

SectionMaster

Simplifying & Streamlining Online Registration for Non-Profits

Getting Started with SectionMaster

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What is SectionMaster?

SectionMaster is a one-stop online event registration and merchandise portal built specifically with Order of the Arrow sections in mind. Though *not an official project sponsored by the Order of the Arrow or Boy Scouts of America*, SectionMaster was created by Arrowmen for Arrowmen. The system meets the ever-growing technological needs of sections for managing event registration through the following features:

- Online event registration/RSVP
- Integrated online and optional year-round trading post
- University-style training registration
- Live credit card processing and "pay at door" option with support for variable fee structure
- Accept all major credit cards online and at events (Visa, MasterCard, American Express, and Discover)
- Administrative back-end with user access permissions, live statistics e-mail reporting, and mass mailings
- Web API for live statistics on your section website
- Seamless integration with the free SectionMaster Client desktop software (4.09 and above)

What about privacy? Who has access to the data?

All data storage and processing is done through the sectionmaster.org servers. Because of this, SectionMaster takes privacy extremely seriously. Only individuals authorized by the Section Staff Adviser may be granted secure access to the data. A thorough privacy policy is available at www.sectionmaster.org/about/privacy.php. SectionMaster is fully compliant with all rules and regulations of the Children's Online Privacy Protection Act (COPPA). SectionMaster utilizes web security technologies, with 128-bit SSL encryption provided by a secure certificate from Thawte.

How much does it cost?

As of September 2008, the fees and rates associated with using SectionMaster were as follows:

<i>Description</i>	<i>Cost</i>	<i>Frequency</i>
Per-event setup fee (varies by contract)	\$150-300	once per annum/event
Credit card transaction fee	\$0.29	per authorized credit transaction
Credit card discount charge (Visa, MasterCard, & Discover)	2.99%	variable charge on all credit transactions
Credit card discount charge (American Express)	3.79%	variable charge on all credit transactions
Incremental surcharge threshold	200	maximum registrations before surcharges
Incremental surcharge fee	\$0.55	per registration after threshold

Credit card transaction and discount fees and charges only apply to approved transactions processed through SectionMaster. If you allow website users to choose to pay when they arrive at the event, there are no card processing transaction fees (but registrations are still subject to the incremental surcharges).

Where do the funds go that are processed online via credit card?

Funds are securely placed in a custodial account owned by SectionMaster. Nova, an industry-leading processor of credit card transactions, manages this process and sees that all funds are deposited to SectionMaster's bank account within 24 hours. The funds remain on account until a disbursement is made according to an agreed-upon schedule between SectionMaster and the Section Staff Adviser. By default, SectionMaster cuts a check for all accumulated funds on account and mails it to the Section Staff Adviser every month, but this can occur as often as necessary. SectionMaster is underwritten by U.S. Bank to provide online merchant services, and provides SectionMaster with a funds-availability guarantee.

What about paper registration/order forms or people who do not wish to pay with credit cards?

SectionMaster has a template paper registration form that it will provide to you for use in mailings, flyers, or handouts. The form is unique in that it requests the same information as the online registration system collects. This allows for data uniformity, and ease of data entry. A council staff member or volunteer can handle paper registration forms, once received at the service council office. This person would have the ability to administratively log into the SectionMaster website to enter in the required registration information. Any money received through the mail would be handled traditionally by the service council office.

The section may choose to only accept credit cards, or to allow individuals to use the “pay at door” option, which allows them to bypass payment when using the website. They can then pay when they arrive at the event, or optionally be instructed to mail a check at a later date.

How does a section sign up for service with SectionMaster?

The section leadership first notifies SectionMaster about their intent to use SectionMaster's services. SectionMaster then mails a service agreement contract to the Section Staff Adviser. Upon receipt of the contract and any initial fee, SectionMaster will then begin service once all required information has been received from the section leadership.

What information does SectionMaster need to set up a registration/trading post system?

SectionMaster needs the following initial information to begin. Additional information may be necessary.

- Contact names, phone numbers, and e-mail addresses of individuals who will answer inquiries about registration and refunds as well as technical or “how-to” issues
- Section database from prior years for importing into SectionMaster
- Whether or not to allow people to “pay at door” (when they arrive at the event)
- Complete list of chapters within each lodge
- Breakdown of registration fee structure and rules that apply to each type of fee
- Complete lists of training sessions (with maximum attendance capacities), training college names, allowed degree levels, and other detailed information
- List of trading post merchandise for sale (with prices and inventory on hand for online sales) and product images
- Preferred method of charging for shipping on trading post items, and the associated rate
- List of pre-determined coupon codes or individuals granted special deals and any rules or restrictions applicable to each
- Additional information for website users to see after completion of registration (directions to the event, arrival and departure times, other special information, or link to other information website)
- Desired style scheme (you may choose to match an existing section website's appearance)
- Header image for top of online registration and trading post pages
- Image of event patch or memorabilia item
- Desired last day for online registration (minimum three days before the event to allow time for SectionMaster staff to import the data into a SectionMaster Client desktop database application)

How do I get the SectionMaster Client desktop software and how does it work?

The latest production version of the software will be sent along with the your data file just prior to your event. The software uses Microsoft Access 2003, which requires Windows 2000 or higher. If you do not have Microsoft Access 2003 installed, a royalty-free copy of the Microsoft Access 2003 runtime is available upon request.

SectionMaster Client integrates seamlessly with SM-Online (the online portion of the complete SectionMaster system) in that its data structure is identical to that used online. Any data collected through online registration and/or trading post sales can be imported directly into SectionMaster with a few clicks. The application can then be used immediately to generate reports and modify the data. The software is intended for use on-site at an actual event in a networked environment using a shared database and shared printers, though only limited support can be provided.

What are the main features of the SectionMaster Client desktop software?

- “Express Check-in” for pre-registered participants, and complete registration for walk-in participants
- Training sign-up, schedules, and attendance
- Auction bidding and invoiced payment acceptance
- Trading post order management
- Detailed statistical reporting for all of the above
- Live credit card processing through SectionMaster (Internet connection required)