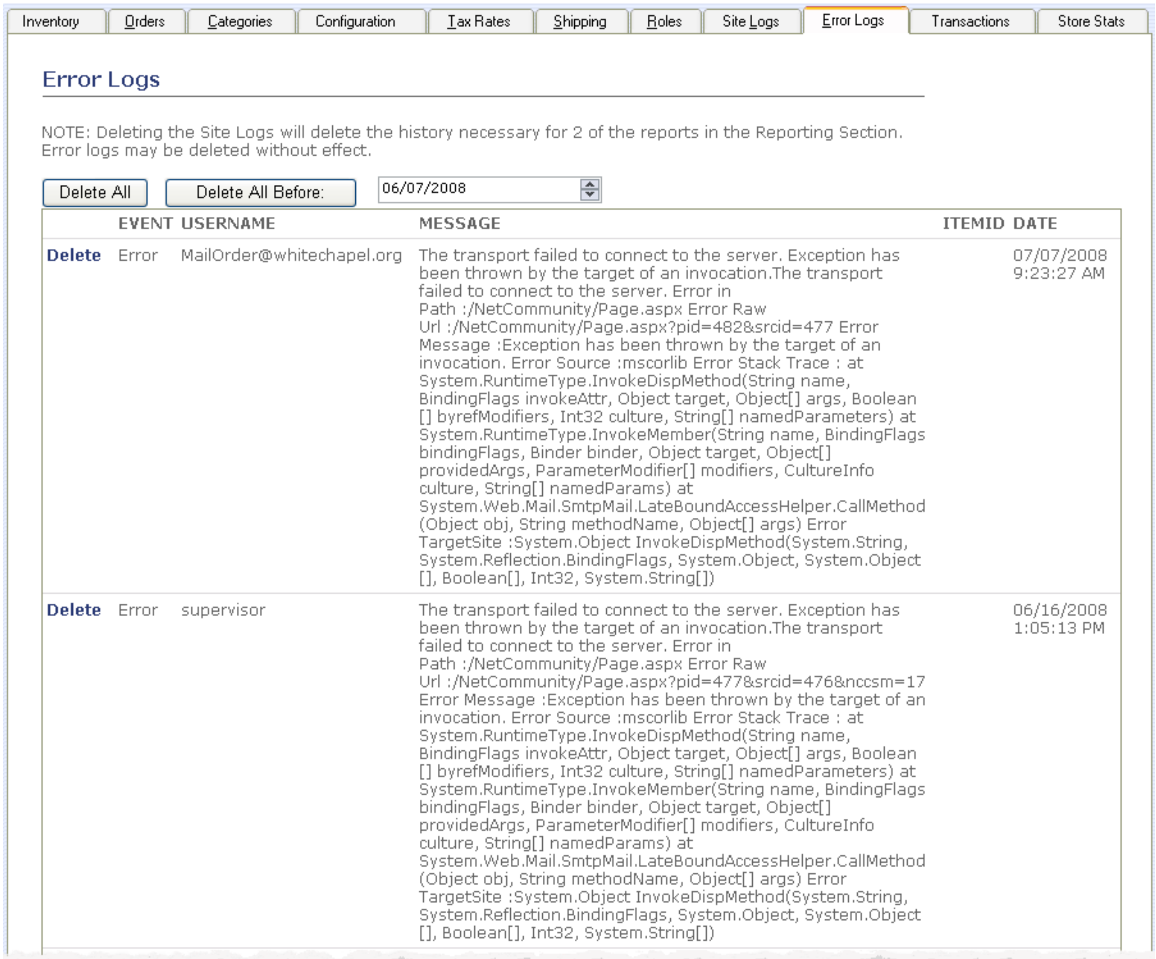
   - To clear the grid, click **Delete All**.
   - To delete events before a certain date, click **Delete All Before** and enter a date in the corresponding field.

Error Logs Tab

On the Error Logs tab, you can view a list of errors that occur in the eStore. You can use the Error Logs tab to identify and resolve any problems that affect your eStore. However, not all errors are a cause for concern; some entries in the error log have little impact on the eStore.

➢ View error logs

1. On the eStore Administration page, select the Error Logs tab.



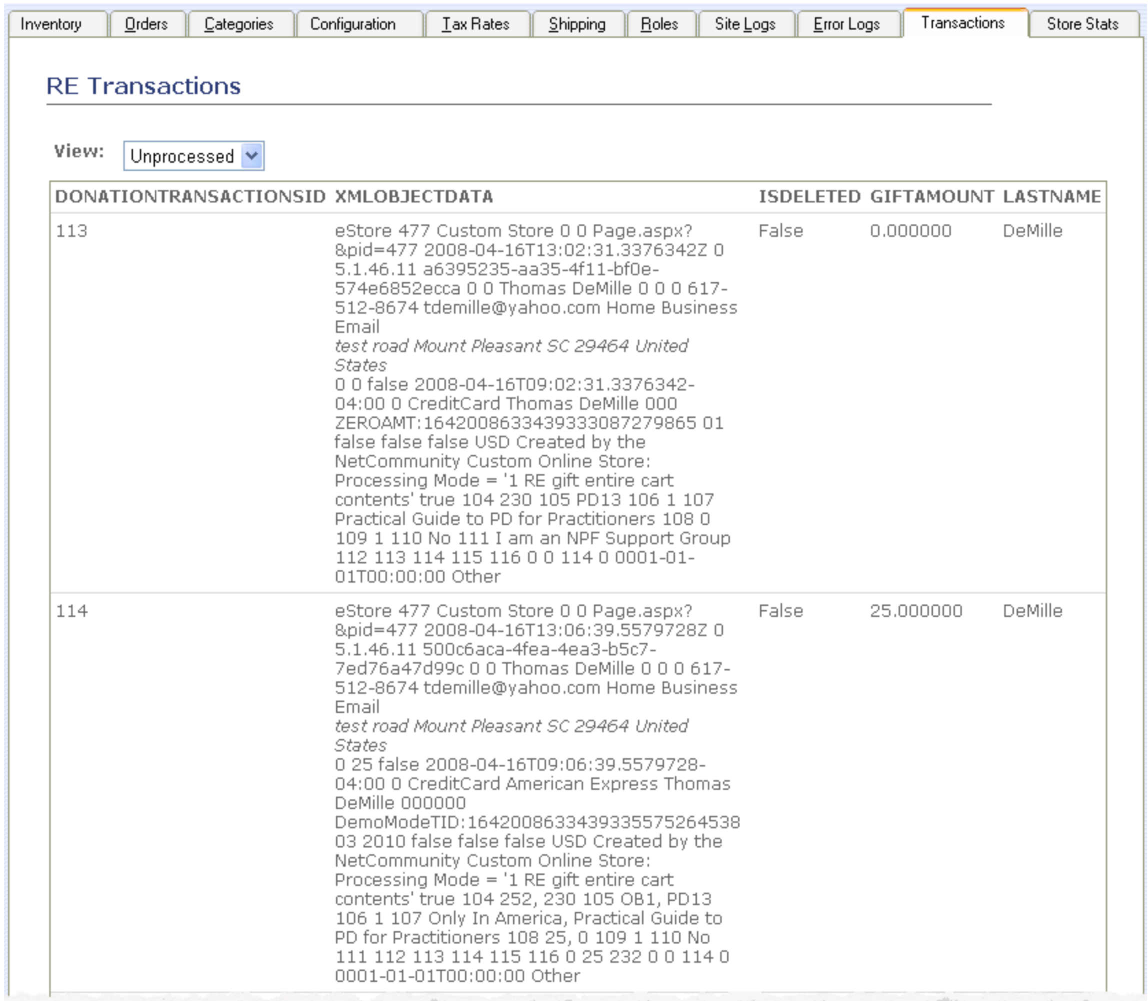
2. The **Error Logs** grid displays each error in the eStore, along with a user name, the error message, any applicable item ID number, and the date and time.
3. You can clear the entries in the Error Logs grid as necessary.
   - To clear the grid, click **Delete All**.
   - To delete events before a certain date, click **Delete All Before** and enter a date in the corresponding field.
   - To delete one event at a time, scroll to an entry and click **Delete**.

Transactions Tab

On the Transactions tab, you view information about transactions in The Raiser's Edge. You can filter the grid to view all transactions or to view only those transactions that are not processed

➢ View transactions

1. On the eStore Administration page, select the Transactions tab.



DONATIONTRANSACTIONSID	XMLOBJECTDATA	ISDELETED	GIFTAMOUNT	LASTNAME
113	eStore 477 Custom Store 0 0 Page.aspx?&pid=477 2008-04-16T13:02:31.3376342Z 0 5.1.46.11 a6395235-aa35-4f11-bf0e-574e6852ecca 0 0 Thomas DeMille 0 0 0 617-512-8674 tdemille@yahoo.com Home Business Email *test road Mount Pleasant SC 29464 United States* 0 0 false 2008-04-16T09:02:31.3376342-04:00 0 CreditCard Thomas DeMille 000 ZEROAMT:1642008633439333087279865 01 false false false USD Created by the NetCommunity Custom Online Store: Processing Mode = '1 RE gift entire cart contents' true 104 230 105 PD13 106 1 107 Practical Guide to PD for Practitioners 108 0 109 1 110 No 111 I am an NPF Support Group 112 113 114 115 116 0 0 114 0 0001-01-01T00:00:00 Other	False	0.000000	DeMille
114	eStore 477 Custom Store 0 0 Page.aspx?&pid=477 2008-04-16T13:06:39.5579728Z 0 5.1.46.11 500c6aca-4fea-4ea3-b5c7-7ed76a47d99c 0 0 Thomas DeMille 0 0 0 617-512-8674 tdemille@yahoo.com Home Business Email *test road Mount Pleasant SC 29464 United States* 0 25 false 2008-04-16T09:06:39.5579728-04:00 0 CreditCard American Express Thomas DeMille 000000 DemoModeTID:1642008633439335575264538 03 2010 false false false USD Created by the NetCommunity Custom Online Store: Processing Mode = '1 RE gift entire cart contents' true 104 252, 230 105 OB1, PD13 106 1 107 Only In America, Practical Guide to PD for Practitioners 108 25, 0 109 1 110 No 111 112 113 114 115 116 0 25 232 0 0 114 0 0001-01-01T00:00:00 Other	False	25.000000	DeMille

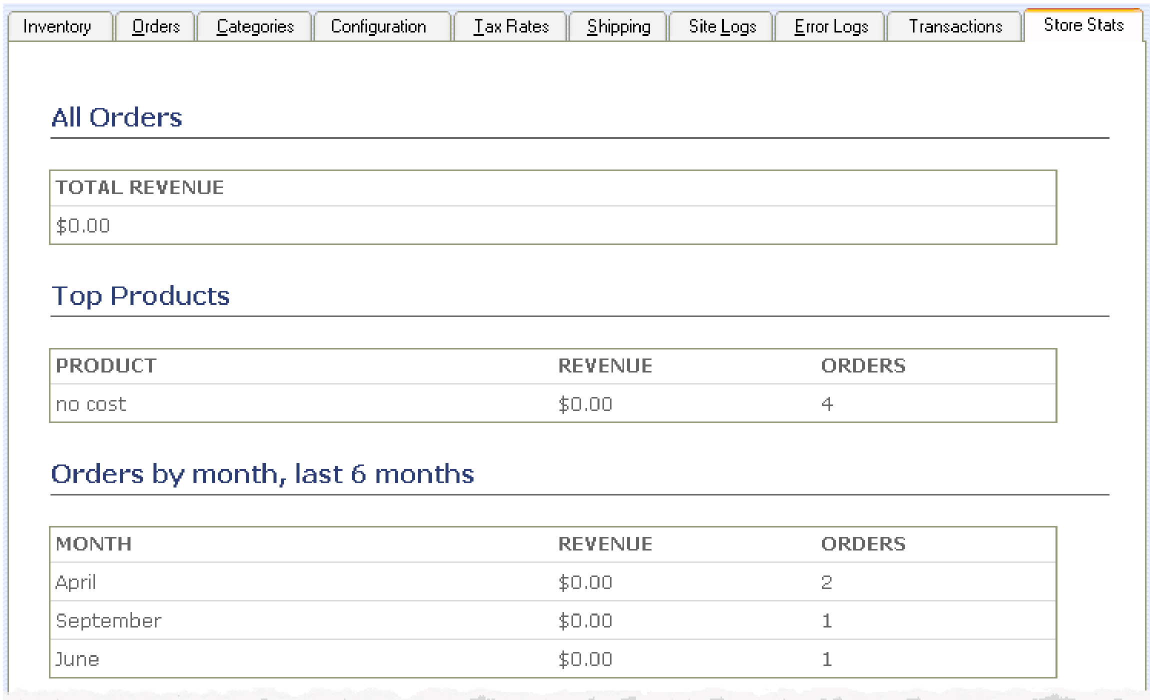
2. The **RE Transactions** grid displays each eStore transaction downloaded to The Raiser’s Edge, along with the XML object data, whether the transaction is deleted, the gift amount, and the last name of the user.

Store Stats Tab

On the Store Stats tab, you can view basic statistics about your eStore based on the information on the Site Logs tab. This tab displays total revenue, top products, orders for the previous six months, and the numbers of times items were viewed or added to shopping carts. More extensive reporting based on eStore statistics can be achieved through The Raiser’s Edge.

➢ View eStore statistics

1. On the eStore Administration page, select the Store Stats tab.



What was viewed

PRODUCT	VIEWS
The Coenzyme Q10 Phenomenon	376
Alpha Lipoic Acid Breakthrough	109
Shopping for Optimal Health (1 DVD Video)	107
Awareness Through Movement	40
no cost	14
Downloadable Excel File	13
Baby Crib	10
One Red Hat	4

What was added to basket

PRODUCT	BASKET ADDITIONS
The Coenzyme Q10 Phenomenon	111
Alpha Lipoic Acid Breakthrough	27
Shopping for Optimal Health (1 DVD Video)	25
no cost	25
Baby Crib	8
Awareness Through Movement	5
One Red Hat	2

2. The Store Stats tab displays statistics about your eStore. such as total revenue, top products, orders by month, what items were viewed, and what items were added to shopping carts.
   - Under **All Orders**, the total revenue for the eStore appears.
   - Under **Top Products**, the revenue and number of orders appear for the top-selling items.
   - Under **Orders by month, last 6 months**, the revenue and number of orders appear for the past six months.
   - Under **What was viewed**, a list appears with the number of times items were viewed.
   - Under **What was added to basket**, a list appears with the number of times items were added to a shopping cart.

eStore in The Raiser's Edge

To download gift batches from the eStore in Blackbaud NetCommunity to The Raiser's Edge, you must first create gift attributes in The Raiser's Edge. You name these gift attributes ProductID, ItemNumber, Quantity, ItemDescription, ItemPrice, StoreID, SendCatalog, HowDidYouHear, ItemAttributes, AcknowledgeEmail, TributeType, MailingInstructions, and TributeFullName.

After you create the necessary gift attributes, you map them from The Raiser's Edge to the corresponding information in the eStore. When you download gift batches, the information in the eStore is mapped to the attributes in The Raiser's Edge. For example, if a website user purchases an item that includes attributes in your eStore, the attributes are downloaded as a text string to the ItemAttributes attribute.

Gift Attributes

Gift Attributes	Description
ProductID	The ID number for a product. This identifies the item in the eStore.
ItemNumber	The item number you enter on the Basic tab under the Inventory tab on the eStore Administration page.
Quantity	The quantity purchased of a particular item.
ItemDescription	The description of an item.
ItemPrice	The price of an item.
StoreID	The ID number for the eStore. The store ID is provided when you purchase the eStore customization. If you purchase multiple eStores for your website, a unique store ID number is provided for each one.
SendCatalog	This attribute indicates whether users select a checkbox to request a catalog.
HowDidYouHear	The information users select in the field that asks how they heard about your organization.
ItemAttributes	A text string that combines any information about an item that is added through the Attributes tab under the Inventory tab on the eStore Administration page.
AcknowledgeEmail	This attribute is used with the *Honor/Memorial Tracking* module in The Raiser's Edge.
TributeType	This attribute is used with the *Honor/Memorial Tracking* module in The Raiser's Edge.
MailingInstructions	This attribute is used with the *Honor/Memorial Tracking* module in The Raiser's Edge.
TributeFullName	This attribute is used with the *Honor/Memorial Tracking* module in The Raiser's Edge.

Index