



WebStore User Guide

BLUE BEAR SOFTWARE
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1. Introduction to the Tracks WebStore

This User Guide is designed to introduce the user to the features and functionality of the integrated Tracks WebStore as well as the basic flow of transaction processing in general. This guide covers how Tracks works, how the WebStore works, and provides answers to many of the questions users have when they begin working with online transactions:

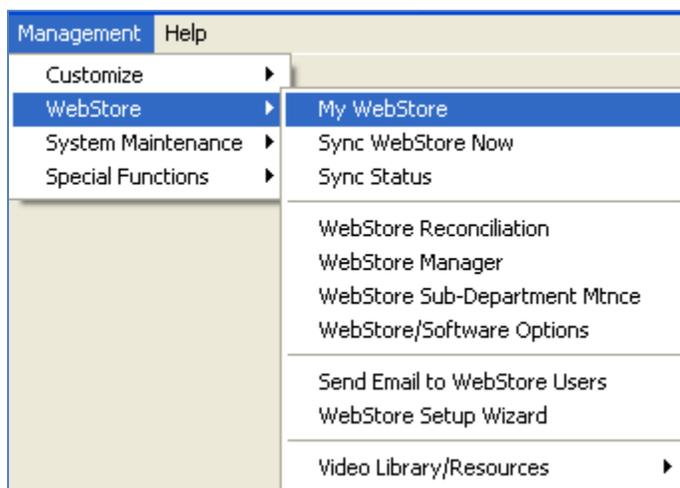
- What does Tracks do?
- What does the WebStore do?
- How do I publicize our online transaction capability with parents and students?

Let's take a brief look at the WebStore menu in Tracks. Then we'll move right into the WebStore Wizard and how to create your own WebStore.

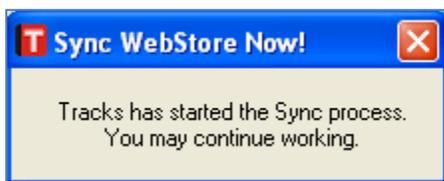
The WebStore Menu

The WebStore menu is home to many of the programs you'll use to manage your WebStore. We'll give you a preview of what each does here and then go into more detail in the rest of this chapter. These options are all available as Desktop Buttons as well.

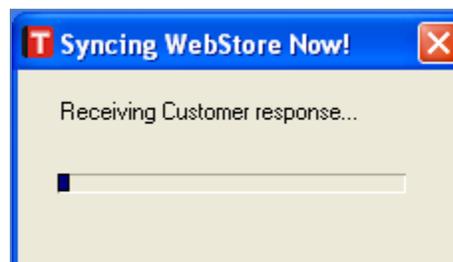
My WebStore: Select this option to go directly to your WebStore.



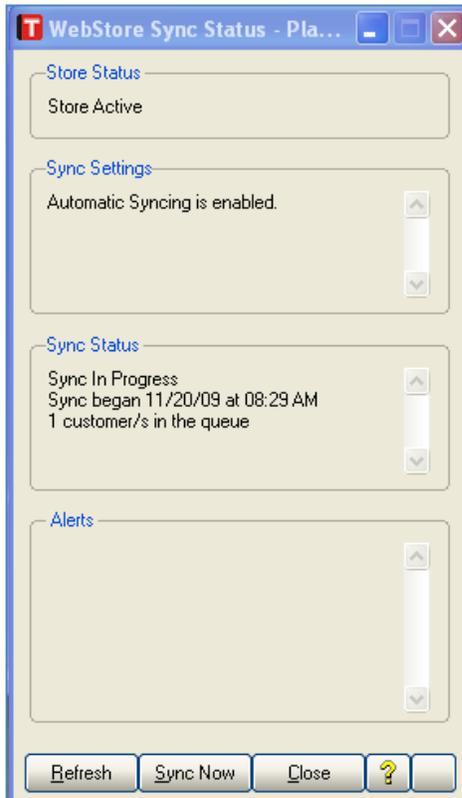
Sync WebStore Now: Select this option to start a sync immediately. You can click this whether you have automatic syncing turned on or not.



You'll see several messages flash on your screen as the program sends and receives data from the WebStore.



Sync Status: Select this program to view the sync status of your system.



The Sync Status function gives you information about your store:

Store Status: This WebStore is Active.

Sync Settings: Automatic Syncing is turned on.

Sync Status: This shows you the last time your WebStore was synced up and the number of customer and/or item records waiting to be transmitted.

Alerts: System alerts will be displayed here.

WebStore Reconciliation: Select this option to reconcile your online transactions to the remittance amount you receive. For more information about reconciliation, please refer to the chapter on WebStore Reconciliation.

WebStore Manager: After your WebStore is created, use this option to manage many functions in your store. This User Guide contains a complete chapter on WebStore Manager. Please refer to that chapter for details about these features.

WebStore Sub-Department Maintenance: Select this option to create unlimited sub-departments in your WebStore. For detailed information about the creation and management of sub-departments, see the chapter on Item Departments.

WebStore/Software Options: Select this option to view or edit selections you made when you originally set up your WebStore. You can change your store graphics, access WebStore data, and more. These functions are covered in depth in the chapter on WebStore/Software Options.

Send Email to WebStore Users: Select this option to send emails to your WebStore users. For specific details about this feature, please see the Email section in the WebStore Manager chapter.

WebStore Setup Wizard: Select this option to set up your WebStore. See the chapter on WebStore Setup for complete detail about this feature. Once your WebStore has been created, you will not be able to access this option again. It is only used for initial setup.

Video Library/Resources: Select this option to access video tutorials, our image library (possible pictures for your items), and other resources. Please refer to the chapter on Resources for more information on the video library, image library and other resources available.

Definition of Terms

Before you begin working with online transactions, let's define a few of the terms we use in Tracks so we are all speaking the same language.

Transaction Fee: This is the fee you (the school) pays The Active Network (the provider) for each transaction. This is usually a percentage of the total amount plus a flat fee per transaction. You can choose to charge transaction fees to the GL Account for the item being sold or to a separate GL Account. Active does not charge a monthly fee. This transactions fee covers the creation of your web store site, hosting the site, maintaining the software that manages the store transactions, the tight security required to handle and store credit card data, handling any chargebacks, providing transaction detail, and processing a remittance to you for funds due.

How are these fees collected?

Active will calculate these fees on every transaction and you will be able to view transactions with their fees in Tracks. The fees will be deducted from the total amount Active remits to you. So the individual receipts you view in Customer History will always be the total amount that the parent paid – the total amount of the receipt.

Convenience Fee: This is an optional fee you can charge people who pay for things online.

- The parent/student pays this fee in addition to the item. For example, if a yearbook is priced at \$50 with a \$2.50 convenience fee, the parent would see both the yearbook and the convenience fee on his receipt for a total charge of \$52.50.
- Convenience fees are part of the parent's receipt. They are just another item you sell. They do show on the receipt in Customer History.

Remittance Amount: This is the amount due to you (the school) from the provider. This is usually the total amount collected less transaction fees charged. In the Tracks WebStore, the program keeps track of which amounts go where and just like in standard Tracks, you have control over the GL Accounts for each posting.

Bad checks: Keep in mind that there are never any bad checks or any lost time from processing bad checks when your students pay their fees and fines online. We instantly verify that there are sufficient funds on the credit card and securely process the credit card, so that you'll never have to worry about insufficient funds or bad checks ever again!

Chargebacks: What is a chargeback? A chargeback is when a consumer sees a charge on his credit card statement and says, "I didn't make that charge. I want VISA to reverse that charge." The good news is that you don't have to deal with chargebacks. Active handles those for you at no additional charge. If there is an issue, Active deals with the consumer and then contacts you to resolve the matter.

Refunds: What happens if a parent wants a refund for something purchased online? Don't worry! You have complete control over whether or not you issue a refund. Refunds are not issued through the web store. You can handle them exactly as you do today, with the necessary approval trail you require. You can issue refund checks just as you do currently.

Who to Call for Technical Support

Call ActiveEducate/Blue Bear at 888-490-1555.

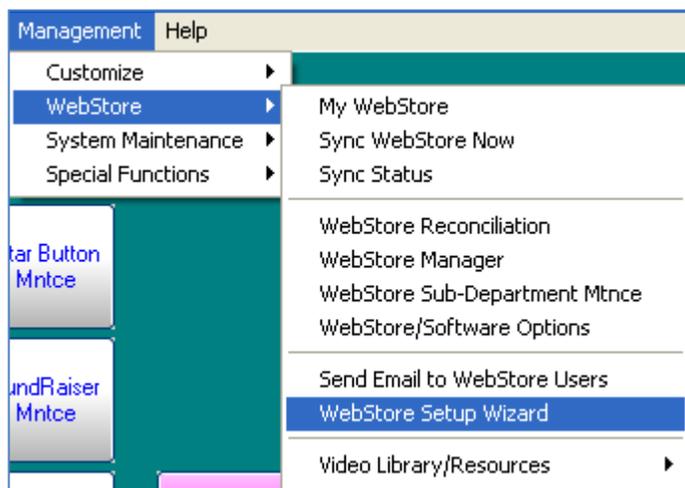
Features and Functionality Provided

1. Automatic syncing in real time between Tracks and WebStore (no user action required).
2. All WebStore transactions appear in Tracks – no need to balance to an external source.
3. WebStore respects and uses the following Tracks features regarding items:
 - a. Customer Required flag – the program requires a valid Customer ID for this item.
 - b. Supports sales of taxable items.
 - c. Supports one price per item.
 - d. Prompt for price – support for “Donation” type items – parent enters amount to be paid.
 - e. Prompt for quantity.
 - f. Support for use of Bonus field on items.
 - g. Price levels – for example, “B” level pricing for students with student body card.
 - h. Grade limits.
 - i. Display quantity on hand for each item.
 - j. Supports matrix items, donation items, vehicle items (parking permits).
 - k. Restrict sale of a specific item if Customer has a balance due.
 - l. Display thumbnail, small and large images for each item.
 - m. Provides item specific waiver (require agreement online) and downloads.
 1. Waiver – require purchaser to click on waiver to agree to a liability waiver.
 2. Download – require purchaser to download something (e.g. a parent permission slip).
4. Display and management of detailed student debts (Customer balance due transactions) with ability for parent to make partial payments.

2. WebStore Setup Wizard – Create Your Store

What does it do? It's easy to create your WebStore using the WebStore Setup Wizard. The wizard will walk you through all the steps necessary to provide Tracks with the information it needs to communicate with the Active servers to create your WebStore from scratch.

Where is it? Go to Management, WebStore, and choose WebStore Setup Wizard.



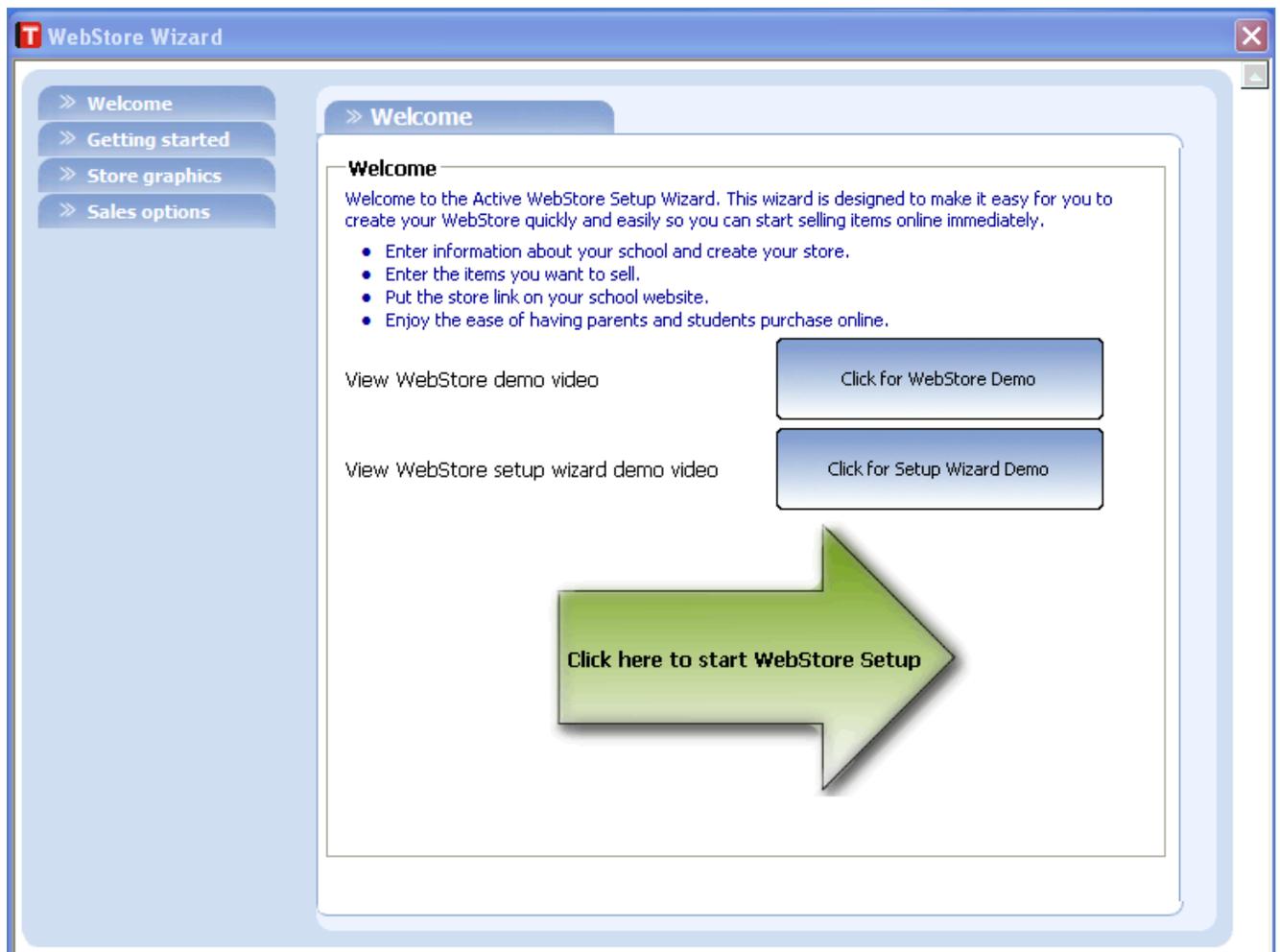
When you select WebStore Setup Wizard, you'll be walked through the process of creating your store.

Before you start – Information about your school name:

The WebStore creation process uses the School Name it finds in School Maintenance and the Contact information it finds in School Settings. This is also the school name that is displayed in the title bar of all your windows (like Play School High School below). Because the program uses the school name to create the WebStore database, certain characters in the school name are not allowed. They are:

"-'&()*!,:;+[]{}|V?><.,@#\$%^=+

Wizard Introduction Screen:



This wizard will walk you through the creation of your WebStore. Once your WebStore has been activated, you will no longer be able to access some of these options through the wizard. At that time, if you need any changes, you will need to contact Blue Bear Support and work with a Customer Service Representative to alter your system setup.

View WebStore demo video: View a brief demo of the WebStore.

View WebStore setup wizard demo video: View a brief demo of the setup process.

The BIG GREEN ARROW: Click to get started.

About your school tab

WebStore Wizard

» Welcome
» Getting started
» **About your school**
» Contacting you
» Your web store
» Remittance Info
» Activate your store
» Store graphics
» Sales options

» About your school

School information
On this screen, enter information about your school. If you have already entered data elsewhere, it may be displayed here. You can edit it as needed.

School name *

Address 1 *

Address 2

City *

State/Province * Postal Code *

Country *

Main phone *

Fax

Type *

District information

School district name *

* - indicates a required entry

Back Save & Stay Save & Close Next Help

School information: The program will populate this section with information from School Settings/ Other Settings tab. Please correct any information that is not current. Note that fields with a red asterisk (*) are required.

District information: Enter the name of your school district.

Click “Next” at the bottom of the screen to move to the next screen.

Contacting you tab

WebStore Wizard

» Welcome
» Getting started
✓ About your school
Contacting you
Your web store
Remittance Info
Activate your store

» Contacting you

Contact information
Enter the name and contact information for the person who will be the administrator for this store.

First name * Last name *
Phone * Extension
Email * Invalid.

Contact information: The program will populate this section with information from School Settings/ Other Settings tab. Please correct any information that is not current. Note that fields with a red asterisk (*) are required. Invalid entries will be highlighted in red with the word “Invalid” beside the field. You will need to correct these entries before proceeding.

WebStore Wizard

» Welcome
» Getting started
✓ About your school
✓ Contacting you
Your web store
Remittance Info
Activate your store

» Contacting you

Contact information
Enter the name and contact information for the person who will be the administrator for this store.

First name * Last name *
Phone * Extension
Email *

In the example on the top, I had forgotten to enter the “@” sign, making the email address invalid.

Your web store tab

WebStore Wizard

» Welcome
» Getting started
✓ About your school
✓ Contacting you
✓ Your web store
Remittance Info
Activate your store

» Store graphics
» Sales options

» Your web store

Your web store
Enter your school website here. When a consumer exits your web store, he will be returned to this address.

School website *
(Like "http://westhigh.elnorte.k12.ca.us")

You can choose a name for your WebStore and enter it here. You may change this name at any time in the future.

Web store name *
(Like "West High Panthers Online Store")

School website: Enter the URL for your school website here. You must use the format shown.

Web store name: Enter a name for your web store here.

Remittance Info tab

WebStore Wizard

» Welcome
» Getting started
 About your school
 Contacting you
 Your web store
 Remittance Info
 Activate your store

» Store graphics
» Sales options

» Remittance Info

Check or Automatic Deposit
How would you like to receive the money due to you for WebStore Sales?

Check – Send me a check
 ACH – Deposit funds directly into my account

Check Information
You've chosen to receive a check. Please enter the name that should print on the check as well as the address where checks should be sent.

Make check payable to *
 Address 1 *
 Address 2
 City *
 State/Province * Postal Code *
 Country *

Display for Consumer Credit Card Statement
What Name would you like to display?
The consumer credit card statement can print an identifier showing that the charge was made on your web store. You may enter up to 11 characters for this descriptor. The program will use this text plus a random 3 characters to ensure that your identifier is unique, as in the example below.

Trans Date	Post Date	Type	Description	Transaction Number	Amount
01/04/2009	01/05/2009	Sale	ACT-SAUGUS ASBEW(Services and Merchandise)	24692169004000702798648	\$6.42

Text to display on Consumer Credit Card Statement *
(Like "PSHS Store" or "PSHS Online")

* - indicates a required entry

Check or Automatic Deposit: Select an option – check or ACH deposit. If you choose Check, the screen will look like the screen above, populated with your school name and address.

If you choose ACH, the screen will look like the screen at the right.

» Remittance Info

Check or Automatic Deposit
How would you like to receive the money due to you for WebStore Sales?

Check – Send me a check
 ACH – Deposit funds directly into my account

ACH Bank Information
You've chosen to have your funds directly deposited into your account. Please enter your bank information.

Name on bank account *
 Bank Name *
 Bank Routing Number *
 Bank Account Number *

Display for credit card statement:

The text on the consumer statement may look different depending upon how the parent's credit/debit card's bank displays the information. In the world of transaction processing, banks are handed two text fields for each transaction: one is a merchant descriptor (that's the text you entered above), and the other is the merchant of record (that's Active). Some banks put the merchant descriptor on the statements and others put the name of the merchant of record. Most credit card statements will put the merchant descriptor on the statement. That means your school identifier will appear on most statements.

Activate your store

WebStore Wizard

» Welcome
» Getting started
✓ About your school
✓ Contacting you
✓ Your web store
✓ Remittance Info
Activate your store
» Store graphics
» Sales options

» **Activate your store**

Easy Pricing
Credit card fees of 2.95% plus \$.50 per transaction + 3% processing fee.

Active collects credit card payments for you:

- Collected amounts paid by check or electronic deposit bi-weekly.
- Your organization's name shows on the cardholders statements (for Visa/MC).

Easy, pay as you go pricing

- No Signup Costs
- No Annual Costs
- No Additional Software to Buy or Install
- Accept All Credit Cards

I understand that use of this WebStore is subject to the terms specified in the Terms of Service Agreement. By checking this box, I agree to the [Terms of Service](#).

You must enter your initials to acknowledge acceptance of Terms of Service

If you require a physical copy of the Terms of Service Agreement, please contact your Account Manager.

CR

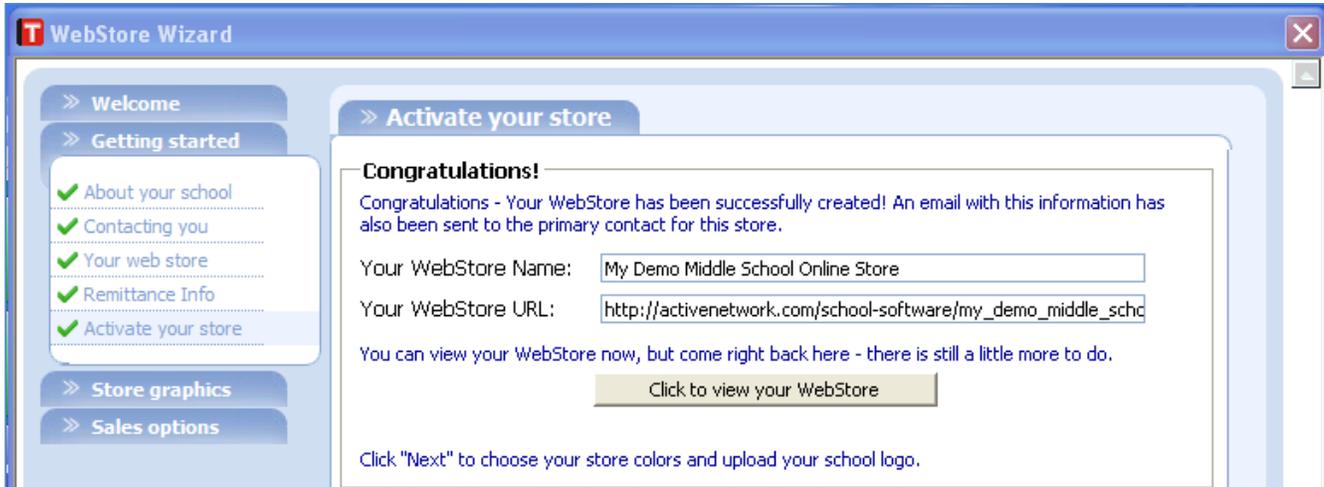
Click to activate My WebStore Now

Terms of Service: To read the complete text of this document, click on “Terms of Service” in the sentence “By checking this box, I agree to the Terms of Service.”

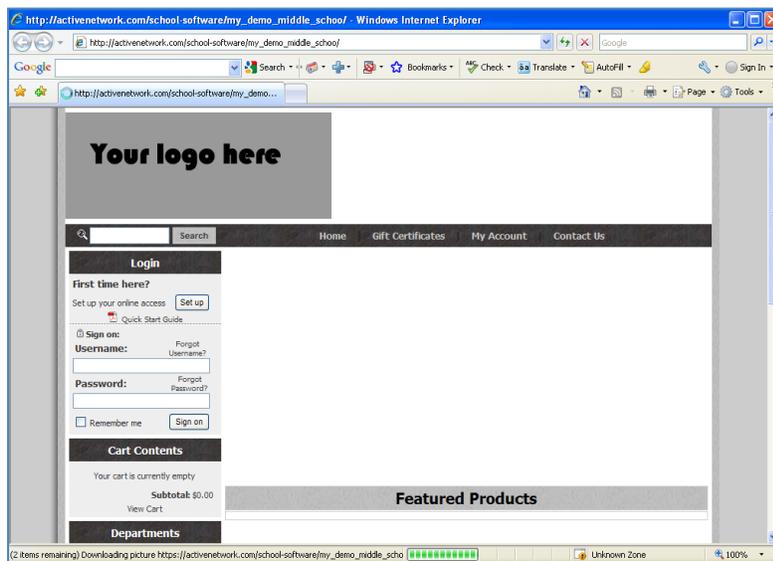
Check the box if you agree with the Terms of Service and also enter your initials on the right.

Then click the BIG GREEN ARROW to activate your WebStore. The program will create your WebStore – this usually takes about 5 seconds.

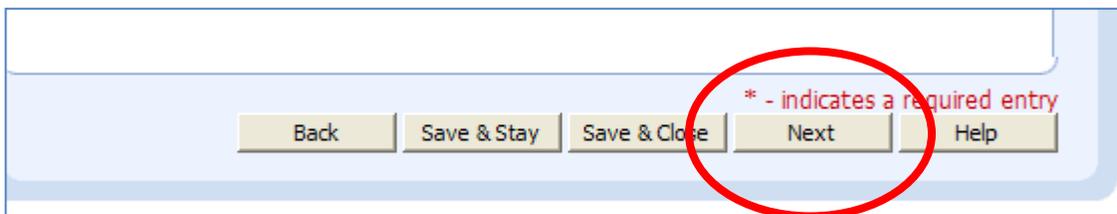
CONGRATULATIONS! You did it! There's your store and the URL that can be used as a link on your school website.



You can "Click to view your WebStore" – it won't be very pretty yet. Check out the next page. Here it is – but you're not quite done yet. We still have a bit more to do.



Close this screen by clicking on the red "X" in the upper right corner. You'll be taken back to the Setup Wizard. Now click "Next" to upload graphics and customize your store.



Store Graphics

Choose your WebStore colors, upload your school logo and gallery images.

The screenshot shows the 'WebStore Wizard' window with the 'Store graphics' step selected. The left sidebar contains a navigation menu with sections: 'Welcome', 'Getting started' (with sub-items: 'About your school', 'Contacting you', 'Your web store', 'Remittance Info', 'Activate your store'), 'Store graphics' (with sub-items: 'Choose store colors', 'Upload your logo', 'Upload header image', 'Upload billboard image'), and 'Sales options'. The main content area is titled 'Store graphics' and contains the following text and controls:

- Store graphics**
You can select colors for the background and menu bars of your store. To view color samples available, use the "Click to manage" button.
- Choose WebStore colors:
- When your store was created, the program placed a temporary placeholder on the screen where your school logo will be displayed. Browse to locate and upload your school logo.
- Upload school logo:
- You can upload an image of your school to be displayed in the upper right corner of your web store. Browse to locate and upload an image.
- Upload header gallery image:
- You can upload an image to be displayed in the center of your WebStore Home Page. Browse to locate and upload an image.
- Upload billboard gallery image:
-
-

At the bottom right, a red asterisk indicates a required entry. The bottom navigation bar includes buttons for 'Back', 'Save & Stay', 'Save & Close', 'Next', and 'Help'.

WebStore colors: Currently, we have a number of color combinations available. To see available colors, simply click on "View Colors" (click again to collapse the list) and then enter your choice.

Yes, we know everyone wants a Color Picker that is more flexible – and it's on the list! We hope to add it in the near future.

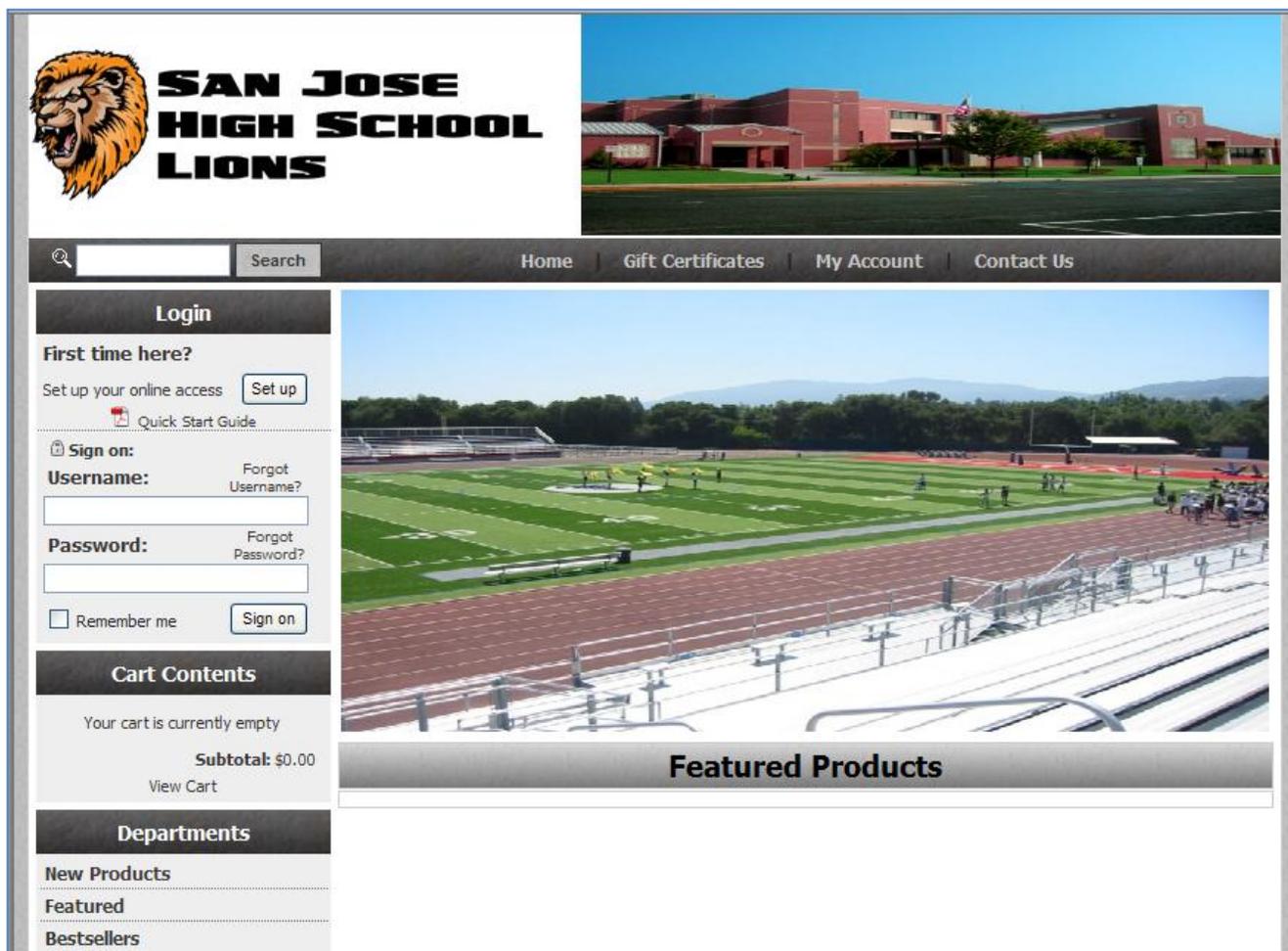
The screenshot shows the 'View Colors' dialog box, which is a list of color combinations. The title is 'Store graphics'. The text reads: 'You can select colors for the background and menu bars of your store. To view color samples available, use the "Click to manage" button.' Below this, it says 'Choose WebStore colors'. The list shows three color combinations, each with a preview of two color swatches and a label:

- color_charcoal
- color_foliage
- color_marble

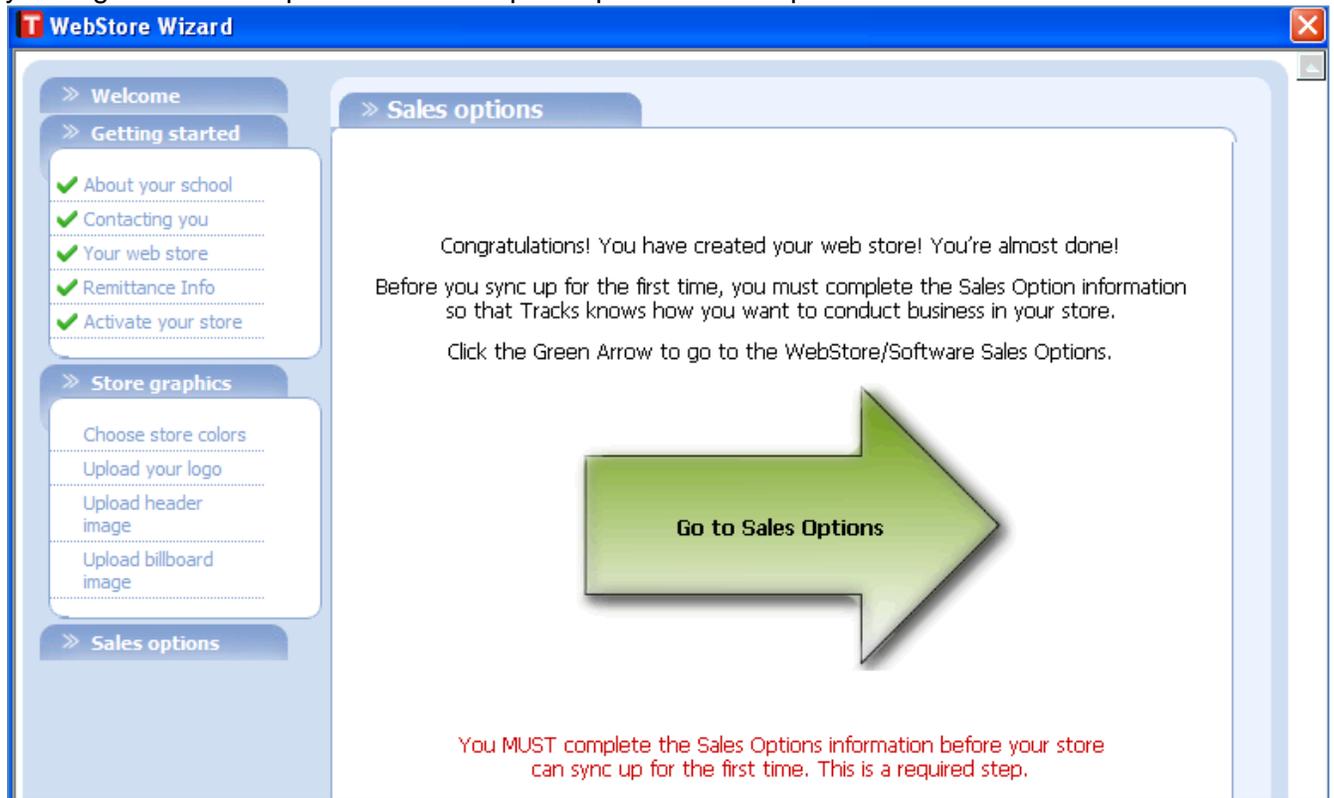
Upload school logo, gallery images: Browse to find images you want to upload. Don't worry if you don't have anything now or will want to change it later. It's very simple to upload a different image at any time.

Update Graphics: Click Update Graphics to send these graphics selections to your WebStore.

Click to view your WebStore: Now my store is prettier. Now my store looks like this. It still doesn't have any items in it yet, because I haven't synced up yet for the first time, but it is starting to look like something with personality.



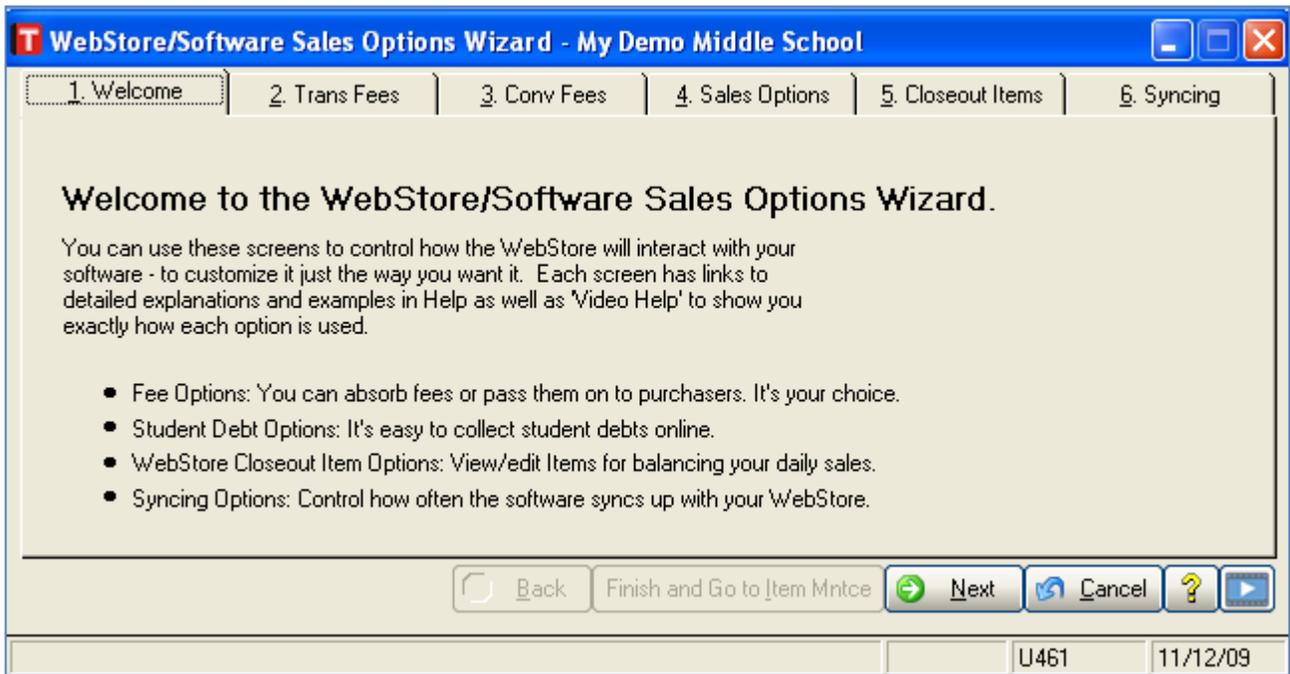
When you come back from viewing your store with the graphics, you'll see this screen – encouraging you to go on and complete the Sales Options part of the setup.



Click the BIG GREEN ARROW to proceed.

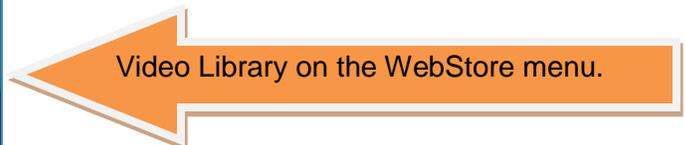
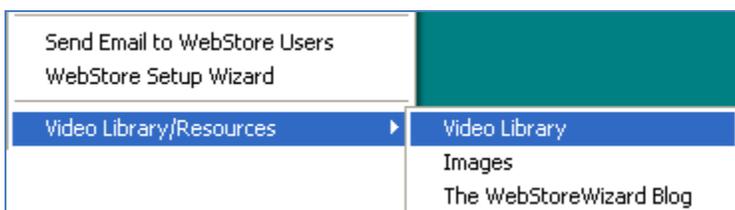
WebStore/Software Sales Options Wizard

This wizard is almost completely self-explanatory. On each screen you're given instructions about options for your store and you can choose exactly how you want your store to function. Don't worry! You can make changes later if you decide you want to do anything differently.



The buttons on the bottom of the screen make it easy to navigate through the Wizard. Simply complete a screen and then click Next. As always, the Help question mark will take you to context sensitive help files.

Launch video tutorial: You will see a blue video button  on the far right of many screens. This button will always launch a short video tutorial that will give you more information about each specific screen. In the example above, clicking the button will launch a short tutorial about the wizard itself. Take advantage of the tutorials throughout Tracks or go to the Video Library to see a listing of all the tutorials available.



Important information about why these sales options matter:

When your WebStore was created, Tracks automatically created some brand new “items” it needs to be able to process transactions from your online store. We decided to have the program create these items instead of making you do it; it’s more efficient. But we set them up and YOU will need to assign the proper GL Accounts to each. Those items are as follows:

- **WSCLEAR – WebStore Clearing.** This is usually an Asset account, like Accounts Receivable. Each day the total amount of your WebStore sales (less fees) is posted to this account. When you receive your remittance from Active, Tracks posts that money to this account as well, offsetting the amount due.
- **WSCONVFEE – WebStore Convenience Fee.** This is usually either an Income or an Expense account. These are the fees you charge the consumer on selected items/transactions.
- **WSTRANSFEE – WebStore Transaction Fee.** This is usually an Expense account. These are the fees Active charges you for each transaction.
- **WSGIFTCERT – WebStore Gift Certificate.** If you have the Gift Certificate function turned on, you need to assign a GL Account to this item. This is usually a Liability account – because you have collected money ahead of time and the recipient hasn’t spent it yet. When a Gift Certificate is redeemed, the money comes out of this account.

The program also created a new Customer called AAACTIVE – The Active Network (Type: Other). You will receive your remittance payment from Active. So we want to have a Customer set up for that.

Transaction Fees tab

Transaction Fee Options: These options allow you to determine how you deal with transaction fees on your WebStore. The total transaction fee you are charged may consist of a transaction fee plus a credit card fee. Your choice here is only to decide where (to which GL Accounts) you will post these fees.

Note: This is the Global Default Setting. In Item Maintenance (for each specific item), you always have the opportunity to direct these fees to ANY GL Account you choose and to change them at any time.

- Use GL Account on Item you are selling: Choose this option to post the transaction fee to the same account as the Item you are selling. For example, if the item is a yearbook and yearbook goes to GL Account #4105-40-00, then the transaction fee would also go to that account.
- Use GL Account on the Transaction Fee Item: Choose this option to post all your transaction fees to the same GL account. This would be the GL account on the Transaction Fee item, for example, WSTRANSFEE.

GL Account: Enter the GL Account for transaction fees. Tracks will copy this account number over to Item Maintenance for this item as well.

Convenience Fee Tab

1. Welcome | 2. Trans Fees | 3. Conv Fees | 4. Sales Options | 5. Closeout Items | 6. Syncing

When you created your WebStore, the software automatically created this Fee Item for you. Although you have the option to charge Convenience Fees to offset your Transaction Fees, we recommend that you raise your prices to cover your Transaction Fees and absorb the cost as an expense.

Convenience Fees

Convenience fees are optional fees that you may charge consumers who purchase items in your WebStore. You can decide the Global defaults for GL Account postings and rates. Global Settings can be overridden for individual items in Item Maintenance.

Global Convenience Fee Options

Enable Convenience Fee Options

Use GL Acct on Item you are selling.

Use GL Acct on the Convenience Fee Item.

Convenience Fee Item: WSCONVFEE GL Account: []

Conv Fee Type: Percentage

Conv Fee Rate: [] % (For Example, 6.25%)

[To view a demo video about WebStore Transaction and Convenience Fees, click here.](#)

Convenience Fee Options: You can decide whether you will absorb fees or pass them on to parents in the form of a convenience fee. If you do elect to charge convenience fees on even one item, you must enable that option here.

These settings establish the global convenience fee settings that can be used for any item. But you can also override these defaults on a specific item. In other words, you may want to charge a convenience fee on some items but not on others. Or you may want to charge a percentage on some items, but a flat fee on others. You have the choice.

Enable Convenience Fee Options: Check this box if you will charge a convenience fee on any items in your WebStore. Leave the box clear if you do not want to charge convenience fees.

Convenience Fee GL Account Options: You must select one of the following options. When you plan to use a convenience fee, you must tell Tracks where you want to post it. Here, you can decide how to post it to your books.

- **Use GL Account on Item you are selling:** Choose this option to post the convenience fee to the same account as the Item you are selling. For example, if the item is a yearbook and yearbook goes to GL Account #4105-40-00, then the convenience fee would also go to that account.
- **Use GL Account on the Convenience Fee Item:** Choose this option to post all your convenience fees to the same GL account. This would be the GL account on the Convenience Fee item, for example, WSCONVFEE.

Convenience Fee Item: Enter the item you want to use to post convenience fees. When you create your store, Tracks automatically created an item called WSCONVFEE, but you could use a different item if you choose.

GL Account: If you have enabled Convenience Fees, you MUST choose a GL Account for this item.

Convenience Fee Type: Choose either percentage or flat fee. If you choose percentage, Tracks will prompt you to enter the default percentage next. If you choose flat fee, Tracks will prompt you to enter the fee.

Conv Fee Type	Percentage
Conv Fee Rate	3 %

Conv Fee Type	Flat Fee
Conv Fee Amount	\$ 2.50

Convenience Fee Rate/Amount: This field description changes depending upon whether you have selected percentage or flat fee above. Enter the rate or the amount you want to be added to the purchase.

Sales Options Tab

These options allow you to determine how you will handle student debts and sales to students who owe you money.

WebStore/Software Sales Options Wizard - My Demo Middle School

1. Welcome | 2. Trans Fees | 3. Conv Fees | 4. Sales Options

These options allow you to determine how you will handle student debts and sales to students who owe you money.

Send Student Debts to WebStore

Add Convenience Fee to Balance Due Items

Conv Fee Type Percentage

Conv Fee Rate 6.00 %

Allow Sales to Customers with a Balance Due

[To view a demo video about student debts, click here.](#)

Optional Functions

	Enable	Disable
Gift Certificates	<input checked="" type="radio"/>	<input type="radio"/>
Product Reviews	<input type="radio"/>	<input checked="" type="radio"/>
About Us	<input checked="" type="radio"/>	<input type="radio"/>

Send student debts to WebStore: Check this box if you want to export student debts to the WebStore. This will allow parents to pay debts online, hopefully resulting in more money coming in. Or leave the box clear if you don't want to allow debts to appear in your WebStore.

Tech Note

Technical note: Debts are handled separately from regular customer history. Customer history data is kept in sync between Tracks and the WebStore and is used for most item and quantity limits. This data is stored in the orders_hist and orders detail tables in the WebStore. Debt data is stored in the users_debts table. The syncing process for the debts is separate and tied to the customer sync.

Add Convenience Fees on balance due items: Check this box to apply the global convenience fee defaults to any balance due items. Leave the box clear if you don't want to charge a convenience fee on debts.

- **Conv Fee Type:** Choose either Percentage or Amount.
- **Conv Fee Rate/Amount:** Enter a percentage rate (like 6.00%) or an amount (like \$2.00).

Allow sales to Customers with a Balance Due: Check this box if you want to allow students with a balance due (owing debts) to make new purchases on your WebStore.

How does this work? When Tracks sends Customer data to the WebStore, each record is marked with one of the following codes:

- OK for new purchases.
- Has debts – no purchases allowed until debt paid off.
- No purchases allowed – Customer has a Status of withdrawn or locked.

Optional Functions: These are functions you can choose to enable or disable in your WebStore.

Optional Functions		
	Enable	Disable
Gift Certificates	<input checked="" type="radio"/>	<input type="radio"/>
Product Reviews	<input type="radio"/>	<input checked="" type="radio"/>
About Us	<input checked="" type="radio"/>	<input type="radio"/>

Gift Certificates: When you enable gift certificates in your store, you give grandma or Aunt Jane the ability to give a gift of money to a student – but the money has to be spent in the WebStore.

Product Reviews: If you enable product reviews, you allow students and parents to write reviews and make comments about your WebStore items. This does require some monitoring to ensure that only appropriate content is published. You can turn this feature on and off here.

About Us: This option (which is displayed on the WebStore menu bars gives you a place to enter information about your school or your online store policies. For example, you might enter information about your return policy or information about parent permission slips or waivers. You can use this area for anything. If you choose to disable this option, it won't show at all on the menu bar.

Closeout Items Tab

Tracks uses these items to balance any online transactions when you do a Closeout. These items must exist in Item Maintenance before they will be available here (but, of course, Tracks automatically created them when you set up your store). Tracks has also taken the liberty of populating this screen with those items. The same goes for the Customer for Clearing.

For a detailed description of what happens to online transactions during a Closeout, see the section on “Doing a Closeout with Online Transactions.”

WebStore Closeout Items		GL Accounts
Convenience Fee Item	WSCONVFEE	5000
Transaction Fee Item	WSTRANSFEE	5000
Gift Certificate Item	WSGIFTCERT	2002
WebStore Clearing Item	WSCLEAR	1625
Customer for Clearing	AAACTIVE	
Next Online Receipt No.	8000001	
Next Vehicle Permit No.	1111110001	

[To view a demo video about Closeouts that include WebStore transactions, click here.](#)

Convenience Fee Item: This is a required field ONLY if you have enabled convenience fees on the Convenience Fees tab. If you are going to use convenience fees, you must choose an Item and enter it here. When Tracks downloads transactions with convenience fees, it will automatically assign this item to convenience fee amounts.

Transaction Fee Item: This is a required field. Enter the item Tracks will use for transaction fees here. When Tracks downloads transactions, it will automatically calculate the appropriate transaction fee for each line item on a receipt. When you do a Closeout, all these transaction fees (with their correct GL Accounts) will be combined on the WebStore Clearing Receipt for that Closeout, using this Item number.

Gift Certificate Item: This is a required field ONLY if you have enabled gift certificates on the prior tab.

WebStore Clearing Item: This is a required field. Enter the item Tracks will use for posting the net amount due you as remittance for online transactions. **Important:** The GL Account on this Item is normally an Asset account like Accounts Receivable.

Customer for Clearing: This is a required field. Enter the Customer you will use for posting the transaction fees and net remittance due from online processing. (We suggest you use the default “AAACTIVE” that was created as the Customer number because you will be receiving your remittance from The Active Network.) When you do a Closeout, Tracks will create a negative receipt to this customer totaling the remittance due plus the transaction fees included for the online receipts in this Closeout. Later, when you receive your remittance, you will enter the amount you received and Tracks will offset that amount against the total due.

Important: Make this Customer for Clearing be a Customer Type “Other.” Do NOT make this Customer a “Club” and enter a GL Account. This will cause transaction fees posted to this Customer to go to the wrong GL Accounts – overriding your selections in the Setup wizard.

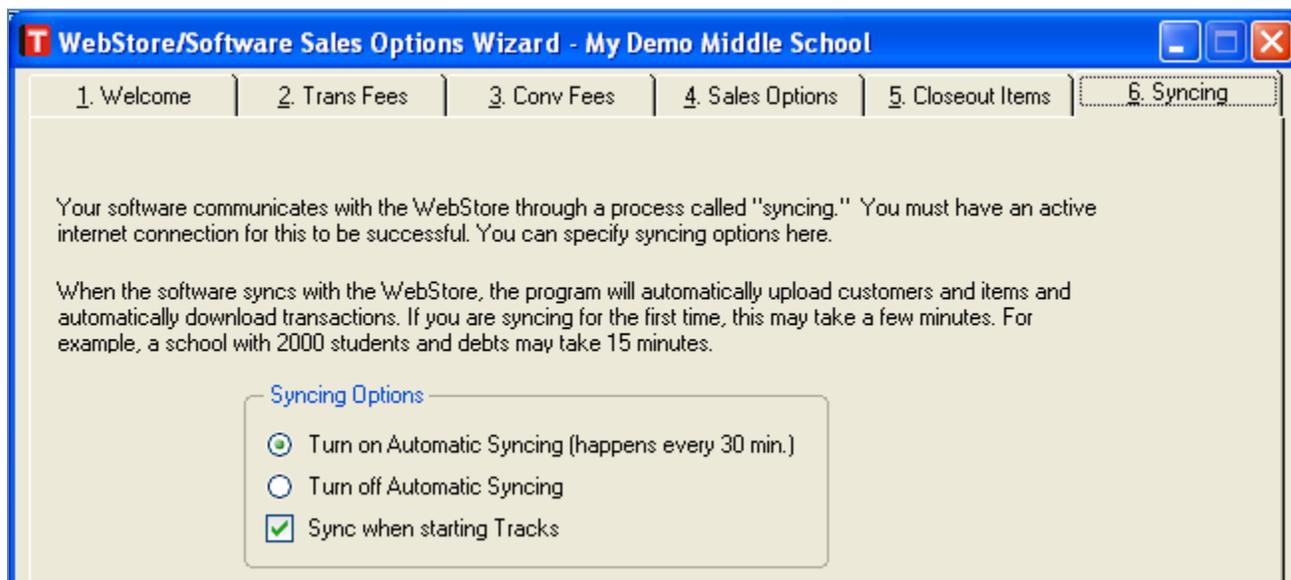
Next Online Receipt Number: Enter the starting receipt number for your online transactions. When Tracks assigns a receipt number to each transaction, it will use these receipt numbers instead of your regular receipt series. That will help differentiate online receipts from the others.

Next Vehicle Permit Number: If you want to sell parking permits online, we suggest you use a parking permit number that is outside your standard sequence. Tracks pre-populates this field with a nice long number.

Syncing Tab

The top part of this tab concerns syncing options. What is involved with syncing up?

- Tracks always initiates contact with the WebStore, not the other way around. In other words, you could have 50 sales on the WebStore, but if Tracks doesn't initiate contact, those sales will never be downloaded.
- During syncing, Tracks sends the contents of the queue to the WebStore. These are changes to the Customer file, Items that are enabled for the WebStore, Customer History and Debts (if selected) and downloads online transactions.

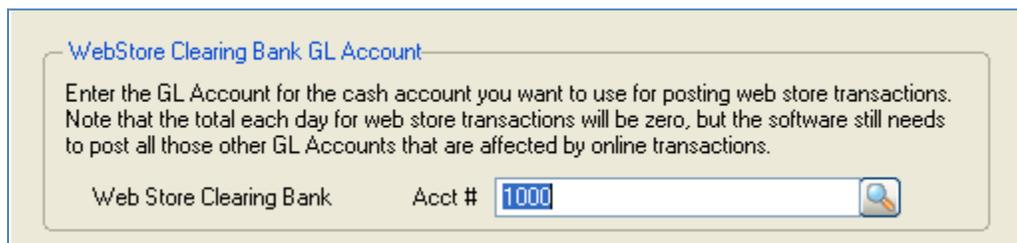


Turn on Automatic Syncing: Select this option to have Tracks sync up with the WebStore automatically every 30 minutes. This should normally be selected.

Turn off Automatic Syncing: You should only turn off automatic syncing if you don't want to send and receive information from your WebStore. This is not recommended because normally you want Tracks and the WebStore to be in communication with each other.

Sync when starting Tracks: Select this option to sync up when starting Tracks. (Recommended.)

WebStore Clearing Bank GL Account



GL Account: Enter the GL Account for the WebStore Clearing Bank. See the section on Daily Closeouts for more information about how Tracks uses these accounts to post transactions on a daily basis.

3. Syncing Data

What is involved with moving data between Tracks and the WebStore? All action is initiated by Tracks. The WebStore doesn't send anything to Tracks on its own. After initial setup, data is sent and received based on your selection of "syncing" options (see Setup Options).

What is syncing (synchronizing) data?

1. When you do certain things in Tracks, the program adds those items to a queue to be sent to the WebStore.
2. Every thirty minutes, the Tracks program does the following:
 - a. Checks syncing options.
 - b. Ticks the WebStore to see if there are transactions to be downloaded.
 - c. Downloads the transactions into a special import file and creates a new Tracks receipt (using the receipt numbers in the setup wizard) for each transaction.
 - d. Checks the queue to see if there is anything (customers, items, customer history, on account transactions) to be sent.
 - e. Sends anything in the queue to the WebStore.

How long does syncing take? On your very first sync, Tracks sends ALL your customer history including ALL your debt history to the WebStore. This may take anywhere from 15 minutes to a couple hours, but after that, it should be very fast. That means that if you have "Automatically sync" selected, Tracks will send data right away because the program checks the queue and if there is anything there at all, it gets sent right then.

We suggest that you use a fast computer for the initial creation of your WebStore. Since Tracks is sending so much data up to the WebStore, it is useful to have the fastest computer you've got handling the job. This is not an issue after the initial upload. Note that the amount of time required to upload data is dependent upon the amount of data you are loading onto your WebStore. If you have 2000 students and 200 outstanding debts, it will require less time than if you have 2000 students and 4000 outstanding debts.

What data is imported and exported and when?

1. Startup
 - a. WebStore creation – When you activate your WebStore for the first time, Tracks sends the data from the setup wizard and creates a WebStore just for you.
 - b. Tracks sends Customers who are Type = Student, Faculty/Staff, and Adult. Customer Types of Club and Other are NOT sent.
 - c. Tracks sends any Items you have marked as "Enable in WebStore."
 - d. Tracks sends all customer history. (Note: we send all the history and then keep it current so that the WebStore will have the same data Tracks has).
2. Daily – these items are all put in the queue.
 - a. If you add a student or make a change to customer data (like middle initial).
 - b. If you enable, disable, or change an already enabled Item to be sold on your WebStore.
 - c. If you create a new debt (library fine, lost textbook fee, NSF check) or make any transaction through the Word Screen – even a payment on a debt.

Warning about Customer records:

The WebStore can only handle customers that have both first and last names. If you have loaded your Faculty/Staff customers by stuffing "Alice Jones" in the Last Name field, that record won't upload at all. If the program discovers problems with any customers in the Customer file during the initial attempt to load customers, you will receive a message informing you of the problem. Tracks will display a list of the "problem" customers and you'll be able to print that out so you can make corrections. Don't worry about doing all this BEFORE continuing with your WebStore upload, because once you make the corrections, the corrected data will be uploaded the next time you sync.

4. Using Item Departments to Group items in your WebStore

There are two kinds of departments used to group items for your WebStore.

- Item Departments, which are the main department categories and are also used by the Tracks program. These are defined and managed in Item Department Maintenance on the Item menu. Examples of Item Department are shown below: General, Make a Donation, Auditions, etc.
- Sub-Departments, which are the subsidiary groupings UNDER a main department. These are defined and managed directly in the WebStore using Sub-Department Maintenance, located on the WebStore menu. An example of a Sub-Department is School Supplies, shown on the example below UNDER Student Store.

Item Department Maintenance

What does it do? Defining Item Departments allows you to create groupings for the items you will sell on your WebStore. All WebStore items MUST have a Department. When you use Item Departments, you can group your items into logical categories.

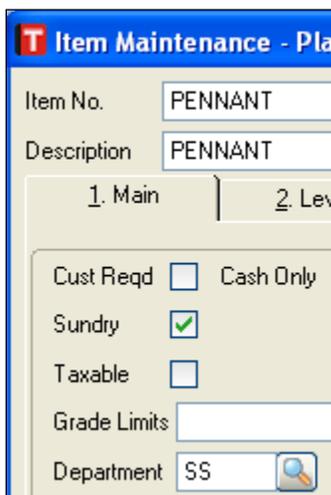
Item Departments in Tracks are set up in Item Department Maintenance and assigned to individual items.

After your item has been enabled for the WebStore, you can even create sub-departments in the WebStore as shown in the example on the right. School Supplies is a sub-department under Student Store.

Departments
General
Make a Donation
AP Tests and Everything
Student Store
School Supplies
Athletic Activites
Fundraisers
Auditions
New Products
Featured
Bestsellers

Where is it? Go to the Item menu, and choose Item Department Maintenance.

You will probably want the items you sell on your WebStore to be grouped in a logical manner. The WebStore groups items according to the Department specified in Item Maintenance.



The screenshot shows a window titled "Item Maintenance - Pla". It contains the following fields and options:

- Item No.: PENNANT
- Description: PENNANT
- 1. Main | 2. Lev
- Cust Reqd Cash Only
- Sundry
- Taxable
- Grade Limits: [empty field]
- Department: SS [search icon]

For example, this item called PENNANT has a Department Code of "SS" – Student Store.

Using the screen:



Item Department Code: Enter the code for this department. Note: When you initially activate your WebStore, Tracks will create a record in this file for each department code it finds in Item Maintenance. All the descriptions will be left blank, so you can simply fill them in with the description you want for each one.

Item Department Description: Enter the 30-character description for this code. **Warning:** No punctuation is allowed in the description field. That means “Things & Stuff” is not allowed because of the ampersand!

Video Help: Click the Video Help button to view a brief tutorial about Item Department Maintenance.

Important Note about Item Departments:

The WebStore will suppress Departments that have no WebStore enabled items in them. Let’s use AP Tests as an example. You only sell them at a certain time of the year, right? So, sometimes you want the AP Tests Department to show and sometimes you don’t.

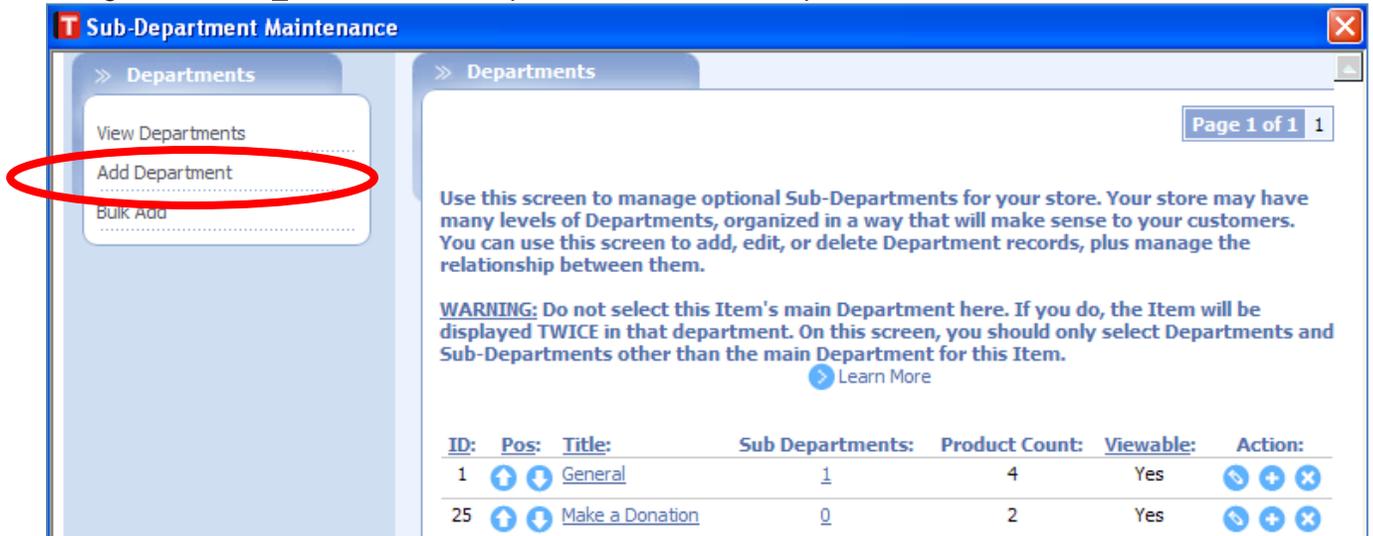
Let’s assume you sell AP Tests and you have a Department called APT – for AP Tests. When a parent clicks on the APT Department, they will see all the AP Tests you are selling. After a while, you won’t be selling AP Tests anymore and you will disable them in Item Maintenance. At that point, the WebStore will not display the AP Tests Department on the WebStore screen – because there aren’t any products available in that department.

Sub-Department Maintenance

Use this screen to manage optional Sub-Departments for your store. Your store may have many levels of Departments, organized in a way that will make sense to your customers. You can use this screen to add, edit, or delete Department records, plus manage the relationship between them.

Where is it? Go to the Management menu, WebStore menu and choose Sub-Department Maintenance.

Using the screen: To add a new Department, click Add Department from the left menu.



The screenshot shows the 'Sub-Department Maintenance' window. On the left, a menu is visible with three options: 'View Departments', 'Add Department', and 'Bulk Add'. The 'Add Department' option is circled in red. The main content area displays a table of departments and a warning message.

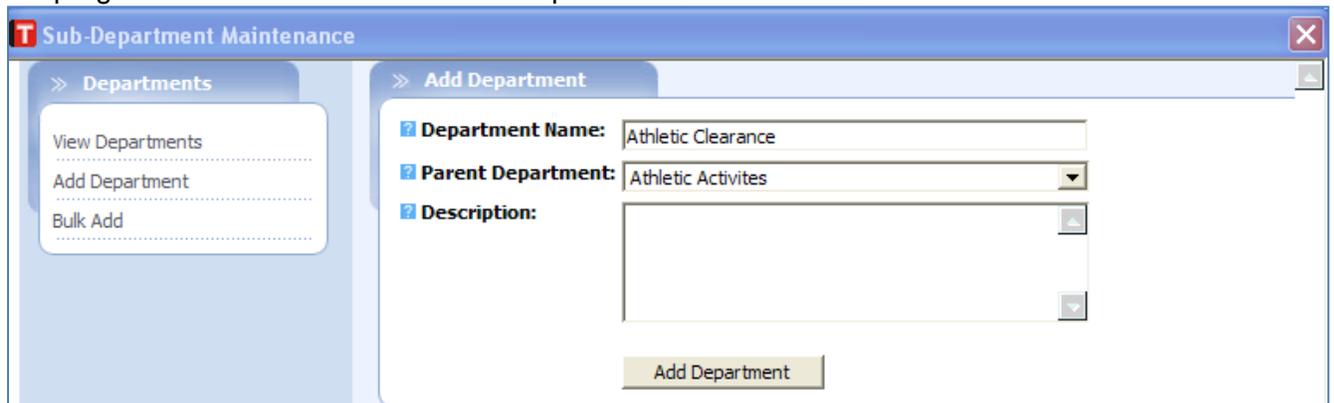
Page 1 of 1 1

Use this screen to manage optional Sub-Departments for your store. Your store may have many levels of Departments, organized in a way that will make sense to your customers. You can use this screen to add, edit, or delete Department records, plus manage the relationship between them.

WARNING: Do not select this Item's main Department here. If you do, the Item will be displayed TWICE in that department. On this screen, you should only select Departments and Sub-Departments other than the main Department for this Item. [Learn More](#)

ID:	Pos:	Title:	Sub Departments:	Product Count:	Viewable:	Action:
1		General	1	4	Yes	
25		Make a Donation	0	2	Yes	

Enter a new Department name and select the parent Department (this new Sub-Department will be displayed UNDER the parent Department). You do not have access to the Description field because the program uses that field for the Item Department Code.



The screenshot shows the 'Sub-Department Maintenance' window with the 'Add Department' form active. The form includes fields for 'Department Name', 'Parent Department', and 'Description'. The 'Department Name' field contains 'Athletic Clearance', and the 'Parent Department' dropdown is set to 'Athletic Activites'. An 'Add Department' button is at the bottom.

You may also edit or delete Departments using this screen. You can see how many items are assigned to a Department by checking the number in the Product Count column. Note: You should NOT delete Departments that have Items in them. Instead, reassign those Items to other departments and then delete the department.



Action:

Actions:

- Pencil: Edit this department record.
- Plus: Add a new department.
- "X": Delete a department record.

Manage departments:

ID: Department ID is used internally by the program. You will always just use the Department title.

Position (Pos): Use these arrows to move departments higher and lower in the display listing on your WebStore Home Page.

Title: This is the text that is displayed in your WebStore.

Sub-Departments: This displays the number of sub-departments in this department. Click on the number to drill down and view the sub-departments.

Product Count: This displays the number of items currently assigned to this department.

Viewable: Is the department viewable or not?

Action buttons: Edit, Add, Delete buttons

Departments

Page 1 of 1 1

Use this screen to manage optional Sub-Departments for your store. Your store may have many levels of Departments, organized in a way that will make sense to your customers. You can use this screen to add, edit, or delete Department records, plus manage the relationship between them.

WARNING: Do not select this Item's main Department here. If you do, the Item will be displayed TWICE in that department. On this screen, you should only select Departments and Sub-Departments other than the main Department for this Item.

[Learn More](#)

ID:	Pos:	Title:	Sub Departments:	Product Count:	Viewable:	Action:
1	↑ ↓	General	<u>1</u>	4	Yes	
25	↑ ↓	Make a Donation	<u>0</u>	2	Yes	
26	↑ ↓	Instant Imprints	<u>0</u>	3	Yes	
2	↑ ↓	AP Tests	<u>0</u>	3	Yes	
3	↑ ↓	Student Store	<u>2</u>	28	Yes	
4	↑ ↓	Athletic Activites	<u>0</u>	9	Yes	
6	↑ ↓	Fundraisers	<u>2</u>	5	Yes	
11	↑ ↓	Field Trips	<u>2</u>	1	No	
15	↑ ↓	Drama Tickets	<u>0</u>	1	Yes	
17	↑ ↓	Auditions	<u>0</u>	2	Yes	

Bulk Action:

Bulk Action: You might want to order all your departments in alphabetical order. But recommend that you NOT delete all your departments.

Bulk Action:

- Select Action
- Delete
- Order Alphabetically

5. Overview: Selling Tracks Items in your WebStore

It is important to understand the differences between selling an item through the Tracks software and selling it through your WebStore. This section is intended to explain how each of the different item types is handled and things you should know when setting them up.

This is a grid showing which item types are currently supported in the Tracks WebStore. We have included more detail comments below the grid if there are special things you need to know about certain item types. We have not included additional comments below for items that are handled the same as in the standard Tracks software (like Service Type items).

Item Type	Supported in WebStore?	Comments
Service	YES	Works like standard Tracks.
Product	YES	Works like standard Tracks.
Matrix	YES	Works like standard Tracks.
Kit	YES	Works like standard Tracks. Will explode correctly.
Vehicle	YES	Works, but you must enter the student vehicle information after the fact. See below.
FundRaiser	YES	Works, but there are limitations. See below.
Equipment	NO	Not supported.
Hour Tracking	NO	Not supported.
Donation	YES	Works, but each donation may be posted to a separate Donor record. See below.
TexTrack	NO	Not supported. You wouldn't want to SELL a TexTrack item like "Damaged Cover" in your WebStore, but you CAN collect lost textbook fees and other textbook charges online.
Locker	NO	Not supported.

Things to know about specific Item Types:

1. Vehicle (used primarily for parking permits).
 - a. You can sell these items on the WebStore and the program will create a vehicle record in Tracks using an automatically-assigned sequential number. You can enter the Next Vehicle Permit Number to be assigned in School Settings, on the Work Screen tab (bottom left). *Note that this function ONLY applies to vehicles purchased on the WebStore – not if you sell it on the Work Screen.*

The screenshot shows a software interface with a dropdown menu labeled 'Fees window Handling' set to 'Enter F to Open Fees Window'. Below it is a text input field labeled 'Next Vehicle Permit No.' containing the number '502', with the text '(for Web Store only)' to its right.

- b. When the student comes to pick up the sticker or parking permit, you can collect a sheet with the vehicle information and that data can be entered after the fact in Vehicle Maintenance.
 - c. Think about this process ahead of time if you want the Permit Number in Tracks to be the same as the hang tag or the sticker you give the student. In the example above, we decided to reserve the permit stickers starting with #500 for WebStore purchases. The program will assign the permit number when the transactions are imported into Tracks. When the student comes to pick up the permit, you'll need to print a Vehicle

Report sorted by Customer Name and make sure you hand out the right permit to each student.

2. FundRaiser

- a. If you want to sell a specific Item that belongs to only ONE FundRaiser - that works.
- b. You can even sell FundRaiser Items that are “Prompt for Price” because the WebStore will allow for the consumer to enter the amount they want to pay.
- c. What doesn't work?
 - i. Items that have “Prompt for FundRaiser Code” turned on. The WebStore can't prompt for this right now.

3. Donation

- a. When you sell a Donation type item in Tracks, you are prompted to enter a Donor code or select from an existing Donor list for each transaction. The WebStore doesn't have access to that Donor Code file, so it has to do the best it can. Here's what it does:
 - i. When a transaction with a Donation item is downloaded from the WebStore, Tracks looks at the Payor information (that's right – the name and address of the customer making the payment) and tries to match it up with an existing entry in the Donor file.
 - ii. If it finds a match, it assigns that Donor Code to this transaction.
 - iii. If it doesn't find a match, it creates a new Donor record for this transaction.
- b. The worst that can happen is that someone may end up with multiple Donor records in your file, which would give them multiple statements or thank you letters – instead of having ALL their contributions on ONE statement. It's workable.

6. Tracks Item Maintenance and the WebStore

What does it do? Use the WebStore tabs in Item Maintenance to manage items in your WebStore. There are several options you need to understand about additions to Item Maintenance and we'll take them in order:

- WebStore 1 tab – enable the item, manage display, manage images & waivers.
- WebStore 2 tab – manage item fees, related items, quantity display option
- Matrix quantities for WebStore

WebStore 1 tab

Where is it? Go to the Item menu and choose Item Maintenance. Select an item and go to the WebStore 1 tab.

Item Maintenance - Play School High School

Item No. YRBK Type Service

Description Yearbook Last Activity 07/27/09

1. Main | 2. Levels | 3. Additional | **4. WebStore 1** | 5. WebStore 2

Description

Enable in WebStore Send Email

Long Description

Yearbook. Our yearbook this year will be terrific. And this will be the best one ever. Be sure to buy extra embossing and the insert tool!

Bonus Field Description

Display Options

New Item

Featured Item

Viewable

Orderable

Allow sales to customer with a balance due

Department

Main Department: GEN General

Add to additional Department: Departments

Item Images

Main Images Click to upload/manage

Additional Images Click to upload/manage

Extras

Item requires Waiver Manage waiver

Download w/ purchases Manage form

Navigation: Home, Back, Forward, End

Buttons: Accept, Cancel, Delete, Print, Help, Run

Status: COLE1 11/13/09

Enable in WebStore: Check this option to display this item in your WebStore. To remove the item from your WebStore, clear the checkbox. Note: You can control what is displayed to the consumer with the Display Options over on the right. It is not necessary to disable an item to keep it from being offered.

Send Email: Check this option to add this item to the “New Items Added to WebStore” email that is automatically sent each week. Clear the option to not include this item.

Long Description: Enter a long description (up to 1024 characters) to be displayed on the WebStore. This is the place where you can completely describe your item. You may use HTML codes if you wish to do certain types of formatting. (Note: we do not assist with HTML formatting.)

Wildcat Photo Collage
SKU: LTCOLLAGE

Wildcat Photo Collage - 8 x 8

- Genuine wooden frame with embossed logo.
- Accommodates up to 3 photos.
- Suitable for hanging or standing display.

Bonus Field Description: If you have a Bonus Field designated for this item, this field will be enabled and you can enter a longer description here. For example, if your Bonus Field is “Guest” you might put “Enter Guest’s name.”

Bonus Field Description
Enter Guest's name



Big Dance
SKU: BIGDANCE

Big Dance. This is a very big dance. It will be extremely fun.

Price: \$50.00
Convenience Fee: \$5.00

Enter Guest's name:

 **ADD TO CART**

Item Images: You have the ability to load THREE Main images for each item. These three images may be the same or different, as illustrated in the example below. In addition, you may load unlimited Additional images that will be displayed slightly below the item in the Store.

Main Images

Item images are managed using a direct link into the WebStore. No syncing is necessary to add or change an image. (Note: The Item must first be enabled BEFORE you can add images to it – and that DOES require syncing.) Directions are built right into the screen and your currently selected images are displayed.

Detail

Use this screen to upload Item images. You may upload the same image in all three spots or different images in each one. You may upload .jpg and .gif files.

1. **Thumb** – appears on the Home Page display with other items.
2. **Detail** – appears on the Item Page.
3. **Large** – is displayed when user clicks "View Larger Image"

Instructions:

1. Click Browse to locate the image you want to upload.
2. Click Update Product to update the Item in your WebStore.

Images:

		
Thumb: X	Detail: X	Large: X
<input checked="" type="radio"/> Upload <input type="radio"/> Filename	<input checked="" type="radio"/> Upload <input type="radio"/> Filename	<input checked="" type="radio"/> Upload <input type="radio"/> Filename
<input type="text"/> <input type="button" value="Browse..."/>	<input type="text"/> <input type="button" value="Browse..."/>	<input type="text"/> <input type="button" value="Browse..."/>

Additional Images: You can add extra images and they will appear under the item itself on a Photos tab. You can upload a thumbnail and a larger image for each.

In this example, in the first image row, there is a water bottle and for the large image, a basketball.

Images

Use this screen to upload additional Item images. You may upload an unlimited numbers of images for this Item. You may upload .jpg and .gif files.

Instructions:
1. To add new images, click Add New Image Row.
2. Click Browse to locate the image you want to upload.
3. Click Update Product to update the Item in your WebStore.

		Delete Row
Add Thumb: <input checked="" type="radio"/> Upload <input type="radio"/> Filename <input type="text"/> <input type="button" value="Browse..."/>	Add Large: <input checked="" type="radio"/> Upload <input type="radio"/> Filename <input type="text"/> <input type="button" value="Browse..."/>	
		Delete Row
Add Thumb: <input checked="" type="radio"/> Upload	Add Large: <input checked="" type="radio"/> Upload	

Donation - Athletic Club

SKU: DONATH
Donation - Athletic Club

Enter Amount:
Enter your favorite sport:
Login to assign Student: [Click here](#)

[View Larger Image](#)

Create a private wishlist

Photos | **Reviews** | **Tell a Friend**

	
View Larger Image	View Larger Image

In the example on the right, you can see how these additional images appear in the store.

Display Options

These options determine how this item is handled in the WebStore.

Display Options

- New Item
- Featured Item
- Viewable
- Orderable
- Allow sales to customer with a balance due



New Item: Check this option if you want the item displayed in the New Products section on the lower left of your WebStore home page. Tracks automatically defaults this to 'checked' when you add an item.

Featured item: Check this option if you want the item to be displayed in the Featured Products section on the WebStore home page.



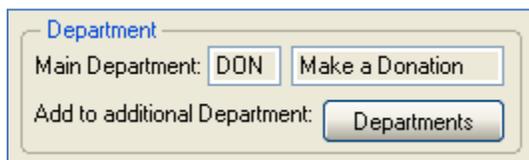
Viewable: Check to display this item in your store.

Orderable: Check to allow customers to purchase this item. Note that you can allow an item to be viewable, but not yet orderable.

Allow sales to customer with a balance due: Remember that global setting on the Sales Options tab? If you didn't check that option to allow sales to students with debts there, you won't even see the option here on the individual item. But assuming you did turn it on globally, right here is where you can turn it on or off for this specific item.

Department

The main department for this item is displayed here (from the Main tab in Item Maintenance). But you can display items in MULTIPLE departments in the WebStore and this is where you manage that.



Add to additional Department: Click on the Departments button to launch the Additional Departments window. This is also a web link directly into your store. This screen makes it easy to see the relationship between your Main Departments (from Tracks) and the sub-departments you may have created in the store.

Use this screen to manage the Departments for this Item. You may display this Item in as many Departments as you wish.

Instructions:

1. To select multiple Departments, hold down the Control key on your keyboard and click to highlight the selected departments.
2. Scroll down to the bottom of the screen to find the Update Product button.
3. Click Update Product to update the Item in your WebStore.

Additional Departments :

- General
- ..Fundraisers - Good for everyone!
-Carol Test
- Make a Donation
- AP Tests and Everything
- Student Store**
- ..School Supplies
-Misc Fun Things
-Spirit Wear
- ..Spirit Items
- Athletic Activities
- Fundraisers
- ..Club Fundraisers
-Spanish Club Fundraisers
-French Club Fundraisers
-Latin Club Fundraisers
- ..Class Fundraisers
-Class of 2010 Fundraisers
-Class of 2011 Fundraisers
- Field Trips
- ..Carol's Great Adventures
- ..Carrie's Dept
- Drama Tickets
- Auditions

Update Departments

Use the Control key to select additional departments for this item.

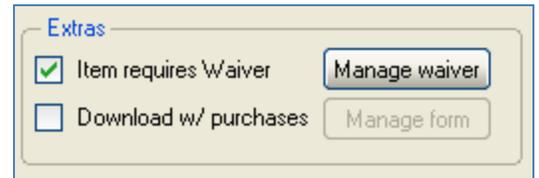
Note: This item's Main Dept is Athletic Activities. You should NOT select the item's Main Dept here. If you do, the item will be displayed TWICE in that Dept. Not a good idea.

ONLY highlight departments here that are ADDITIONAL Departments!

Extras – Waivers and Downloads

You can attach waivers and downloads to specific items. Use this web link to manage waivers and downloads directly in the store.

Click **Manage waiver** (or Manage form for the Download).

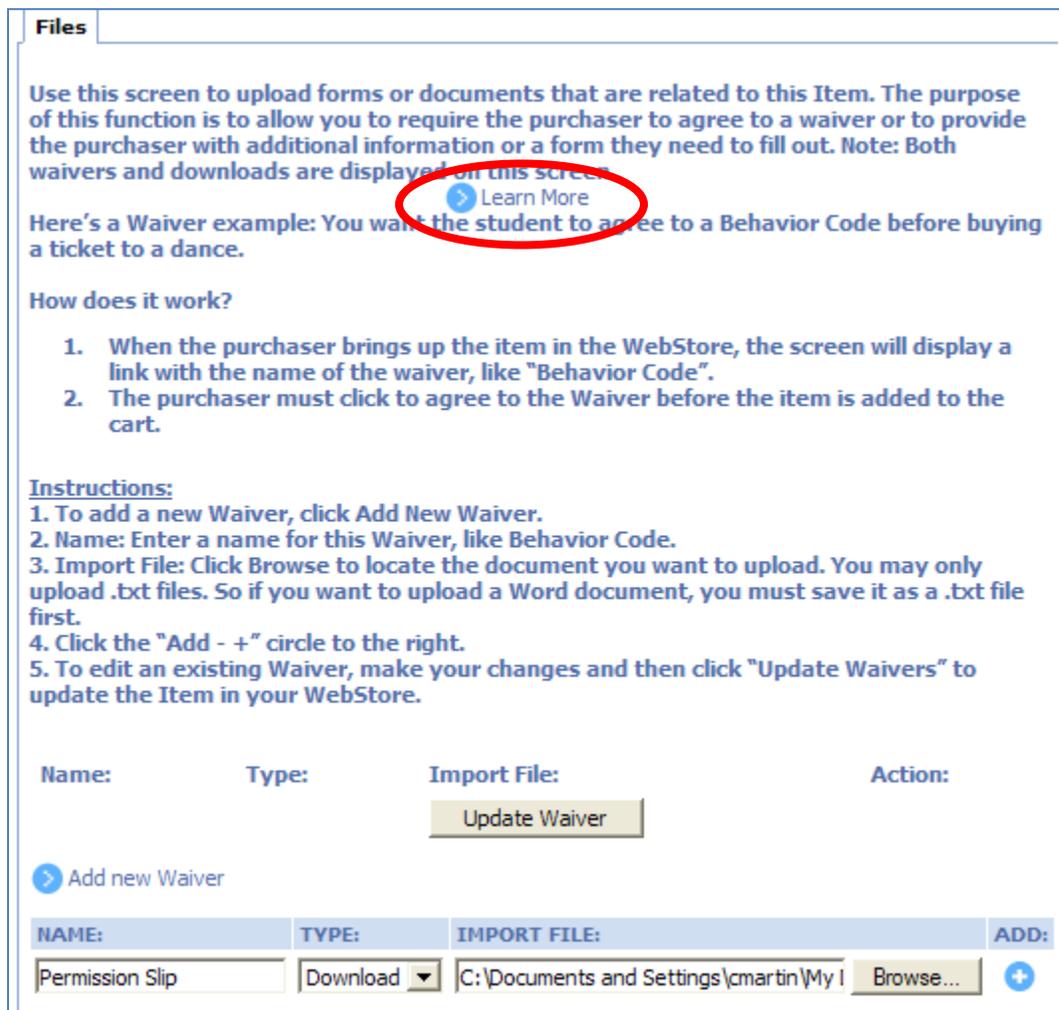


Extras

Item requires Waiver Manage waiver

Download w/ purchases Manage form

This will launch the link to the item record in the store. On this screen below, we've clicked on "Learn More" for a detailed description of how waivers and downloads work and instructions about how to add, edit and delete waivers and downloads.



Files

Use this screen to upload forms or documents that are related to this Item. The purpose of this function is to allow you to require the purchaser to agree to a waiver or to provide the purchaser with additional information or a form they need to fill out. Note: Both waivers and downloads are displayed on this screen.

[Learn More](#)

Here's a Waiver example: You want the student to agree to a Behavior Code before buying a ticket to a dance.

How does it work?

1. When the purchaser brings up the item in the WebStore, the screen will display a link with the name of the waiver, like "Behavior Code".
2. The purchaser must click to agree to the Waiver before the item is added to the cart.

Instructions:

1. To add a new Waiver, click Add New Waiver.
2. Name: Enter a name for this Waiver, like Behavior Code.
3. Import File: Click Browse to locate the document you want to upload. You may only upload .txt files. So if you want to upload a Word document, you must save it as a .txt file first.
4. Click the "Add - +" circle to the right.
5. To edit an existing Waiver, make your changes and then click "Update Waivers" to update the Item in your WebStore.

Name:	Type:	Import File:	Action:
		<input type="text" value="Update Waiver"/>	

[Add new Waiver](#)

NAME:	TYPE:	IMPORT FILE:	ADD:
<input type="text" value="Permission Slip"/>	<input type="text" value="Download"/>	<input type="text" value="C:\Documents and Settings\cmartin\My I"/>	<input type="text" value="Browse..."/> +

In the example below, we uploaded text for a dance waiver. This is how a waiver is displayed in the WebStore.



Big Dance
SKU: BIGDANCE

Big Dance. This is a very big dance. It will be extremely fun.

Dance Waiver

I agree to behave myself at the dance. I will be nice to people and dance with everyone. I will be gracious to the chaperones who have given up their evening to be here with us and I will be complimentary to the Pep Squad members who took three whole days to decorate the gym.

If I should fail to live up to this agreement, I agree that I will stay after school mopping the hall in Building B for a period of one week.

By checking this box, I agree to the Waiver.

Price: **\$50.00**

[View Larger Image](#)

Convenience Fee: \$5.00

WebStore 2 Tab

You can use the WebStore 2 tab to manage several options for this item:

- Convenience fees
- GL Accounts
- Related Items
- Quantity on Hand display

Item No. Type
Description Last Activity
1. Main | 2. Levels | 3. Additional | 4. WebStore 1 | 5. WebStore 2

Convenience Fee Settings
Conv Fee Type:

View example of fee options for this item

Related Items
Related Items

Quantity on Hand Options
 Display available stock

GL Accounts

	Same GL as Item	Same GL as fee Item	Other GL	Item
Transaction Fee	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	2020 Drama Club
Convenience Fee	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	5034 Fees
				2020 Drama Club

Navigation: Accept Cancel Delete

GL Account Number: COLE1 11/13/09

Convenience Fee Settings: We covered convenience fees in the wizard. When you first enable an Item for the WebStore, Tracks assumes you want to use the global defaults. But you can change that to any of the following options for this specific item:

Convenience Fee Type: Choose one of the following:

- Use Global Defaults – Tracks will use whatever you have set up in the wizard.
- None – Do not charge a convenience fee on this item.
- Flat Fee – Charge a flat fee.
- Percentage – Charge a percentage.

Convenience Fee Amount/Rate: Enter the dollar amount or percentage rate.

Convenience Fee Settings
Conv Fee Type:
View example of fee options for this item

View Examples: Click this button to view fee examples for this specific item.

T Fee Option Examples
⏪ ⏩ ✖

Use this screen to determine how you want to handle fees for this Item. Most schools find that they make more sales when they raise their fees slightly (Absorb Fees) rather than adding on a Convenience Fee. Click on "Help", or "Video Help" for more information.

Item Number

Convenience fee

Conv Fee Rate %

Choose either

Price Level A

- or -

Alternate price

Fee Examples	Absorb Fee	Add Conv Fee
Price Level A or Alt Price	82.00	82.00
Convenience fee		5.74
Total charge to consumer	82.00	87.74
Less: Transaction fee (5.95 % + 0.5)	-5.38	-5.72
Net to school	76.62	82.02

↑
Best Option

Parents and students are more likely to purchase items with no convenience fees.

Example does NOT include sales tax (if any).

GL Accounts: The GL Account for the item itself (from the Main tab) is displayed. You can select any of three options for posting both the transaction fee and the convenience fee (if used):

- Use same GL Account as Item
- Use same GL Account as the fee Item
- Use another GL Account – and then you enter it.

Related Items: You can use this feature to link this item with other items that customers might be interested in buying. For example, if a customer signs up for a Food Prep Class, she might also want to purchase a Cooking textbook and an apron.

Click the Related Items button to launch this window. We clicked 'Learn More' here to display that section too. Note: you can change these at any time.

>> Edit Product

Use this screen to select any number of Items that are related to and may be promoted with the sale of this Item. For more information, click on "Learn more" or "Video Help".

[Learn More](#)

How are related items used? Lets assume that when you purchase Item A, you might also want to purchase Item B. For example, if you purchase a Physics Lab Fee, you might also want to purchase a Lab Coat. The Lab Coat is a related item and we want to display it prominently when the purchaser buys a Physics Lab Fee to encourage and facilitate an additional sale.

Instructions:

1. To select related Items, hold down the Control key on your keyboard and click to highlight the related items. You can limit your view to Items in specific Departments by clicking on the Departments at the left.
2. Click on as many Items as you want.
3. Click the "Add - +" circle to the right.
4. Click Update Product to update the Item in your WebStore.

Pos:	Product Name:	Action:
↑ ↓	AP Spanish Test	✕
↑ ↓	Parking Permit	✕
↑ ↓	Sports Pass	✕

[Add New Related](#)

These items below will all be displayed with this specific item.

Related Products



AP Spanish Test
Price: \$82.00



Parking Permit
Price: \$5.00



Sports Pass
Price: \$10.00

Display available stock: Check this option to display available stock for this item on the WebStore. If your quantity on hand is zero, the store displays it like this.



By checking this box, I agree to the Waiver.

Price: **\$50.00**

Convenience Fee: \$5.00

Stock: Out of Stock

Setup for Matrix Items

If you want to sell matrix items in your WebStore AND you care about tracking quantity on hand, you will want to set up your quantities on the Item Maintenance/Main Tab. For our example, we'll use SHIRT.

The screenshot shows the 'Item Maintenance' window for 'SHIRT'. The 'Main' tab is active. The 'WebStore On Hand' field is highlighted with a red circle, showing a value of 23. The 'Modify WebStore Quantities' button is also circled in red. Other fields include 'Cust Reqd' (checked), 'Cash Only' (unchecked), 'Sundry' (unchecked), 'Taxable' (unchecked), 'Grade Limits' (empty), 'Department' (SS), 'Grouping' (empty), 'Save History' (unchecked), 'Checks OK with No Cust' (unchecked), 'Print extra receipt with no price' (unchecked), 'Include in Physical Count' (unchecked), 'Special Functionality' (unchecked), 'Prompt for Price' (unchecked), 'Price' (10.00), 'Cost' (0.00), 'Last Cost' (0.00), 'Prompt for Quantity' (unchecked), 'Quantity Limit' (0), 'Reorder Level' (0), 'Normal Stock' (0), 'Qty On Hand' (93), 'Prompt for Category' (unchecked), 'Category' (empty), 'Prompt GL?' (unchecked), 'GL Account' (4000), and 'New account' button. Buttons on the right include 'Modify Rows', 'Modify Columns', 'Modify Matrix Quantities', 'Modify WebStore Quantities', and 'Show Total Quantities'.

Notice that there is a separate grid to enter the quantities available for sale through the WebStore and a separate WebStore On Hand field showing you what you have available. The 'Show Total Quantities' button combines the totals for your over-the-counter and WebStore quantities.

Donation Items

When a donation transaction from the WebStore is imported into Tracks, the program will make a valiant effort to match up the donor on THIS transaction with an existing Donor in the Donor file.

- If the program finds another Donor with the same name and address, Tracks assumes it's the same person and assigns the existing Donor record to the new transaction.
- If name and address don't match perfectly, Tracks will create a new Donor record for the transaction.

Other notes about items

1. If you sell an SBCARD through the WebStore and it is your "Change to Price Level B item," the program will change the Customer to a Price Level B.
2. Items that cannot currently be sold on the WebStore:
 - a. Items with an Item Type of Equipment, Hours, TexTrack, or Locker.
 - b. Items that are designated as "Cash Only" or "Sundry" items.

Item Features – Which are supported and which are not:

Customer Required	Supported. A valid Customer ID number is required for all purchases.
Cash Only	These items are not sent to the WebStore.
Sundry	These items are not sent to the WebStore.
Taxable	<ul style="list-style-type: none">• Sales tax is calculated on the price of the item.• The WebStore can also handle “tax included” items.• Tax Holiday functionality is not yet supported.
Grade Limits	Supported.
Save History	Not applicable.
Checks OK with No Cust	Not applicable.
Print extra receipt/no price	Not applicable.
Special Functionality	Not supported yet. (This is tax holiday functionality.)
Prompt for Price	Supported.
Prompt for Quantity	Supported.
Quantity Limit	Supported.
Prompt for Category	Not supported.
Prompt for GL	Not supported.
Price Levels	Supported.
Bonus Field	Supported.
Sales Control Codes	Not supported.
Quantity on hand	Supported.
Must Item	Supported.

7. Taking a WebStore Transaction from Start to Finish

This section shows exactly what the WebStore looks like and explains how it works.

WebStore Functionality

The Tracks WebStore works like many other web stores you are accustomed to. The consumer is walked through five main sections to complete a purchase:

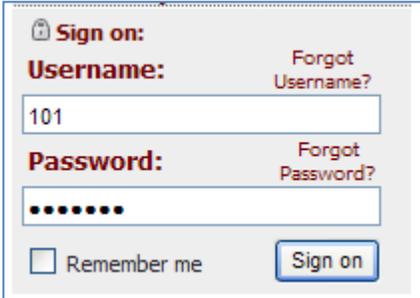
1. Login: Customer is asked to login to use the WebStore. Customer can set up an account. If this is a parent, customer can attach students to his/her account.
2. Choose Items: Customer selects items to purchase.
3. Shopping Cart: Customer can add to, view or remove items in the shopping cart.
4. Billing Information: Customer is prompted to enter billing information including address, phone, email address, and credit card information.
5. Confirmation: WebStore displays order confirmation information and emails payment confirmation receipt to customer.

Login

Let's consider the login for a student first. Student data is uploaded to the WebStore when the sync process takes place. On the login screen, the student will enter login information and then click "Sign on."

Username: Enter the Student or Customer number.

Password: The initial password is set to first letter of first name + last name – all in lower case. For example, the password for student Robert Stevens would be "rstevens."



The screenshot shows a login form with the following elements: a "Sign on:" header with a lock icon; a "Username:" label with a "Forgot Username?" link; a text input field containing "101"; a "Password:" label with a "Forgot Password?" link; a password input field with masked characters; a "Remember me" checkbox; and a "Sign on" button.

Things you should know about WebStore passwords:

- You should encourage parents/students to change their password the first time they login.
 - If someone forgets a password or username, the system can reset it based on the email address provided. They simply click on "Forgot Username" or "Forgot Password."
 - The customer can click "Remember me" to be automatically logged in each time.
-

Choose Items

Once the student has logged in successfully, they will be able to choose items to purchase. They can choose to pay debts or click on a specific Department to view only items in that Department or use the Search function to find exactly what they want.



If the student has debts, the total amount due will be displayed beside the name once they login.

If they click on "Pay Debts," the WebStore will display the detail for all amounts due. The Customer may then choose to add the entire amount to their cart or only make a partial payment.

In the following example, we've chosen the AP Tests Department. The WebStore displays the thumbnail images for these items.



The WebStore displays all the items in the AP TESTS Department. To select an item, simply click on the item.

We're going to choose AP Spanish Test. The WebStore displays the "Detail" image for this item. You can see that this item is "customer required" so I will have to login with a valid student number before I can purchase it.



AP Spanish Test
SKU: APSPANISH

AP Spanish Test. This is a test to see how well you've absorbed the Spanish language.

Price:	\$82.00
Convenience Fee:	\$5.74
Stock:	19

Quantity:

Login to assign Student: [Click here to login](#)

 **ADD TO CART**

login and then click "Add to Cart."

 "AP Spanish Test" has been added to your cart successfully.

View Cart

Remove:	SKU:	Product Name:	Qty:	Price:	Subtotal:
<input type="checkbox"/>	 APSPANISH	AP Spanish Test Convenience Fee: \$5.74	<input type="text" value="1"/>	\$82.00	\$82.00
Subtotal:					\$82.00
Convenience Fee:					\$5.74

Coupon Code:

Shopping Cart

The WebStore always displays the detail for all your purchases in the cart. You can continue shopping or go to Checkout. Let's continue to Checkout.

Order Review

Customer Information » Details » Payment » Review » Complete

Product	Qty	Price	Subtotal
AP Spanish Test	1	\$82.00	\$82.00
Convenience Fee: \$5.74			
Subtotal:			\$82.00
Convenience Fee:			\$5.74
CA Sales Tax (10%):			\$8.20
Total:			\$95.94

Billing Information

First Name: *

Last Name: *

Company Name:

Address 1: *

Address 2:

City: *

State or Province: *

Postal Code: *

Country: *

Phone: *

Email Address: *

On the Order Review screen, the WebStore

- Displays detail for all items in the cart.
- Displays the Billing Information from the customer file.

Now I can choose my payment type. Note that this is where you can enter a Gift Certificate number to be applied to this order.

Gift Certificate	
Please enter a valid gift certificate to apply to this order.	
Gift Certificate:	<input type="text"/>
Payment Method	
<input checked="" type="radio"/> Credit Card/Debit Card	
<input type="button" value="Continue"/>	

I enter my credit card information.

Credit Card Information	
Name On Card:	<input type="text" value="Tom Wilson"/>
Credit Card Number:	<input type="text" value="4567456978954544"/>
Card Type:	<input type="text" value="Visa"/> ▼
CVV2 Number:	<input type="text" value="444"/> What is this?
Expire Date:	<input type="text" value="Jan (01)"/> ▼ / <input type="text" value="2012"/> ▼
I am 13 years of age or older: <input checked="" type="checkbox"/>	
(Federal Law prohibits anyone under the age of 13 from submitting payment)	
<input type="button" value="Continue"/>	

Process order

Order Review

Customer Information » Details » Payment » Review » Complete

YOUR ORDER IS NOT YET COMPLETE. CLICK "PROCESS ORDER" TO COMPLETE. [Process Order Now](#)

Product	Qty	Price	Subtotal
AP Spanish Test	1	\$82.00	\$82.00
Convenience Fee: \$5.74			
			Subtotal: \$82.00
			Convenience Fee: \$5.74
			CA Sales Tax (10%): \$8.20
			Total: \$95.94

Billing Information

First Name: Charmaine
Last Name: Wilson
Address: 145 Harbor Blvd.
Culver City, CA 92060
US
Phone: 619-789-4544
Email Address: cm456777@yahoo.com

The Order Review screen now displays all pertinent information about your order.

It even has a place for you to enter a comment.

Click either of the "Process Order Now" buttons to complete your order.

Payment Information

Payment Method: Credit Card/Debit Card
Name On Card: Tom Wilson
Credit Card Number: XXXXXXXXXXXX4544
Card Type: Visa

Order Comments

I just wanted to comment that it's great you have an online store. So convenient!

[Process Order Now](#)

The WebStore displays your order number under Order Results. You can print your order from here.

Your order is complete!

 Customer Information >  Details >  Payment >  Review >  Complete

Product	Qty	Price	Subtotal
AP Spanish Test	1	\$82.00	\$82.00
Convenience Fee: \$5.74			
Subtotal:			\$82.00
Convenience Fee:			\$5.74
CA Sales Tax (10%):			\$8.20
Total:			\$95.94

Order Results

Order ID: 266

Your order has been submitted for processing successfully. A confirmation/receipt email has been sent to your email address which contains all the information on this page as well as important order notes. Please review those notes as there may be additional actions needed to complete your order. If you have any questions about your order you can [contact us](#) at any time. To track the status of your order, log in to your account and select 'Order History'. Thank you for your order and we appreciate your business.

 Print Order

Email Payment Confirmation

The customer will also receive email payment confirmation like this example:

Thank you for ordering through the Coleman Cougar Store. We really appreciate your support of our school. Your Coleman Cougar Store order #263 is summarized below.

If you have any questions about your order, please contact the administrator of this web store at cm@marleep.com or you can always get help through our online [contact form](#).

Coleman Cougar Store Order #263 Details:

Order Date: 11/11/2009 02:02pm
Order Total: \$36.99
Purchaser e-mail address: cm@marleep.com

Billing Address:
Carol Martin
145 Harbor Blvd.
Culver City, CA 92060

Order Summary:

Product	Qty	Price	Subtotal
Anvil Lwt Hooded Sweatshirt	1	\$19.99	\$19.99
Convenience Fee: \$2.00 Options: Large - Orange			
Debt Payment	1	\$15.00	\$15.00
Receipt No.: 110-1 Date: 11/04/09 Item No.: FIELDTRIP Description: Field Trip - Museum Original: 15.00 Prev Paid: 0.00 Debt Payment: 15.00 Convenience Fee: 0.00 Student: Carol Martin			
Subtotal:			\$34.99
Convenience Fee:			\$2.00
Total:			\$36.99

This example above shows the purchase of a sweatshirt and the payment of a debt (for the museum field trip). You can see that the size “Large – Orange” is displayed for the sweatshirt and all the detail is shown for the debt payment too, including the original receipt number, purchase date, student name and original debt amount.

How does a parent create a WebStore account and link their students?

It is easy for a parent to create his or her own account and then link in their children so they can make all their purchases under one login.



Step 1: Click Set up – to create your account.

Step 2: Complete billing information including all required fields and agree to the Terms of Service.

Click “Create Account.”

Billing Information

First Name: Helen *

Last Name: Martin *

Company Name:

Address 1: 1235 Olsen Drive *

Address 2:

City: San Diego *

State or Province: California *

Postal Code: 92121 *

Country: United States *

Phone: 619-879-4544 *

Email Address: helen34@aol.com *

Account Information

Username: Helen *

Password: ***** *

Confirm Password: ***** *

Sign up for the latest news and special offers!

* By checking this box, I agree to the [Terms of Service](#).

Create Account

Step #3: WebStore asks if you would like to add a student to your account. Click on “Yes” to add.

Many items in this store may only be purchased by or for students who are enrolled in this school. Would you like to link student records to your account now?

Yes, add student to my account.

No, return to previous page.

Step #4: Enter the student number and password for the student you want to add. You can link as many students to your account as you like.

» **Add Student**

Hint - Student information is initially uploaded to the WebStore in the following manner:

1. **Student ID Number - For example, 123456 or 00123456**
2. **Password - First initial, Last Name - For example, the password for Sally Smith is ssmith**

Student ID Number:

Password:

Step #5: Make a purchase. Now, when you login as the parent, Helen Martin, you'll see your name displayed in the login section to the left. Notice that you also see that one or more of your students have unpaid debts.

The screenshot shows a web application interface. On the left, there is a navigation sidebar with sections: **Login** (circled in red), **Cart Contents**, and **Departments**. The **Login** section displays "Welcome, Helen Martin" and "Balance Due: \$110.00 Pay Debts" with a "Sign off" button. The **Cart Contents** section shows "Your cart is currently empty" and "Subtotal: \$0.00". The **Departments** section includes "General" and "Make a Donation". The main content area shows a product page for "Art Fee" (SKU: ARTFEE) with a price of "0.00" (circled in red). The product image features the text "CLASS FEES" and "ART CLASS". Below the image, there are radio buttons for selecting a student: "Carol Martin (bal due)" and "Sally Martin". An "ADD TO CART" button is also visible.

If the item you've selected is "Customer Required," the WebStore will display all linked students so you can select the student for this item. Note: You may have purchases for multiple students on one transaction!

Using Gift Certificates in the WebStore

Anyone can purchase a WebStore gift certificate for anyone else. It is an item like any other.

Gift Certificates



Gift certificates are the perfect solution when you just can't find the right gift or you're short on time. Gift certificates make a perfect present for friends, family, and business associates. Fill out all of the details below to add a gift certificate to your order. Gift certificates are delivered via email so please make sure to double check the email address you enter.

1. Enter Sender's Name:

2. Enter Receiver's Name:

3. Enter Receiver's Email Address:

4. Enter Message:

Hi Kim, We hope you have a great birthday celebration. Please use this money to get your school sweatshirt!. We love you. Uncle Jim and Aunt Ellen

5. Enter Amount: (\$10.00 Minimum)

There is a special WSGIFTCERT item in Tracks and monies collected on gift certificates go to the GL Account assigned to this item. This account is usually a liability account.

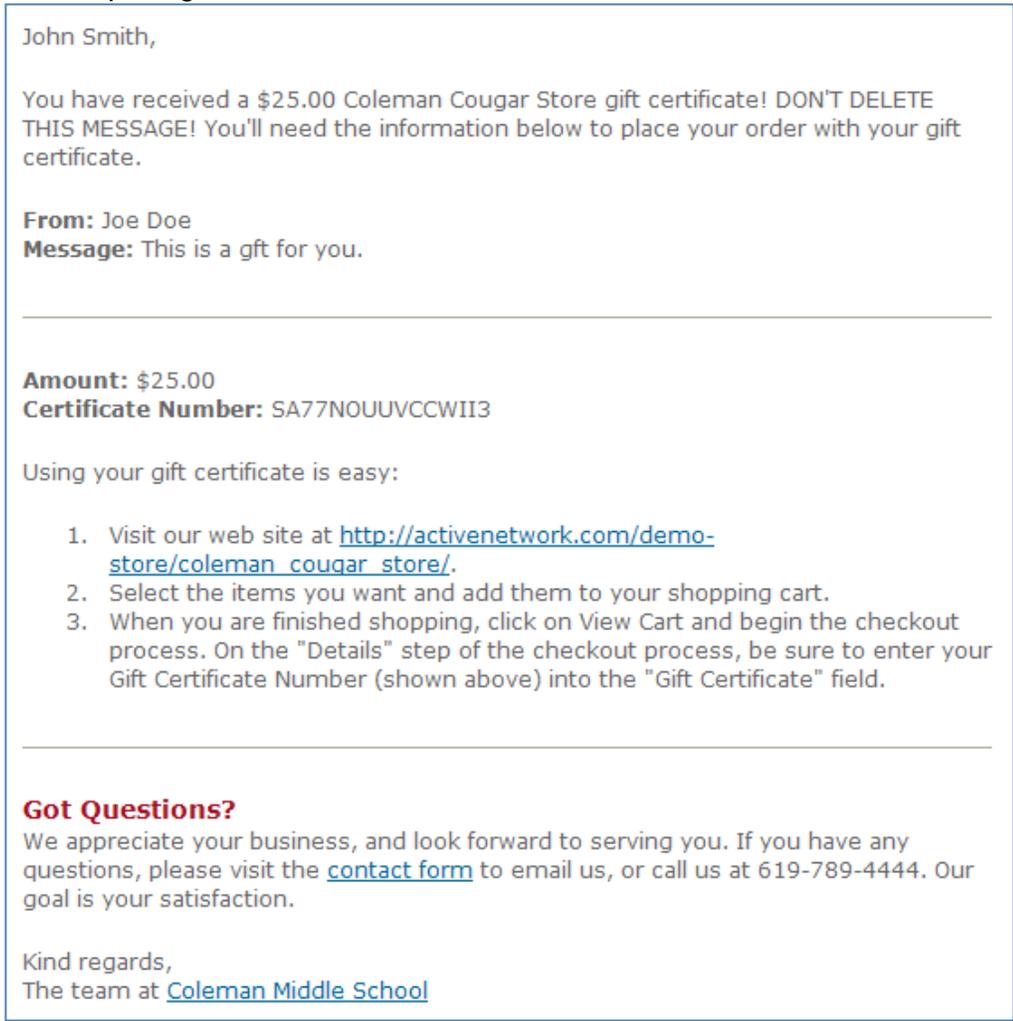
Note: The WebStore keeps tracks of all gift certificate data – who bought what, how much is left, everything. You don't have to do anything.

Here is what the gift certificate looks like in the Shopping Cart:

View Cart

Remove:	SKU:	Product Name:	Qty:	Price:	Subtotal:
<input type="checkbox"/>	 gift_cert	Gift Certificate Sender's Name: James Reyes Recipient's Name: Kim Nelson Recipient's Email: kim.nelson@gmail.com Message: Hi Kim, We hope you have a great birthday celebration. Please use this money to get your school sweatshirt!. We love you. Uncle Jim and Aunt Ellen Amount: 20.00	<input type="text" value="1"/>	\$20.00	\$20.00
Subtotal:					\$20.00

The recipient gets an email that looks like this:



When they want to apply the gift certificate against a purchase, they simply enter the number in the Shopping Cart:

Gift Certificate

Please enter a valid gift certificate to apply to this order.

Gift Certificate:

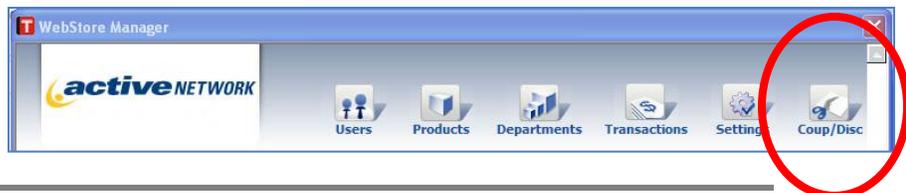
The WebStore displays the application of Gift Certificate funds in the cart.

Subtotal:	\$251.00
Gift Certificate:	-\$25.00
Total:	\$226.00

What if someone forgets or loses their gift certificate number or loses that email?

You can resend the gift certificate email (with the current status) at anytime. Here's how:

1. Go to WebStore Manager. Click on View Admin.
2. Once in the WebStore Admin, click on the Coupons/Discounts button in the upper right corner.



3. Now click on Manage Gift Certificates – in the menu on the left.



4. The WebStore will display the gift certificates in your store.

A screenshot of a web application showing a list of gift certificates. The page title is 'Coup/Disc'. On the left is a menu with 'Manage Gift Certificates' selected. The main content area shows a table with columns: ID, User, Purchaser, Amount, Remaining, and Action. There are two rows of data. The first row has ID 1, User 'Not Assigned', Purchaser '3', Amount '\$20.00', and Remaining '\$20.00'. The second row has ID 2, User 'Not Assigned', Purchaser '5', Amount '\$1500.00', and Remaining '\$1500.00'. Each row has two action icons: a refresh icon and a delete icon. A 'Page 1 of 1 1' indicator is in the top right corner.

ID:	User:	Purchaser:	Amount:	Remaining:	Action:
1	Not Assigned	3	\$20.00	\$20.00	
2	Not Assigned	5	\$1500.00	\$1500.00	

5. Find the correct gift certificate and click on “Resend Certificate Details” to resend everything.

A screenshot of a web application showing the 'Edit' page for a gift certificate. The page title is 'Edit'. At the top right, it says 'Logged in as: active' with a 'Logout' link. The form contains the following fields:

- Certificate Code:** 21D28CMAZMF40JO
- Order ID:** 3
- Purchased By:** Martin, Carol [3]
- Last Used By:** Not Assigned
- Purchaser Name:** Bobby Benson
- Recipient Name:** Clara Bell
- Recipient Email:** cm@marleep.com
- Message:** Happy Holidays!
- Amount:** \$ 20.00
- Remaining:** \$ 20.00
- Status:** Enabled Disabled

At the bottom, there are two buttons: 'Edit' and 'Resend Certificate Details'.

8. Student Debts and Debt Payments in the WebStore

What happens to debts during the syncing process:

- When a debt is incurred in Tracks, it is sent to the WebStore during the next sync.
- When a payment on a debt is made in Tracks, it is also sent to the WebStore.
- Currently, Customers may not purchase an item 'on account' in the WebStore.
- But they can make a payment on a debt. When a payment on a debt is made in the WebStore, the transaction is downloaded to Tracks on the next sync. As soon as Tracks receives the data, the program creates a receipt, updates the Customer Balance Due on the Customer record.

Let's look at an example:

```

=====
Play School High School
132 W. Elm Street
San Diego, CA, 92145-4444
619-789-4422
=====

Martin, Carol                #101
=====
RCP. #0000114              11/17/09 10:57am
QTY  DESC                  PRICE   TOTAL
  1  Drama Ticket          50.00   50.00
  1  Field Trip - Muse     15.00   15.00
  1  Yearbook              60.00   60.00
      TOTAL:                125.00
=====

PAYMENT TYPE:
 125.00 Charge to Account
-----
 125.00 TOTAL
=====
          
```

1. Here is an on account sale made in Tracks.

Login

Welcome, Carol Martin
Balance Due: \$125.00 Pay Debts

[Sign off](#)

My Account

[View Cart](#) [Return to Item](#) [Logout](#)

Customer Information | Order History | Downloads | Wishlist | Registry | Students | Debts

Carol Martin's Debts

<input type="checkbox"/>	Receipt No.	Date	Item No.	Description	Original	Paid	Balance Due
<input checked="" type="checkbox"/>	114-1	11/17/09	DRAMATICKET	Drama Ticket	50.00	0.00	50.00
<input checked="" type="checkbox"/>	114-2	11/17/09	FIELDTRIP	Field Trip - Museum	15.00	0.00	15.00
<input checked="" type="checkbox"/>	114-3	11/17/09	YRBK	Yearbook	60.00	0.00	60.00
Carol Martin's Total					\$125.00	\$0.00	\$125.00
Total:					\$125.00	\$0.00	\$125.00

[Update Totals](#) [Add To Cart](#)

3. When I click on Pay Debts, the WebStore displays this screen – where I can view complete detail for all debts and choose to make full or partial payments.

4. Now I've made a partial payment and you can see the detail in the cart.

View Cart

Remove:	SKU:	Product Name:	Qty:	Price:	Subtotal:
<input type="checkbox"/>		Debt Payment [Edit]	1	<u>\$15.00</u>	\$15.00
<p>Receipt No.: 114-1 Date: 11/17/09 Item No.: DRAMATICKET Description: Drama Ticket Original: 50.00 Prev Paid: 0.00 Debt Payment: 15.00 Convenience Fee: 0.00 Student: Carol Martin</p>					
Subtotal:					\$15.00

Coleman Cougar Store Order #267 Details:

Order Date: 11/17/2009 04:48pm
 Order Total: \$15.00
 Purchaser e-mail address: cm@marleep.com

Billing Address:
 Carol Martin
 145 Harbor Blvd.
 Culver City, CA 92060

5. My email payment confirmation also lists all the detail about the debt payment.

Order Summary:

Product	Qty	Price	Subtotal
Debt Payment	1	\$15.00	\$15.00

Receipt No.: 114-1
Date: 11/17/09
Item No.: DRAMATICKET
Description: Drama Ticket
Original: 50.00
Prev Paid: 0.00
Debt Payment: 15.00
Convenience Fee: 0.00
Student: Carol Martin

Subtotal: \$15.00
 Convenience Fee: \$0.00
Total: \$15.00

9. Daily Closeouts

We assume that readers of this User Guide already have experience making sales in Tracks and have a basic understanding of how Tracks works. This section explains how online transactions processed in the WebStore are imported into Tracks and how the various fees are calculated and posted. This chapter will discuss how the Daily Closeout works with the WebStore.

We'll walk through a scenario for a couple sales. Let's assume we have the following transactions in the WebStore:

For this example, just to make things easier, we'll use simple percentages and dollar amounts. We'll assume the following:

1. You are not charging parents any convenience fees. You have simply raised the prices of your items to cover additional costs.
2. Transaction fees (that Active charges you) are a flat 5%.

Order #103242		
Customer	Sandra Bose	
Purchases	YRBK	60.00

Order #103243		
Customer	Carla Butler	
Purchases	YRBK	60.00
	SBCARD	40.00

Order #103244		
Customer	Stephanie Cho	
Purchases	YRBK	60.00
	FEE15	15.00

These transactions are downloaded automatically from the WebStore and are assigned a Tracks receipt number, as shown below. At the same time, Tracks calculates the amount of the transaction fee you will be charged for each receipt. These are calculated for each detail line on a receipt. If you look at these receipts in Customer History, you'll see that they have a Payment Type of "WebStore."

Order #103242			Trans Fee
Tracks Receipt	8015		
Customer	Sandra Bose		
Purchases	YRBK	60.00	3.00

Order #103243			Trans Fee
Tracks Receipt	8016		
Customer	Carla Butler		
Purchases	YRBK	60.00	3.00
	SBCARD	40.00	2.00

Order #103244			Trans Fee
Tracks Receipt	8017		
Customer	Stephanie Cho		
Purchases	YRBK	60.00	3.00
	FEE15	15.00	.75

But what happens when you do a Closeout? You have \$235.00 worth of sales, but you haven't collected any of the money yet. In essence, you have sales without any cash, yet they aren't sales On Account, are they? No, they are real sales, because people have paid for their purchases with a credit card. There is no balance due from the Customer.

Here's how Tracks handles this and makes everything balance: When you do a Closeout, Tracks adds up any new online transactions for this date (the 24 hour period starting at 12:00AM) and creates an additional transaction for each date. This transaction acts as a balancing entry – so that the total money received from the online transactions will total zero.

			Trans Fee
Tracks Receipt	8018		
Customer	Active		
Purchases	TRANSFEE	<11.75>	
	WSCLEAR	<223.25>	

In the example above, TRANSFEE is an item for the transaction fees and WSCLEAR is an item for the total remittance which will be sent to you (the school). These items are discussed in the section on Sales Options.

To summarize, the GL Posting for these transactions adds up to zero and looks like this:

Yearbook Account	180.00
Student Body General	40.00
Misc Fees Account	15.00
Transaction Fee Account(s)	-11.75
Accounts Receivable	-223.25

- All the various sales accounts for the items purchased are posted with the total gross amount of the sale. So the individual receipt in receipt history in Tracks looks exactly like what the parent/student purchased online.
- Transaction fees are charged to the specific GL Accounts specified, so each account shows the correct amount of money available.
- The net remittance amount due from The Active Network is posted to accounts receivable and stays there until the check or ACH deposit is received. When the remittance amount is received, you will use the WebStore Reconciliation process and Tracks will create a receipt from Active, relieving accounts receivable.

This is what the Sales by Receipt Report will look like for these transactions. The total deposit will equal zero. All transactions will have a Payment Type of "WebStore."

8015	Sandra Bose	YRBK	60.00	
8016	Carla Butler	YRBK	60.00	
8016	Carla Butler	SBCARD	40.00	
8017	Stephanie Cho	YRBK	60.00	
8017	Stephanie Cho	FEE15	15.00	
8018	Active	TRANSFEE	(11.75)	This is the total of all transaction fees.
8018	Active	WSCLEAR	(223.25)	This is the total remittance due from Active.
			0.00	This is the total amount of the deposit.

When the remittance is received, you will go to the WebStore Reconciliation screen and enter the date range for the remittance.

WebStore Clearing Bank

Having a WebStore won't affect your Daily Closeouts. But you will need to make sure you have set up an account for WebStore Clearing Bank (even though the total deposit amount will always be zero). To find this option, go to the Management menu/Customize/School Settings/Closeout Tab 2.

Enter the GL Account for the cash account you want to use for posting WebStore transactions. Note that the total each day for WebStore transactions will be zero, but you still need to post all those other GL Accounts that are affected by online transactions.

Although you could choose any existing Cash account, we recommend that you set up a NEW Cash Account called "WebStore Clearing Bank" and use it exclusively for this purpose. You won't ever have to do a bank reconciliation for this account because this is not a real bank account and there will never be any deposits with a dollar value.

Standard Daily Closeouts

When you do a Closeout, Tracks will check to see if any WebStore transactions are included in the data to be closed out. If there is WebStore data, Tracks creates a balancing receipt that will offset the WebStore net. Because the net amount of online transactions will always be zero, there will never be any monies to be posted on a daily basis. There will be postings to other GL Accounts, but not to a Cash account.

When you begin a Closeout, you can choose whether to include WebStore transactions or not – simply by checking the option shown on the Closeout Wizard screen.

<input checked="" type="checkbox"/>	All Dates - Close out transactions for all days
<input type="checkbox"/>	One Date Only - Close out transactions for only the earliest date found
<input checked="" type="checkbox"/>	Include Web Store

Tracks will calculate the deposits for your Closeout just like it always does, according to the Deposit Method selected. If there are WebStore transactions, Tracks will create a separate deposit just for them – so they don't get mixed up with any "in person" monies you collected during the day. The WebStore deposit will be shown as a separate deposit at the bottom of the Sales by Receipt Report.

For SchoolBooks users who set up a new Cash account for the WebStore Clearing Bank, you will be able to print a Bank Deposit History Report showing daily postings from the WebStore on the SchoolBooks side.

Example of a Closeout Report:

In this example, we have our Deposit Method (in School Settings) set to break down deposits by the Deposit-To Cash Account. This is a Closeout Summary Report for one day.

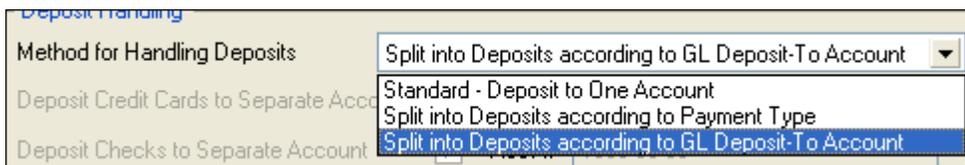
- We had total in person sales of \$856.00.
- Of this amount, we collected \$553.00.
- We also had sales in the WebStore of \$233.72. The total WebStore sales will NOT show on the Closeout Summary because the offsetting entry will cause these sales to be netted to zero. So don't panic when you look at this report and don't see an amount for your WebStore sales.

CLOSEOUT SUMMARY REPORT																							
Closeout #: 00141 07/24/07																							
<table border="1"> <thead> <tr> <th colspan="2">Sales Summary :</th> </tr> </thead> <tbody> <tr> <td>Taxable sales</td> <td style="text-align: right;">0.00</td> </tr> <tr> <td>Non-taxable sales</td> <td style="text-align: right;">856.00</td> </tr> <tr> <td>Sales before tax</td> <td style="text-align: right;">856.00</td> </tr> <tr> <td>Sales tax</td> <td style="text-align: right;">0.00</td> </tr> <tr> <td>Total Sales with Tax</td> <td style="text-align: right;">856.00</td> </tr> </tbody> </table>	Sales Summary :		Taxable sales	0.00	Non-taxable sales	856.00	Sales before tax	856.00	Sales tax	0.00	Total Sales with Tax	856.00	<table border="1"> <thead> <tr> <th colspan="2">Expected Payments Summary:</th> </tr> </thead> <tbody> <tr> <td>Cash</td> <td style="text-align: right;">138.00</td> </tr> <tr> <td>Checks</td> <td style="text-align: right;">415.00</td> </tr> <tr> <td>Credit cards</td> <td style="text-align: right;">0.00</td> </tr> <tr> <td>Total Payments</td> <td style="text-align: right;">553.00</td> </tr> </tbody> </table>	Expected Payments Summary:		Cash	138.00	Checks	415.00	Credit cards	0.00	Total Payments	553.00
Sales Summary :																							
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Sales before tax	856.00																						
Sales tax	0.00																						
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<table border="1"> <thead> <tr> <th colspan="2">Actual Payments Summary:</th> </tr> </thead> <tbody> <tr> <td>Total Cash</td> <td style="text-align: right;">138.00</td> </tr> <tr> <td>Total Checks</td> <td style="text-align: right;">415.00</td> </tr> <tr> <td>Total Credit Cards</td> <td style="text-align: right;">0.00</td> </tr> <tr> <td>Total Payments</td> <td style="text-align: right;">553.00</td> </tr> </tbody> </table>	Actual Payments Summary:		Total Cash	138.00	Total Checks	415.00	Total Credit Cards	0.00	Total Payments	553.00	<p>Cash Over / (Short): 0.00</p>												
Actual Payments Summary:																							
Total Cash	138.00																						
Total Checks	415.00																						
Total Credit Cards	0.00																						
Total Payments	553.00																						

On this date, we had regular in-person sales as well as WebStore sales. The Sales by Receipt Report shows the balancing receipt created (Receipt #8000061) to offset the WebStore transactions. You can see that the regular receipts go in the same sequence and the WebStore receipts all begin with "80000."

SALES BY RECEIPT REPORT										Web Store - New One 501
Date: 07/17/07 Close out #: 00141										
Receipt No	Date	Customer Name	Item Number	Dept	Qty	Price	Amount	Tax	GL Account & Description	Total
0000277	07/17	Danson, Chris	APENG	APT	1	75.00	75.00	0.00	On Account	0.00
0000277	07/17	Danson, Chris	ART15	LAB	1	15.00	15.00	0.00	On Account	0.00
0000278	07/17	Cho, Stephanie	APENG	APT	1	75.00	75.00	0.00	On Account	0.00
0000278	07/17	Cho, Stephanie	ART3	LAB	1	3.00	3.00	0.00	On Account	0.00
0000279	07/17	Boyd, Julian	YRBK	SB	1	60.00	60.00	0.00	On Account	0.00
0000279	07/17	Boyd, Julian	APENG	APT	1	75.00	75.00	0.00	On Account	0.00
0000283	07/17	Hartman, Regis	YRBK	SB	1	60.00	60.00	0.00	4105-40-00 - Yearbook ~ Sales	60.00
0000283	07/17	Hartman, Regis	APENG	APT	1	75.00	75.00	0.00	2000-00-00 - AP Tests	75.00
0000283	07/17	Hartman, Regis	ART3	LAB	1	3.00	3.00	0.00	2005-00-00 - District Clearing	3.00
0000284	07/17	Peterson, JB	ART3	LAB	1	3.00	3.00	0.00	2005-00-00 - District Clearing	3.00
0000284	07/17	Peterson, JB	TS HIRT	SS	1	12.00	12.00	0.00	2810-30-00 - Marketing Club	12.00
0000285	07/17	Hartman, Regis	DONSPT	GEN	1	400.00	400.00	0.00	2250-00-00 - Athletic Club	400.00
8000024	07/17	Meyers, Sally			1	25.00	25.00	0.00	2400-00-00 - Student Body General	25.00
8000024	07/17	Meyers, Sally	APBIO	APT	1	75.00	75.00	0.00	2000-00-00 - AP Tests	75.00
8000024	07/17	Meyers, Sally	ART3	LAB	1	3.00	3.00	0.00	2005-00-00 - District Clearing	3.00
8000024	07/17	Meyers, Sally	CONVFEE	GEN	1	0.12	0.12	0.00	2005-00-00 - District Clearing	0.12
8000025	07/17	Madison, Marjie			1	100.00	100.00	0.00	5460-00-00 - Convenience Fees - Web Store	100.00
8000025	07/17	Madison, Marjie	ART15	LAB	1	15.00	15.00	0.00	2005-00-00 - District Clearing	15.00
8000026	07/17	Sanders, Bill	SBCARD	SSS	1	15.00	15.00	0.00	4001-40-00 - Student Body Card ~ Sales	15.00
8000026	07/17	Sanders, Bill	CONVFEE	GEN	1	0.60	0.60	0.00	4001-40-00 - Student Body Card ~ Sales	0.60
8000061	07/17	The Active Netw	WSCLEAR	GEN	1	(218.31)	(218.31)	0.00	1600-00-00 - Accounts Receivable	(218.31)
8000061	07/17	The Active Netw	TRANSFEE	GEN	1	(15.41)	(15.41)	0.00	5465-00-00 - Transaction Fees - Web Store	(15.41)
					22		856.00	0.00	REPORT TOTAL	553.00

Here's the posting summary for the money we actually received today. This section of the report has not been changed. As a reminder, you can choose to create deposits in the following ways:



In this example, we've chosen to Split Deposits according to GL Deposit-To Account. So here is the breakdown on the money we actually received today:

GL Posting Summary by Deposit to Cash Account		
GL Account	Description	Amount
2000-00-00	AP Tests	75.00
2005-00-00	District Clearing	6.00
1007-00-00	Deposit to General Fund	81.00
2250-00-00	Athletic Club	400.00
2810-30-00	Marketing Club	12.00
4105-40-00	Yearbook ~ Sales	60.00
1009-00-00	Deposit to ASB Funds	472.00
		553.00

Here's the section of the report showing the WebStore transactions. Note that this section will always net to zero. In this case, we've set up a separate cash account for "WebStore Clearing Bank" just to keep everything very clean. In our situation, because we'll export to SchoolBooks, we'll be able to run a Bank Deposit History Report in SchoolBooks, showing all the WebStore deposits.

GL Posting Summary for Web Store		
<u>GL Account</u>	<u>Description</u>	<u>Amount</u>
1600-00-00	Accounts Receivable	(218.31)
2000-00-00	AP Tests	75.00
2005-00-00	District Clearing	18.12
2400-00-00	Student Body General	25.00
4001-40-00	Student Body Card ~ Sales	15.60
5460-00-00	Convenience Fees - Web Store	100.00
5465-00-00	Transaction Fees - Web Store	(15.41)
1100-00-00	Web Store Clearing Bank	0.00
		<u>0.00</u>

10. WebStore Reconciliation Wizard

What does it do? You will use the WebStore Reconciliation Wizard to enter the amount of the remittance you receive and balance that amount with the online transactions processed. You will use this same screen whether you receive a check from Active or an ACH transfer directly into your bank account. The WebStore Reconciliation process in Tracks allows you to reconcile your remittance to all the transactions for the statement period. You can do all this within Tracks.

Note that you will use this screen each time you receive a remittance amount – whether it is a check or an ACH deposit. You will use this screen every two weeks - to balance your remittance.

How does an ACH deposit appear on your bank account?

If you choose to receive ACH deposits, the entry on your bank statement or online account will look something like this:

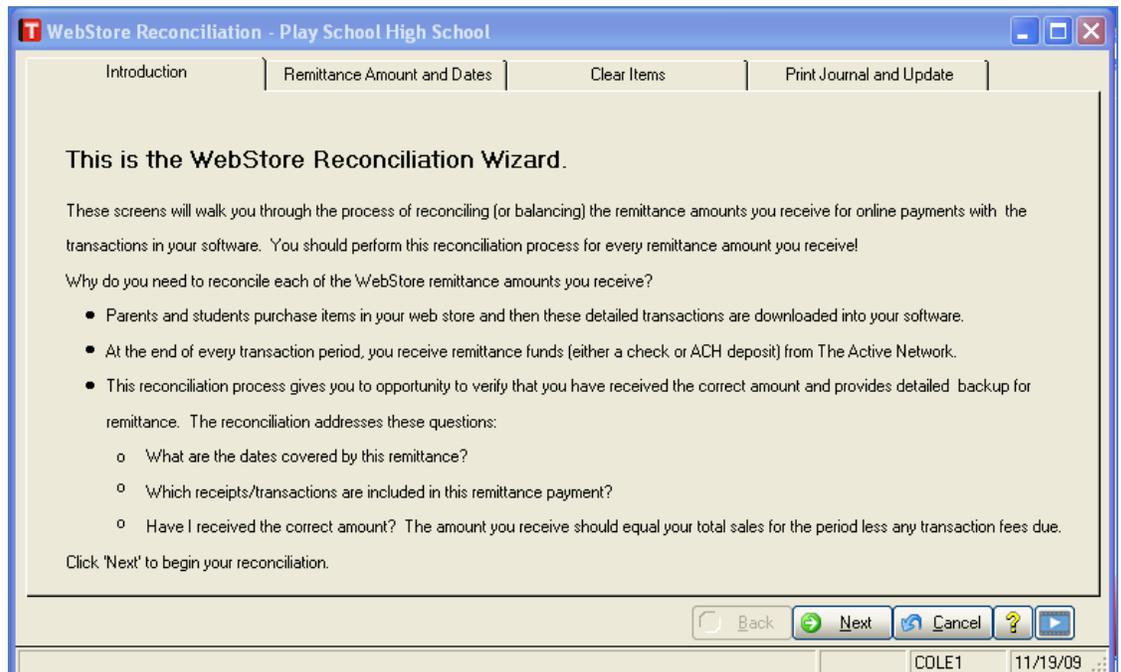
<u>Date</u>	<u>Description</u>	<u>Debits</u>	<u>Credits</u>
11/13	AUTHORIZED TRANSFER		\$960.13
	Active Network		

Where is it? Go to the Management menu, WebStore, and choose WebStore Reconciliation.

Using the Screens

The four tabs of the WebStore Reconciliation Wizard allow you to walk through the reconciliation process quickly and easily. The goal with these screens is to get the Remittance amount on the right of the screen to tie to the actual amount you received. In the example below, the remittance amount shown is \$526.55.

The **Introduction** tab explains the process and provides instructions.



On the **Remittance Amount and Dates** tab, you'll enter information about the amount you received:

Introduction	Remittance Amount and Dates	Clear Items	Print Journal and Update
--------------	-----------------------------	-------------	--------------------------

The WebStore Reconciliation Wizard will guide you through the necessary steps to ensure that the reconciliation process is completed in the least amount of time, with the least chance for error.

Note: You may exit the Wizard and re-start this process at any time, without losing the work that you have done so far. All your work will be saved.

To begin, please enter the date, exact amount and reference information for this remittance.

- If you received a check, enter the date, check number and exact amount of the check.
- If an ACH deposit was posted to your account, enter the date, reference number on your statement (if any) and the exact amount of the deposit.

Last Period End Reconciled	New
Remittance Type	Check - Send a check
Remittance Date	03/04/09
Check or Reference Number	12344
Amount you received	526.55
Period covered:	
Starting date	02/18/09
Ending date	03/01/09

Last Period End Reconciled: The first time you do a reconciliation, the screen will display “New” as shown in the example above. After that, the program remembers the last “ending date” through which you reconciled.

Remittance Type: Select either check or ACH deposit.

Remittance Date: Enter the date of the check or the date the ACH deposit posted to your bank statement.

Check or Reference Number: Enter the check number on the Active check or the reference number (if any) on your bank statement.

Amount you received: Enter the amount of the check or the amount of the ACH deposit.

Period covered: Enter the Starting and Ending dates for this remittance period. Remittance periods are always two weeks long and run from Monday midnight to Sunday midnight. The Active Network begins remittance processing on Monday mornings; you will receive your remittance within one week. For more information about remittance period dates, please refer to the section called Resources.

Clear Items tab: The default is to display only uncleared transactions for this remittance period. Total sales less transaction fees are displayed on the right.

Introduction
Remittance Amount and Dates
Clear Items
Print Journal and Update

Starting
Ending

Remittance Period

Show Only Uncleared Entries

Total Sales	563.56
Less: Trans Fee	37.02
Net Sales	526.54
Fee Adjustment	-.01
Calc Remittance	526.55
Actual Remittance	526.55

Rec #	Seq	Date	Order #	Customer	Amount	Tax	Payor	Item	Trans Fee	Clrc
8000408	0000	02/18/09	221	101-Martin, Carol	81.50	8.15	Carol Martin	APMATH	6.17	
8000408	0001	02/18/09	221	101-Martin, Carol	5.71	.00	Carol Martin	WSCONVF...	.00	
8000409	0000	02/18/09	222	Willis Martin	10.00	.00	Willis Martin	SPORTSP...	.83	
8000409	0001	02/18/09	222	Willis Martin	1.00	.00	Willis Martin	WSCONVF...	.00	
8000410	0000	02/18/09	223	101-Martin, Carol	81.50	8.15	Willis Martin	APMATH	5.83	
8000410	0001	02/18/09	223	101-Martin, Carol	5.71	.00	Willis Martin	WSCONVF...	.00	
8000411	0000	02/18/09	224	102-Martin, Jane	15.00	.00	Willis Martin	FIELDTRIP	1.11	
8000411	0001	02/18/09	224	102-Martin, Jane	.90	.00	Willis Martin	WSCONVF...	.00	
8000414	0000	02/26/09	225	101-Martin, Carol	81.50	8.15	Carol Martin	APMATH	6.17	
8000414	0001	02/26/09	225	101-Martin, Carol	5.71	.00	Carol Martin	WSCONVF...	.00	
8000415	0000	02/26/09	226	Jane Martin	50.00	.00	Jane Martin	000013400...	3.48	
8000416	0000	02/26/09	227	Sally Martin	20.00	.00	Sally Martin	000013700...	1.69	
8000416	0001	02/26/09	227	Sally Martin	85.00	.00	Sally Martin	000013700...	5.06	
8000417	0000	03/01/09	228	102-Martin, Jane	.22	.00	Jane Martin	000013800...	.51	
8000418	0000	03/01/09	229	101-Martin, Carol	81.50	8.15	Carol Martin	APMATH	6.17	
8000418	0001	03/01/09	229	101-Martin, Carol	5.71	.00	Carol Martin	WSCONVF...	.00	

Date Range: Enter the date range for this period. If the remittance you receive is for the period from 2/18/09 to 3/01/09, you will enter those dates as the Starting and Ending dates.

Show: Click the “Show” button to display all the online transactions in this date range.

Show Only Uncleared Entries: Check this box to show only entries that have not yet been cleared in the reconciliation process.

Summary on the right:

- **Total sales:** Gross sales plus sales tax for this period.
- **Transaction Fee:** Total transaction fees charged for this period.
- **Net sales:** Net amount due you.
- **Fee adjustment:** Ideally, you will always receive the exact amount due. But sometimes when the program calculates the transaction fees and then totals them there is a slight rounding error. The reconciliation process is programmed to automatically create an adjustment to compensate for this. Note: If the adjustment exceeds a certain amount (currently \$.20), this may indicate a problem, so you will receive a message to contact Support for assistance.
- **Calculated Remittance:** This is the amount the program thinks you should receive.
- **Actual Remittance:** This is the amount you actually DID receive (from the previous tab).

When you are in balance, the Calculated and Actual Remittance amounts turn green.

Print Journal and Update tab: This tab provides more instructions about updating your reconciliation. You can sort transactions in either Receipt Number or Date order. Then print your journal and update.

Introduction	Remittance Amount and Dates	Clear Items	Print Journal and Update
--------------	-----------------------------	-------------	--------------------------

The Wizard is ready to print the WebStore Reconciliation Journal. You can choose how you want the report to sort the transactions for this period. The Journal may be sorted on Customer number, Receipt number, or Transaction Date.

Sort Journal By

To print the WebStore Reconciliation Journal and complete the process, click "Print" below. Here's what will happen:

- The program will create a receipt for the remittance amount you received.
- If your remittance is a check, you may either process it as a separate Closeout or Bank Deposit or you may include it together with other receipts for the day.
- If your remittance is an ACH deposit, you must process it separately from other transactions because it will post to your bank statement as an individual transaction.
- The program will print the Journal, ask you if it printed correctly and if you want to update. Click "Yes" if everything is correct or "No" if you need to make changes.
- You will be prompted to complete the process appropriately.

If you do not want to complete the process at this time, you can press 'Cancel', and all of your work will be saved. You can then restart the process later. When you want to start again, simply click "Next" through all of the Wizard screens until you get to this point again. Then complete the process. The program will create a receipt for the remittance amount you received.

What happens next? When the remittance amount is correct, click Accept to print the WebStore Reconciliation Journal.

WebStore Reconciliation Journal

The journal is a detailed report that displays all the transactions covered by this remittance amount.

Web Store - New One 501									
WEB STORE RECONCILIATION JOURNAL									
Date Range: 07/16/07 to 07/31/07									
Date	Tracks Rec #	Web Store ID	Cust #	Name	Payor	Tracks Item #	Card #	Amount	Trans Fee
07/17/07	8000024	17 080 839 53	90 126 5	Meyers, Sally	Tina Meyers	DONFA	X5043	25.00	1.50
07/17/07	8000024	17 080 839 53	90 126 5	Meyers, Sally	Tina Meyers	AP BIO	X5043	75.00	3.75
07/17/07	8000024	17 080 839 53	90 126 5	Meyers, Sally	Tina Meyers	ART3	X5043	3.00	0.15
07/17/07	8000024	17 080 839 53	90 126 5	Meyers, Sally	Tina Meyers	CONV FEE	X5043	0.12	0.00
07/17/07	8000025	17 080 839 31	90 124 3	Madison, Madge	Bob Madison	DONSP	X6970	100.00	5.00
07/17/07	8000025	17 080 839 31	90 124 3	Madison, Madge	Bob Madison	ART15	X6970	15.00	0.75
07/17/07	8000026	17 080 839 39	90 125 1	Saunders, Bill	Karen Saunders	SBCARD	X5043	15.00	0.75
07/17/07	8000026	17 080 839 39	90 125 1	Saunders, Bill	Karen Saunders	CONV FEE	X5043	0.60	0.03
07/18/07	8000027	17 080 839 33	90 124 5	Hall, Vicki	Mary Hall	AP ENG	X2268	75.00	3.75
07/18/07	8000027	17 080 839 33	90 124 5	Hall, Vicki	Mary Hall	CONV FEE	X2268	5.00	0.00
07/18/07	8000027	17 080 839 33	90 124 5	Hall, Vicki	Mary Hall	ART3	X2268	3.00	0.15
07/18/07	8000027	17 080 839 33	90 124 5	Hall, Vicki	Mary Hall	CONV FEE	X2268	0.12	0.00
07/18/07	8000028	17 080 839 17	45000	Marth, Carolyn	James Marth	AP MATH	X5043	75.00	3.75
07/18/07	8000028	17 080 839 17	45000	Marth, Carolyn	James Marth	CONV FEE	X5043	1.50	0.00

The bottom of the journal will display the totals (plus payment information) from the WebStore Reconciliation screen.

hanie	Paul Cho	CONVFEE	X2268	2.40	0.00
Totals				1,462.78	73.15
Less Transaction Fees				(73.15)	
Fee Adjustment				0.01	
Check Date	08/07/07	Interim Payment		(960.13)	
Check #	45788	Remittance Total		429.51	

When the journal has printed, you will be asked if it printed correctly and if you want to update. If all the data is correct and the remittance amount on the journal equals the amount of your actual remittance, go ahead and update.

Tracks will create a new receipt transaction for the remittance amount, like the one shown below.

Customer History					
Customer Code	Customer Name				
ACTIVE	The Active Network, .				
Receipt# : 0000306	User : MASTER	08/07/07			
WSCLEAR	WS Remit #45788	1	429.50	429.50	
TRANSFEE	WS Remit Adj #45788	1	0.01	0.01	

			429.51		
45788			Check		429.51

If this is a check, the program will stop right there. You're done! But if this is an ACH deposit, the program will take you right into a Closeout – because this transaction will need to be turned into a separate deposit.

You can also print a receipt for this transaction. After the update, you will be prompted "Do you wish to print a receipt for this transaction?"

Be sure to save the WebStore Reconciliation Journals in a separate folder or with your Closeouts. We actually recommend that you save them in a separate file folder – just so they are easier to access.

What if your Remittance Amount doesn't tie to the amount on the screen?

Try to figure out any discrepancies between Tracks and the WebStore.

- Print the WebStore Reconciliation Journal. Don't update!
- Print a Transaction Report (from WebStore Manager) for the same remittance period and compare the amounts and detail. Refer to the section on WebStore Manager for more information about this report.
- Compare the data on the reports to discern any discrepancies.

T WebStore Manager

>> Transaction Report

Selection All Starting Ending

Date range February 16 2009 March 1 2009

Clear Selections Generate Summary

Statement Period: Feb 16, 2009 to Mar 1, 2009

	Activity
Credit Card Processing	
Payments	\$942.04
Sub Total	\$942.04
Fees, Discounts & Credits	
Payment Processing (1)	(\$61.55)
Sub Total	(\$61.55)
Net Amount From Active	\$880.49

Detail Report Detail Spreadsheet

(1) 5.95% + \$0.50 per transaction

Receiving Your Remittance

If you have chosen to receive your remittance as a check:

- Tracks will assume that you've received a check and simply create a receipt as follows:

	Option	Example
Receipt #	Next receipt number	154777
Customer	Customer for Clearing	ACTIVE
Item	WebStore Clearing Item	WSCLEAR
Amount	Remittance Amount	\$1502.45

- Since you will deposit this check along with other checks and cash you receive, there is no need to do a Closeout prior to updating your WebStore Reconciliation Journal.
- This check can be part of any Closeout and any deposit.

If you have chosen to receive your remittance as an ACH deposit:

- Tracks will create a receipt the same way as above.
- But Tracks will know that this amount needs to be a separate deposit all on its own. (It hit your bank account as a discrete item.)
- So Tracks will automatically continue to a Closeout when you update your WebStore Reconciliation Journal.

Important Note: Remember that your WebStore clearing item (WSCLEAR in the example above) should be pointed at a GL Account like Accounts Receivable or WebStore Clearing. Daily Closeouts will create receipts that will DEBIT this account. When you receive the remittance, Tracks will create a receipt that will CREDIT this account.

On the WebStore Reconciliation Screen, a few fields require further explanation.

Rec #	Seq	Date	Order #	Customer	Amount	Tax	Payor	Item	Trans Fee	Clrd
8000408	0000	02/18/09	221	101-Martin, Carol	81.50	8.15	Carol Martin	APMATH	6.17	
8000408	0001	02/18/09	221	101-Martin, Carol	5.71	.00	Carol Martin	WSCONVFEE	.00	
8000409	0000	02/18/09	222	Willis Martin	10.00	.00	Willis Martin	SPORTSPASS	.83	
8000409	0001	02/18/09	222	Willis Martin	1.00	.00	Willis Martin	WSCONVFEE	.00	
8000410	0000	02/18/09	223	101-Martin, Carol	81.50	8.15	Willis Martin	APMATH	5.83	
8000410	0001	02/18/09	223	101-Martin, Carol	5.71	.00	Willis Martin	WSCONVFEE	.00	
8000411	0000	02/18/09	224	102-Martin, Jane	15.00	.00	Willis Martin	FIELDTRIP	1.11	2
8000411	0001	02/18/09	224	102-Martin, Jane	.90	.00	Willis Martin	WSCONVFEE	.00	
8000414	0000	02/26/09	225	101-Martin, Carol	81.50	8.15	Carol Martin	APMATH	6.17	
8000414	0001	02/26/09	225	101-Martin, Carol	5.71	.00	Carol Martin	WSCONVFEE	.00	
8000415	0000	02/26/09	226	Jane Martin	50.00	.00	Jane Martin	00001340001	3.48	
8000416	0000	02/26/09	227	Sally Martin	20.00	.00	Sally Martin	0000137000101	1.69	1
8000416	0001	02/26/09	227	Sally Martin	85.00	.00	Sally Martin	0000137000102	5.06	
8000417	0000	03/01/09	228	102-Martin, Jane	.22	.00	Jane Martin	00001380001	.51	
8000418	0000	03/01/09	229	101-Martin, Carol	81.50	8.15	Carol Martin	APMATH	6.17	
8000418	0001	03/01/09	229	101-Martin, Carol	5.71	.00	Carol Martin	WSCONVFEE	.00	

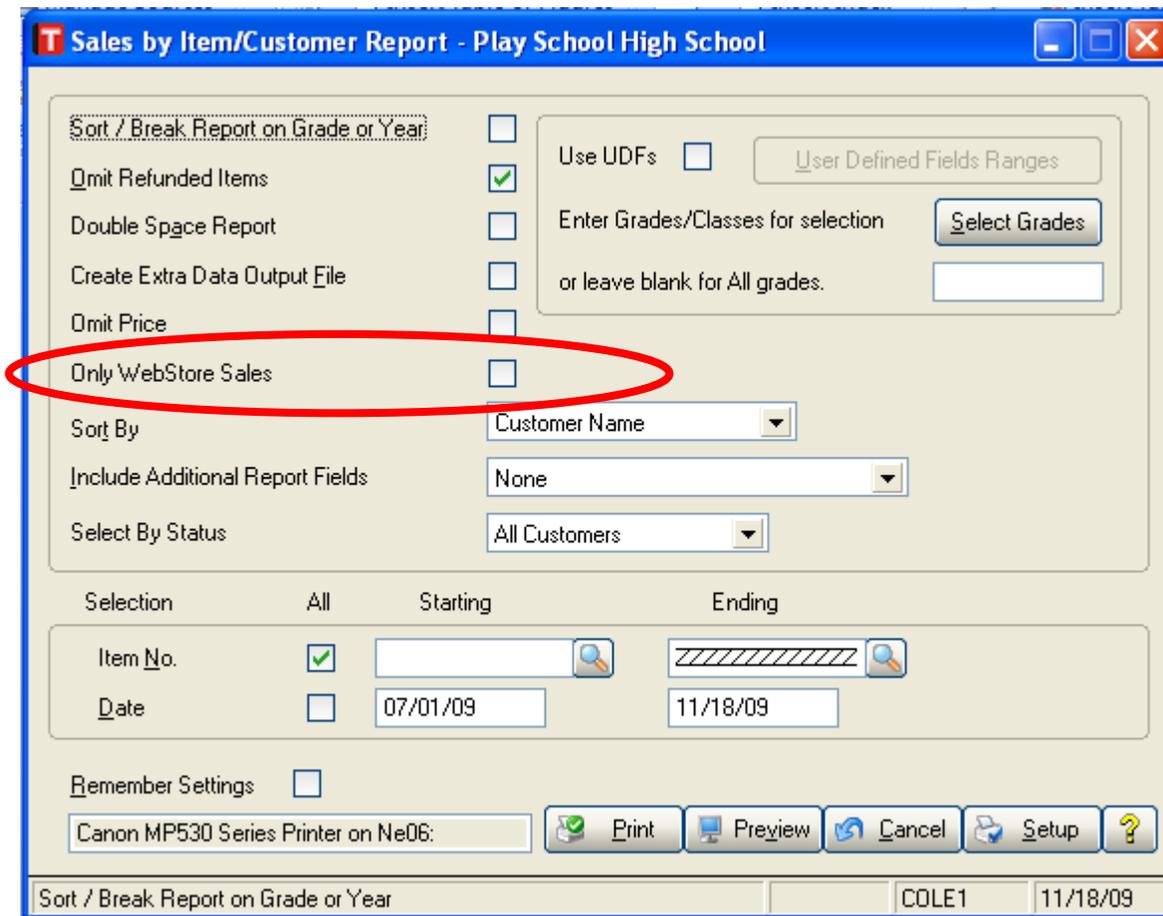
1. The item numbers that look like 00013800101 and 0001380001 are student debts. In order for the program to keep track of debts and payments against specific debts, Tracks assigns a unique item number to each debt when it is sent to the WebStore queue. It's not enough to know that Johnny owes \$60 for a lost book; Tracks has to be able to identify that precise debt. So it assigns a unique number to each.
2. Transaction Fees are calculated on the Convenience Fees but do not show up in the Transaction Fee column here. Why not? We would rather see the total of the Item plus the Convenience Fee on the one line in case you charge the transaction fees to the GL account on the item. In the example above, there is no transaction fee for the Convenience fee of \$.90 but the Transaction Fee of \$1.11 includes both the transaction fee for the \$15 Field Trip as well as the \$.90 Transaction Fee.

11. Reporting for the WebStore

Several standard Tracks reports have been modified to allow you to limit the data on the report for purposes of reporting WebStore transactions.

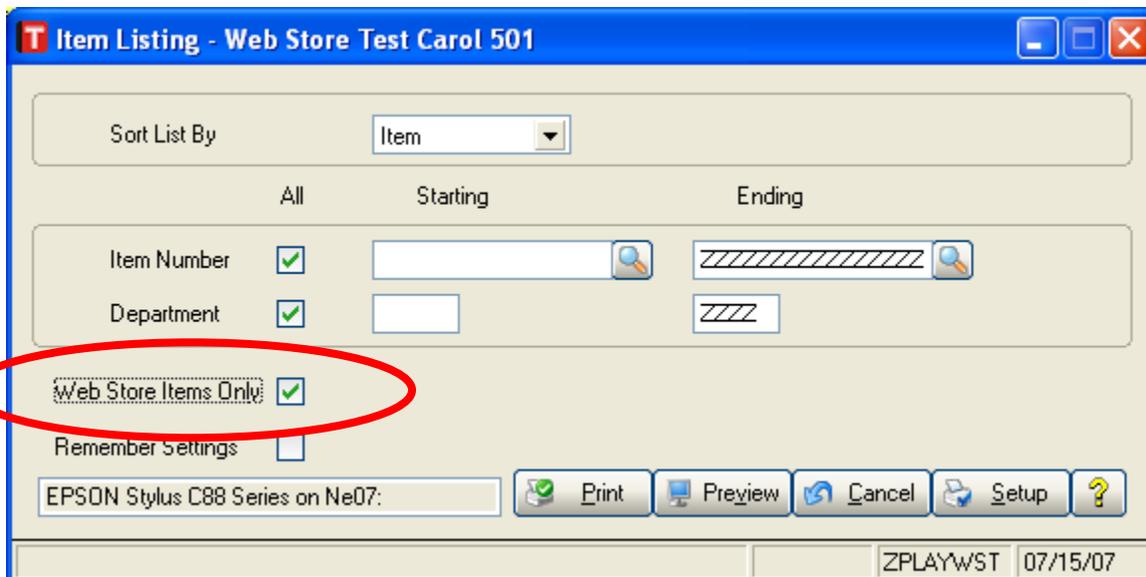
Sales by Item/Customer Report

An option on this report called “Only WebStore Sales” allows you to limit the report to display only sales that were made online.



Item Listing Report

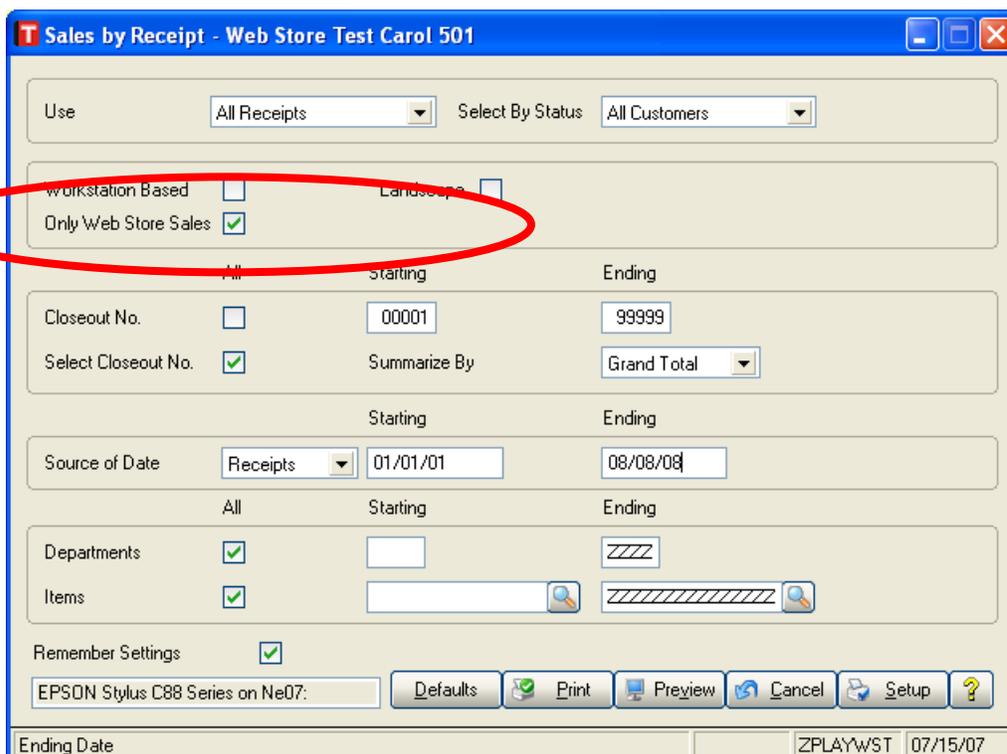
An option on this report called “WebStore Items Only” allows you to limit the report to display only items that are currently enabled for the WebStore. The standard Item Listing Report has a column on the right side called “WebStore Enabled” so you can also see WebStore items on the report showing ALL items.



The screenshot shows a dialog box titled "Item Listing - Web Store Test Carol 501". It features a "Sort List By" dropdown menu set to "Item". Below this are three columns: "All", "Starting", and "Ending". The "Item Number" and "Department" rows each have a checked checkbox and input fields. The "Web Store Items Only" checkbox is checked and circled in red. Below it is a "Remember Settings" checkbox which is unchecked. At the bottom, there is a printer icon, a text field containing "EPSON Stylus C88 Series on Ne07:", and buttons for "Print", "Preview", "Cancel", "Setup", and a help icon. The status bar at the bottom right shows "ZPLAYWST" and "07/15/07".

Sales by Receipt Report

An option on this report called “Only WebStore Sales” allows you to limit the report to display only items that were sold through the WebStore.



The screenshot shows a dialog box titled "Sales by Receipt - Web Store Test Carol 501". It features a "Use" dropdown menu set to "All Receipts" and a "Select By Status" dropdown menu set to "All Customers". Below these are two rows of checkboxes: "Workstation Based" (unchecked) and "Landscape" (unchecked). The "Only Web Store Sales" checkbox is checked and circled in red. Below this are three columns: "All", "Starting", and "Ending". The "Closeout No." row has a checked checkbox and input fields for "00001" and "99999". The "Select Closeout No." row has a checked checkbox and a "Summarize By" dropdown menu set to "Grand Total". The "Source of Date" row has a dropdown menu set to "Receipts" and input fields for "01/01/01" and "08/08/08". The "Departments" row has a checked checkbox and input fields. The "Items" row has a checked checkbox and input fields. At the bottom, there is a "Remember Settings" checkbox which is checked, a printer icon, a text field containing "EPSON Stylus C88 Series on Ne07:", and buttons for "Defaults", "Print", "Preview", "Cancel", "Setup", and a help icon. The status bar at the bottom right shows "ZPLAYWST" and "07/15/07".

12. Keeping Track of Who Has Picked Up What

There will be times when you sell something on your WebStore that needs to be picked up in person. Examples of this might include agendas, PE clothes or yearbooks. Let's assume you sell student agendas both in person and online. When a student buys from you, they get an agenda on the spot. But when someone purchases through the WebStore, they will need to pick up their agenda from someplace, right?

Here are some suggestions for keeping track of items that need to be picked up. For example, if someone purchases PE clothes through the WebStore, we want to know when they pick them up – so we don't give him 2 sets by mistake. Here are some suggestions, but we like the first one the best – assuming that the people handing out the items have access to Tracks:

Idea #1: Use the Bonus field in the Modify Bonus/GL/Category screen.

When the student comes to pick up the TSHIRT, find the transaction on the Modify Bonus/GL/Category screen. Enter a "Yes" in the Bonus field. In the example below, I've already given Bella Banu and Sandra Bose their shirts. (Note: it is NOT necessary to set up a Bonus field for these items ahead of time.)

Rec No	Se...	Item No / Desc	Customer	Name	Quantity	Bonus	GL Account	Cate...
0000179	0002	TSHIRT ... T-SHIRT XL RED	901253	Banu, Bella	1	Yes	2810-30-00	
0000255	0002	TSHIRT ... T-SHIRT XL WHITE	901255	Bose, Sandra	1		2810-30-00	

Later, you can run the Sales By Item/Customer Report including the Bonus Field and with "Only WebStore Sales" checked. This report will show everyone who made a purchase on the WebStore and display if they have picked up the item.

Play School High School									
SALES BY ITEM/CUSTOMER REPORT - WITH BONUS FIELD									
Date Range: 07/01/06 to 08/15/07									
Item Range: TSHIRT to TSHIRT									
Customer Name	Sold By	Cust No	Receipt No.	Date	Bonus Field	Qty	Price	Total	
Item No: TSHIRT T-SHIRT									
Banu, Bella	KC	901253	0000179	10/05/06	Yes	1	12.00	12.00	
Banu, Bella	KJ	901253	0000270	01/30/07		1	10.00	10.00	
Bose, Sandra	KC	901255	0000255	10/16/06	Yes	1	10.00	10.00	
Bose, Sandra	KC	901255	0000260	01/26/07	Yes	1	10.00	10.00	
Bose, Sandra	KJ	901255	0000263	01/30/07		1	10.00	10.00	
Davis, Heidi	KJ	901240	0000265	01/30/07		1	12.00	12.00	
Martin, Carolyn	KC	45000	0000257	10/16/06		1	10.00	10.00	
Total for Item No: TSHIRT						7		74.00	
Grand Total						7		74.00	

Here are some other ideas:

Idea #2: Sign the Sales by Item/Customer Report

Print a Sales by Item/Customer Report with “Only WebStore Sales” checked and have them sign the report when they pick up the item. You could limit the date range to print a separate report for each day, although this would make it a bit difficult to find each student – having to look through many pages.

Idea #3: Sell an item called PEPICKUP

Sell an item called PEPICKUP to everyone who picks up their PE clothes. Then you can run the Multi-Item Sales Report to see who hasn't picked up their PE clothes yet. **Hint:** If someone is paying for their P.E. clothes and picking them up at the same time, you will want to receipt them both the P.E. Clothing Item as well as the Pickup Item. The easiest way to do this would be to make this a kit that you only sell for in person sales. Then the Multi-Item Sales Report will only show students who have paid for but not yet received the P.E. Clothes.

Idea #4: Email Confirmations

Have the students use their email confirmations from the WebStore purchase for the pickup. The problem with this is that emails can be copied, so you could run into duplicates.

13. Frequently Asked Questions

Syncing between Tracks and your WebStore

1. If multiple schools exist on one computer, which school will sync with the WebStore?
 - a. The WebStore has a unique ID for each school, just like Tracks. So, they will sync to Tracks by school code and not by computer. The Setup Wizard will help you get everything set up correctly.
2. I have a wireless connection. Can I still do the auto sync in real time?
 - a. Yes, the transaction data is encrypted and is therefore safe. If the data is not fully transferred due to a disconnect situation, it will be okay and come over next time a connection is available.

Closeouts in Tracks

1. Can the funds be transferred to two cash accounts?
 - a. Right now, the money from the WebStore will only go to one account.
2. We have many schools that share one cash account. Is this going to be a disaster when we try to do a bank reconciliation?
 - a. No! The sales will be imported into each Tracks school. That means the same way that your bank reconciliation works now, it will work the same way using the WebStore!
3. When will I see my WebStore transactions on a Closeout?
 - a. All the sales will show up as often as you have set your WebStore up to sync (usually automatically and that means every 30 minutes). On each Closeout, you'll see an offset of funds collected so that the total of your Online Sales will be \$0. Then, when you receive a check or ACH deposit from Active, you will receipt THAT through Tracks and see THAT one check on a Closeout.
 - b. Both the original offset entry and the entry when funds are received should hit the same GL Account – usually Accounts Receivable.
4. How does Tracks handle the WebStore transaction when I do not receive the money for up to two weeks?
 - a. When you do a Closeout, Tracks treats all the WebStore transactions as paid transactions. They will have a new “WS” code on them so you’ll be able to distinguish them on the Customer History Tab and on reports that show payment type.
 - b. On this Closeout, Tracks will also create a separate WebStore receipt – using the Customer “Active” which is automatically set up for you when you create your WebStore.
 - i. This receipt will be for (1) the net due from Active for these transactions and (2) the transaction fees deducted on these transactions. It will have a negative balance to offset the online sales.
 - ii. Here’s an example:
 1. Sell 5 yearbooks for \$50.00 each – total paid by parents is \$250.00.
 2. My school pays 5% flat transaction fee. Tracks creates a receipt to customer Active for negative \$12.50 (to the GL Account for Transaction Fees).
 3. On the same receipt, also shows a posting to item WSCLEAR negative \$237.50 for the net due from Active which should be posted to a GL Account like “Accounts Receivable – Active” or “Accounts Receivable – WebStore”.
 4. The total of all these receipts equals zero – because that’s the amount of cash you received today.

5. When you receive the remittance from Active, you receipt it through the WebStore Reconciliation screen. It hits the “Accounts Receivable – Active” GL account – clearing it out.

Getting History Information for WebStore Transactions

1. Can I reprint a receipt that was generated on the WebStore?
 - a. Yes, all online transactions will create transactions in Tracks. You can reprint a receipt out of Tracks, even though this will really be the first time it’s printed in Tracks.
2. How do I know when a debt has been paid or a purchase completed? Will I be alerted in some way?
 - a. You are not going to get an alert or an email every time someone buys something. But transactions will show up in Tracks and you can view that whenever you want in a variety of places (Customer History and Reports).
3. Will reports in Tracks show an indicator for online transactions?
 - a. Yes. On the Customer History screen, you will see “WebStore” as the Payment type for each transaction.
 - b. The Sales By Item/Customer report will show WS (WebStore) as a payment type.
 - c. There is a new selection option on the Sales by Item/Customer Report and the Sales By Receipt Report to limit the data to only WebStore sales.
4. Will there be a report that shows only items bought online? I will need one so I can have the students who purchased P.E. Clothes pick them up easily.
 - a. Yes! Sales by Item/Customer – select for WebStore sales only.

Item Setup

1. Are all of my items going to be clumped together on the WebStore?
 - a. You can use Item Department Maintenance to control how your items are sorted and grouped. For example, you can set up an Item Department called APT (for AP Tests), then assign that Department code to each of your AP Test items. They will all group together on your WebStore.
 - b. If the consumer selects only the group APT, then they will see only the APT items.
2. Then, can an item have more than one department on the WebStore?
 - a. Yes, you can set up sub-Departments within existing Departments and you can display an item in as many departments as you wish.
3. I worked very hard setting up departments in Tracks. Now you tell me these do work with the WebStore. Do I have to re-enter all of these departments by hand?
 - a. Where did you set up departments?
 - i. On the items themselves? If so, you can use the same ones you’ve got. Using Item Department Maintenance, you’ll just be able to add a nifty description for the department. So no, you don’t have to enter them again.
 - ii. If you set up departments like Foreign Language, History, English – for use with courses and textbooks, that’s a completely different thing.
4. Can I use kits on my WebStore?
 - a. Of course!
5. Is there a way to show an item placed on sale?
 - a. We would recommend either changing the long description to include “On Sale” or you can add a new item department called “On Sale Items” and display sale items there as well as their normal department.
6. Will my Sales Control Codes and User defined fields be available?
 - a. This is an enhancement request as of Q4 2009.

Fees for WebStore

1. Should I charge a convenience fee to cover my charges or not?
 - a. Each school is different. You can read through the material in Chapter XX about Fee Management for specific recommendations about how to use fees for your school. Some schools will use convenience fees to recoup their costs. Other schools will find that simply raising item prices slightly to offset charges will result in driving a higher volume of transactions through the WebStore, thereby saving them a tremendous amount of time.
 - b. When a consumer purchases an item with a convenience fee, the convenience fee shows as a separate charge, so it's obvious that they are paying more than if they bought the item in person. If you raise the price, there is no separate convenience fee shown.
2. Won't my bank charge me a fee?
 - a. No! The only thing the bank will know is that either a check or an Electronic Funds Transfer (EFT) was deposited into your account.
3. Can I only charge convenience fees on some items?
 - a. Yes, you can determine convenience fees on an item by item basis.
4. When a parent is making a payment for money they owe me, won't I have to charge them an additional convenience fee?
 - a. We give you a setup option so you can decide whether or not to add a convenience fee onto student debts.
5. How can we tell if we're making money or losing money on our convenience fee?
 - a. Each situation is a little different. You can check the status for each individual item by clicking on the "View Examples" button on the WebStore 2 tab. There is also a video tutorial on that screen that explains fee options.
6. Can there be a different price online than when customers make purchases in person?
 - a. Not really, that's technically illegal. You have two options. First, you could leave the price of the item (\$50) the same as if they made the purchase in person (\$50) and then charge a separate convenience fee (\$2.50, at 5%). Second, you could raise the price of the item (\$52.50) for both online and in person purchases to account for the convenience fee for those online purchases.

My WebStore

1. Can we restrict partial payments? We do not allow partial payments on, for example, yearbooks.
 - a. For new purchases in the WebStore, consumers must pay the full amount on an item. They are, however, allowed to make partial payments on balances already due.
2. Do I have to post students' debts to the web?
 - a. No, you don't. There is an option to either send student debts to the WebStore or not.
3. Are there shipping options? For example, an alumni wants to buy a sweatshirt, how can I show the shipping charges?
 - a. You would want to use verbiage in the item's long description to explain shipping options. Use prompt for price for the item so people can manually add \$10 to items that need to be shipped.
 - b. We currently have an enhancement request to add shipping functionality.
4. Can I customize my WebStore and add logos?
 - a. Yes, this is part of the setup process. You can upload your school logo and pictures of your school.

My Parents and Students

1. How will my parents get to the WebStore? Should I put a link on my school site? My district site?

- a. That is part of your initial setup. You can put links to your WebStore wherever you want. Most schools put a link on their school homepage.
2. What happens if a parent has a question on their credit card statement?
 - a. There is a phone number (that goes to an Active Network employee) printed on their credit card statement they can call. They usually call this number when they see the charge and can't remember who you are and what it was for.
 - b. If they have specific questions about something they've ordered or an issue with the store, they will probably call you.
3. Can I see the passwords for the parents in case they forget what it is?
 - a. No, for security purposes you will not have access to view User passwords.
 - b. Also, a parent can send an email requesting a usercode or password reset. The WebStore will reset the username or password and send the Customer an email notification. You do not need to be involved.
4. Will it be easy for my parents to use the WebStore?
 - a. It is easy for parents to create an account and link to their students.
 - b. You may want to provide parents with instructions about the difference between THEIR own account and the accounts of their students.

Other Options

1. Do you have to pay debts online? Can a parent see what is owed and send in a check or cash?
 - a. No, they don't have to pay online. If they choose, the parent can view detail about amounts due in the WebStore and then send in check or cash.
2. How are refunds handled?
 - a. Active will never issue a refund. You will always have control over whether you issue a refund or not. If you do want to issue a refund, you can enter a regular refund check in Tracks for the return of the item.

Training and Support

1. Do I need training or can I just set it up by myself?
 - a. The WebStore Setup Wizard is designed to have you walk through it by yourself. We have a wide variety of resources available – help files, this User Guide, tutorial videos on many screens – that will help you along the way.
 - b. Of course, you can always opt for training if that works better for you.
 - c. While we do not require that you get training, it makes sense to take advantage of JumpStart training to ensure that you get everything set up correctly from day one.
2. When should this training start?
 - a. You can schedule JumpStart training right now. Contact your Account Manager to get more information about setting up your WebStore and they can get you scheduled for training.
3. Where will this training be?
 - a. We want the training to be custom to get your WebStore up and running, so all of our training will be done in our JumpStart format over the phone in four sessions.
4. Can we have more than one school attend the JumpStart training?
 - a. You can if you wish, but the trainer will be working to get one school set up properly and smoothly. The other schools may do things a little differently, and would only be able to observe.
5. Who do I call if I need help? Do I call Blue Bear Support? How much help will I get if I do not buy the training? What are the support hours?
 - a. If you need help, you call Blue Bear, just like you do now.
 - b. The Support hours are the same – same great service too!

How often do we get paid?

1. The Active Network uses remittance periods of two weeks. Each remittance period begins on Monday at 12:00am and ends in two weeks on Sunday at 11:59:59pm. We begin remittance processing on Monday morning and you usually receive payment within that week.
2. A detailed Remittance Schedule (like the example below) is available at our eMarketing Center.

Blue Bear Webstore 2009 Remittance Schedule

Please find below the 2009 remittance schedule for your Webstore(s). You should expect to receive your check or ACH deposit no later than one week after the "Payment Processed" date.

Date of Transactions	Payment Processed
January 19 to February 1	2-Feb
February 2 to February 15	16-Feb
February 16 to March 1	2-Mar
March 2 to March 15	16-Mar
March 16 to March 29	30-Mar
March 30 to April 12	13-Apr

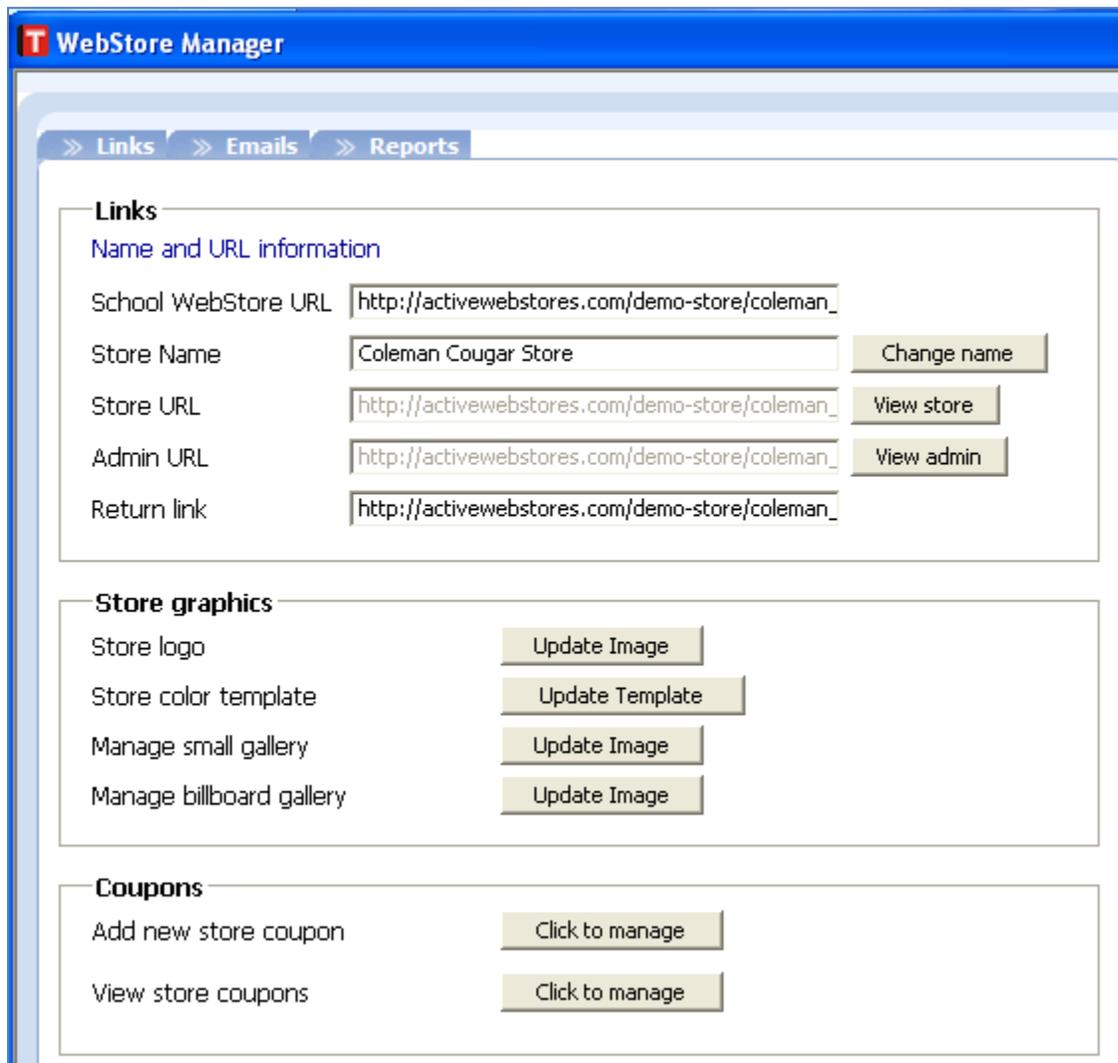
3. To access this list, login to the eMarketing Center, use this link:
<http://emarketing.activenetwork.com/educate/>
 - a. Go to Software Resources, WebStore Information and then choose the appropriate Remittance Schedule.

The screenshot shows the eMarketingcenter website interface. At the top right, there are links for "ActiveEducate", "Change Your Organization Type", and "Log Out". The main navigation bar includes "Home", "Marketing Tactics", "Software Resources" (highlighted), "Templates", "Case Studies", and "Help". Below the navigation bar, the breadcrumb trail reads: "Select Your Market > ActiveEducate Home > Software Resources > WebStore Information". The page content is divided into two columns: "Software Resources" and "WebStore Information". Under "Software Resources", there are links for "Launching Your WebStore", "Blue Bear Links", "ACM Resources", and "WebStore Information" (with a star icon). Under "WebStore Information", there is a heading "Click to download the following WebStore resources:" followed by three links: "Tips and Tricks - Here are a few tips and tricks to help you get the most out of your WebStore.", "2009 Remittance Schedule - Take a look at the 2009 schedule to find out when to expect your next WebStore remittance check." (circled in red), and "Upgraded WebStore Feature Set - Curious to what the new WebStore version has to offer? Compare the new WebStore and the current WebStore to see what improvements and features have been implemented.", and "WebStore and Fall Registration Messaging Checklist - Make sure that you are ready for Fall Registration by completing all the tasks on this checklist."

14. WebStore Manager

What does it do?: The WebStore Manager allows you to manage the look at feel of your WebStore, to access the Admin (back end) side of your WebStore and to print transaction reports directly from the WebStore data tables. All of the functions available through WebStore Manager work through links that go directly to your store.

Where is it?: Go to Management menu/WebStore menu and choose WebStore Manager.



The screenshot shows the WebStore Manager interface with a blue header bar containing a red 'T' icon and the text 'WebStore Manager'. Below the header is a navigation bar with three tabs: 'Links', 'Emails', and 'Reports'. The 'Links' tab is selected. The main content area is divided into three sections: 'Links', 'Store graphics', and 'Coupons'. The 'Links' section contains five rows of text input fields with corresponding buttons: 'School WebStore URL' (http://activewebstores.com/demo-store/coleman_) with no button; 'Store Name' (Coleman Cougar Store) with a 'Change name' button; 'Store URL' (http://activewebstores.com/demo-store/coleman_) with a 'View store' button; 'Admin URL' (http://activewebstores.com/demo-store/coleman_) with a 'View admin' button; and 'Return link' (http://activewebstores.com/demo-store/coleman_) with no button. The 'Store graphics' section contains four rows: 'Store logo' with an 'Update Image' button; 'Store color template' with an 'Update Template' button; 'Manage small gallery' with an 'Update Image' button; and 'Manage billboard gallery' with an 'Update Image' button. The 'Coupons' section contains two rows: 'Add new store coupon' with a 'Click to manage' button; and 'View store coupons' with a 'Click to manage' button.

Links Tab: This tab provides links to your WebStore.

Links

- **School WebStore URL:** This is the URL for your WebStore. This is the link your tech should put on your school's Home Page.
- **Store Name:** This is the name of your store. You can click "Change name" and change the name.
- **Store URL:** Click "View store" to go directly to your WebStore Home Page.
- **Admin URL:** Click "View admin" to go directly to the Admin section (back end) of your WebStore.
- **Return link:** This is where the WebStore will return you when you close a window.

Store graphics

You can change your WebStore colors or upload different images using these buttons.

Coupons

You can add new store coupons and manage existing coupons using these buttons. This information is also available by clicking "Learn More" on the screen.

Coupon Name: Enter a name for this coupon.

Coupon Code: If you want the purchaser to enter a specific code at checkout, enter it here.

Discount Type: Select the type of discount for this coupon:

- Dollar Amount - will deduct a specified dollar amount
- Percentage - will deduct a percentage of the total amount due

Value: Enter either a dollar amount or a percentage amount, depending upon the Discount Type you select.

Minimum Order: If this coupon may only be applied to transactions with a minimum dollar amount, enter that amount here. For example, if you only want to offer a 10% discount on orders of \$75.00 and above, you would enter 75.00 here.

Max Uses: Enter the maximum number of times a User may take advantage of this offer. Enter "1" if this offer may only be used one time by each User.

Used: The system will keep track of how many times the coupon has been used.

Start Date: Enter the start date for this coupon.

End Date: Enter the end date for this coupon.

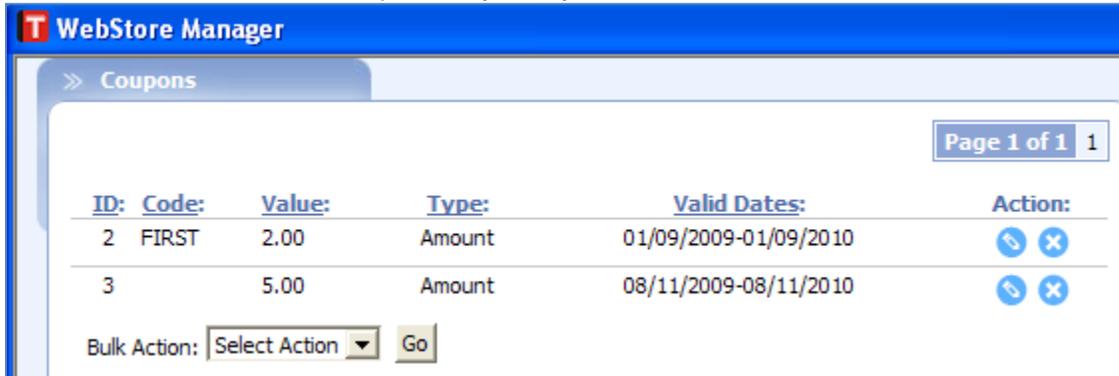
Available to: Select All if this coupon is available to all. Otherwise, click to highlight the User Groups that this coupon applies to. Be sure to include ALL the appropriate groups.

Coupon Type: Select the type of coupon this is:

- Global - applies to all Users and all Products in the cart
- Product Related - applies only to a specific product or products. You will be prompted to select the products below
- Department Related - applies only to products in specific Departments. You will be prompted to select the Departments below. If you select this option, the store will apply this discount to all items in this Department or Departments
- User Related - applies only to Users in specific User Groups. You will be prompted to select the appropriate User Groups below

Status: Choose On or Off. Note that even if the coupon code specifies a date range that includes today, if the code itself is turned off, the discount will not be offered.

You can also view all the coupons in your system.



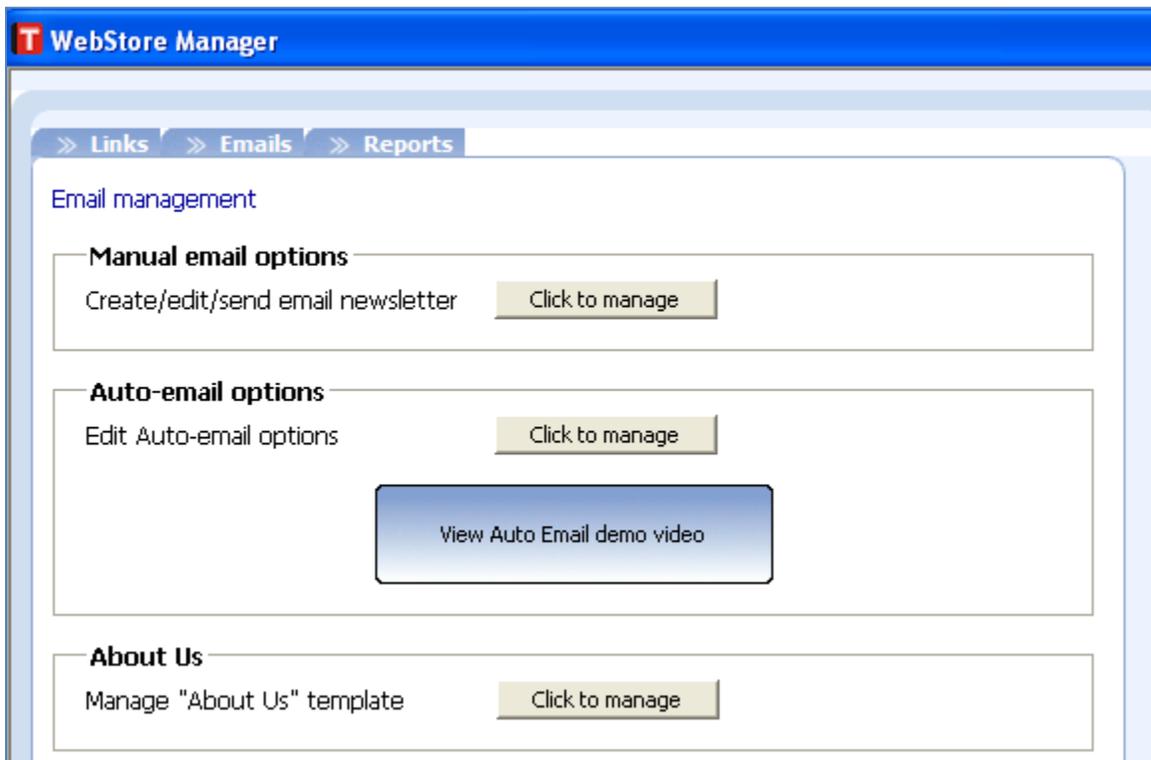
The screenshot shows the 'Coupons' page in the WebStore Manager. It features a table with columns for ID, Code, Value, Type, Valid Dates, and Action. There are two rows of coupon data. Below the table is a 'Bulk Action' section with a dropdown menu and a 'Go' button. The page is on 'Page 1 of 1'.

ID:	Code:	Value:	Type:	Valid Dates:	Action:
2	FIRST	2.00	Amount	01/09/2009-01/09/2010	 
3		5.00	Amount	08/11/2009-08/11/2010	 

Bulk Action:

Emails Tab

You can use the Emails to manage email messaging to your users with email addresses in your WebStore.



The screenshot shows the 'Emails' tab in the WebStore Manager. It contains three main sections: 'Manual email options', 'Auto-email options', and 'About Us'. Each section has a 'Click to manage' button. There is also a 'View Auto Email demo video' button in the 'Auto-email options' section.

Manual email options
Create/edit/send email newsletter

Auto-email options
Edit Auto-email options

About Us
Manage "About Us" template

Manual email options

Use this link to manage optional one-time only email messages or newsletters to users.

Manage Newsletter

Newsletter Settings

Recipients: Users
Admins
Vendors
Mailing List

User Groups: 2010
2011
2012

Format: Plain Text

Newsletter

From Name: Coleman High School

From Email: c.barnwell@colemanhs.k12.ca.us

Subject: Junior Class Dance - Spring Fling

Message: Attention: Members of the Coleman High Junior Class
Your Spring Fling this year will be March 22nd in the gym. Dance tickets will be available online beginning on March 1.
Special 'early bird' pricing will apply for ticket sales between March 1 and March 12. Early Bird tickets are only \$20.00 each.
Beginning March 13, ticket prices go up to \$25.00 each - so it makes sense to get yours early.
We're going to have a great time this year. The Student Council and Mr. Hartman's class are working hard to plan a wonderful event. We hope to see you there.

[Advanced Editor](#)

Send Newsletter

Newsletter Settings:

Recipients: Choose the recipients for this email. The default is Users.

User Groups: Select the user groups to receive this email. The default is All Groups. (That means by default all groups would be selected in blue.)

Format: Select either Plain Text or HTML.

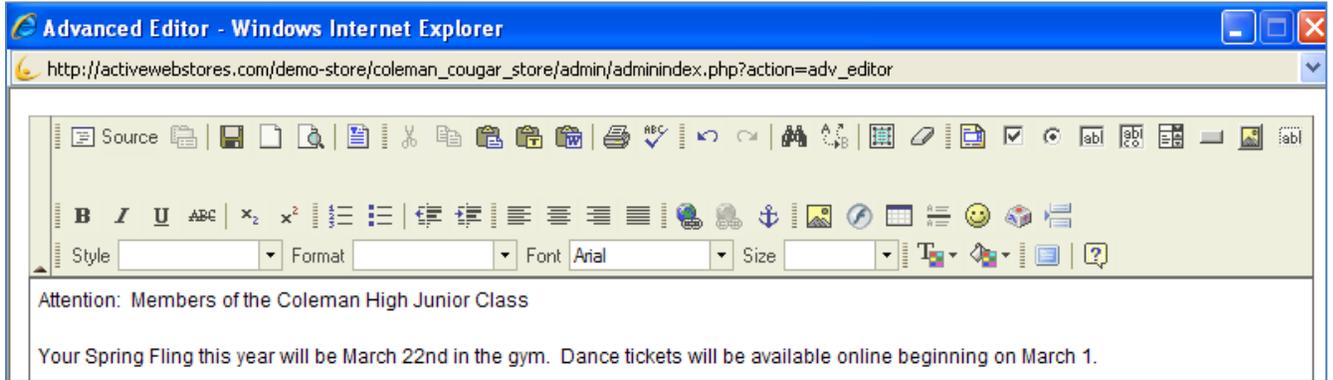
Newsletter:

From Name: Enter the name of the organization sending this email. The default is the name of your school.

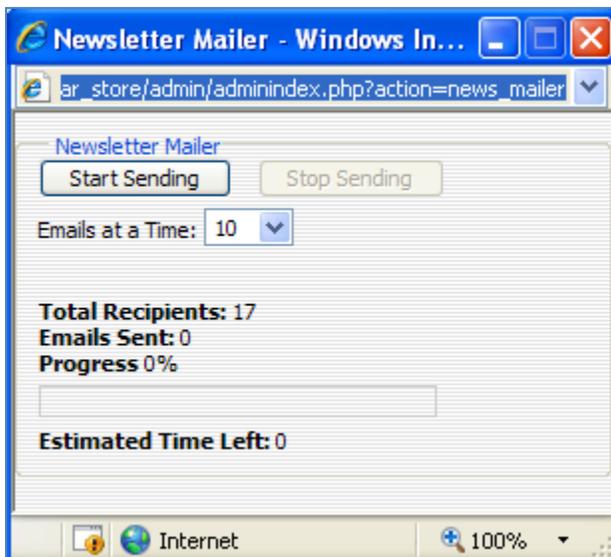
From Email: Enter the email address of the person sending this email. This defaults to the email address for the contact name for WebStore admin.

Subject: Enter a subject for this email message.

Message: Enter your message. Note that you can use the “Advanced Editor” features at the bottom of the screen to edit your message with the aid of familiar formatting tools.



Send Newsletter: Click this button to begin sending your newsletter or email.



The WebStore sends emails one batch at a time.

The program will display a progress meter, showing you how many emails have been sent and the estimated time remaining.

You can click “Start Sending” or “Stop Sending” to control the process.

Auto-email options

The WebStore has a feature that automatically sends out an email to all User email addresses telling them about new items that have been added to your store.

- Which items does it send? Items that have been added in the past week that have “Send email” checked in Item Maintenance.
- Who does it send to? All email addresses in your WebStore.
- When does it send? Usually it does the prep work over the weekend and sends emails on Monday night.
- What do YOU have to do? Absolutely nothing. The WebStore handles this automatically. But you CAN customize the opening and closing of the email.

Although the email has generic language telling about your store, you can customize this email by adding an Opening Paragraph, a Closing Paragraph, and your signature.

WebStore Manager

>> Auto Product Email

Your WebStore automatically sends out an email every week to all users who have email addresses on their User Accounts in the store. This email showcases all the items you have added to your store in the last week – with links and images for all items. It’s easy for a customer to go directly to an item they want simply by clicking on the item image.

[Learn More](#)

Opening Paragraph: Our school is terrific. We have great students and wonderful teachers and staff. We are about to start selling tickets to the Big Game with Uni. We all know we’ll be sold out 2 days before the game. Get you

Closing Paragraph: Remember that we can always use donations to the Scoreboard. Go Cougars!

Signature: Your school finance clerk, Sadie Phillips

Send Sample Email to: cm@marleep.com

- Use this screen to edit these text fields, then click Save to save your changes.
- Click Send to send a sample copy of the email to yourself. (The email will be sent to the Contact Email address used in Store Settings. This is usually the email address you used when you set up your WebStore.)

Opening Paragraph: Enter your opening paragraph here.

Closing Paragraph: Enter your closing paragraph here.

Signature: Enter the signature for the auto-email here.

Send Sample Email to: This will default to your email address. Get the copy the way you want it and then send it to yourself to make sure you’ve got it right.

This is a sample of the auto-email that is sent. The pictures of the items are hot links that take the customer directly to that item in your WebStore.

Dear Carol Martin,

This is a test of the Auto-Email generated for products added to the WebStore. This is the first paragraph. There are even more reasons to shop at our online store. We have more items than ever. New item added on 8/31. This email makes it easy

The following items are now available for online purchase at Coleman Middle School. To purchase or to find out more, simply click the item below and you'll go directly to the web store. Shopping online is easy and convenient.

Student Store



Test Item 0909 A - Golf
Price: \$5.00



Test Item 0909B - Football
Price: \$50.00



Test Item 0909C - No email
Price: \$10.00

This is the last paragraph. We're very happy about our ability to provide you with an online shopping opportunity. If you think of something we could be doing to improve, please let us know.

Questions?
We appreciate your business, and look forward to serving you in the future. If you have any questions, please visit the [contact form](#) to email us, or call us at 619-789-4444.

Kind regards,

Your school finance clerk, Carol Testing Phillips
The team at Coleman Middle School

[Home](#) | [Shop](#) | [Privacy Policy](#) | [Contact Us](#)

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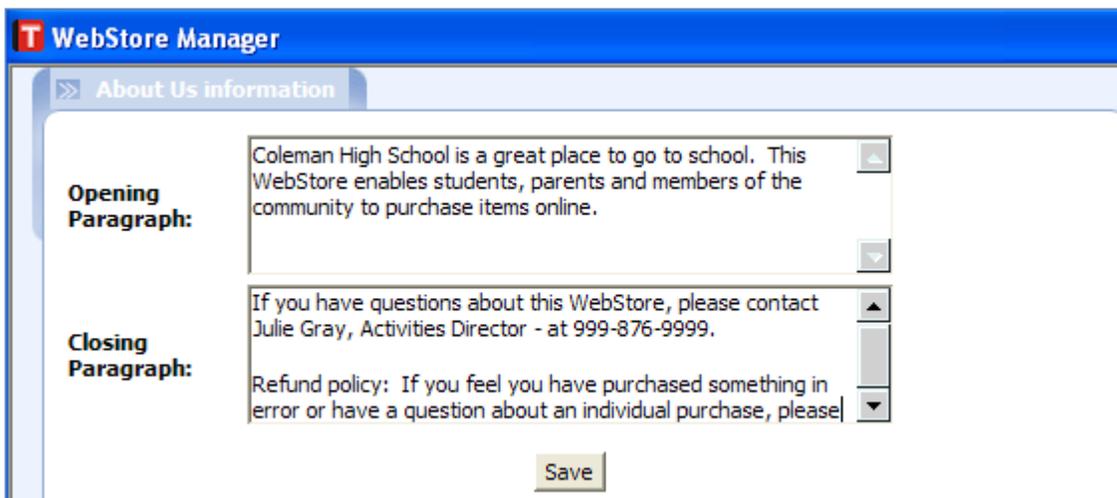
[Click here to unsubscribe from this email](#)

About Us

The display of “About Us” can be enabled or disabled in WebStore/Software Options. If enabled, it is displayed as shown immediately below.

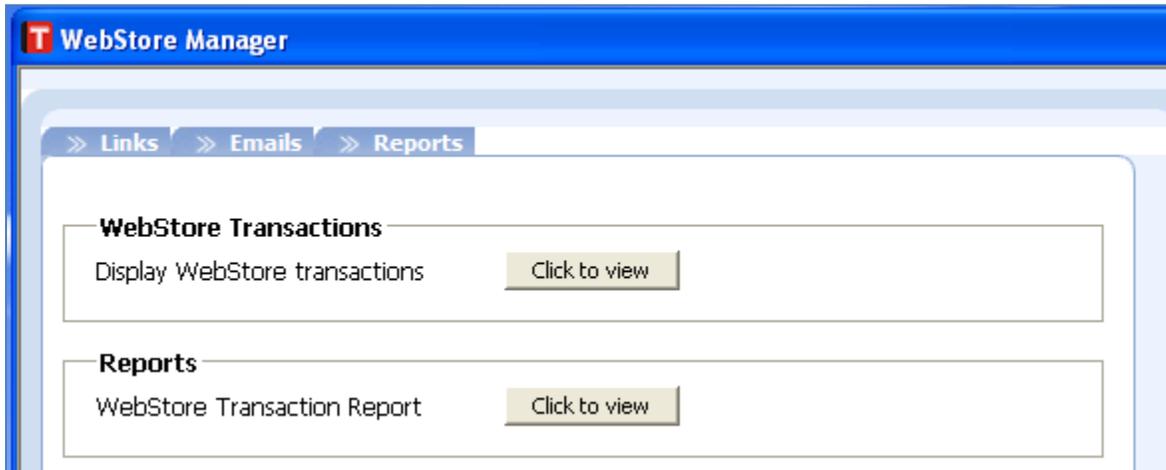


This is a good place to put information you want to have available – like refund policy, merchandise pick-up policies, etc. You can enter text to appear in About Us here.



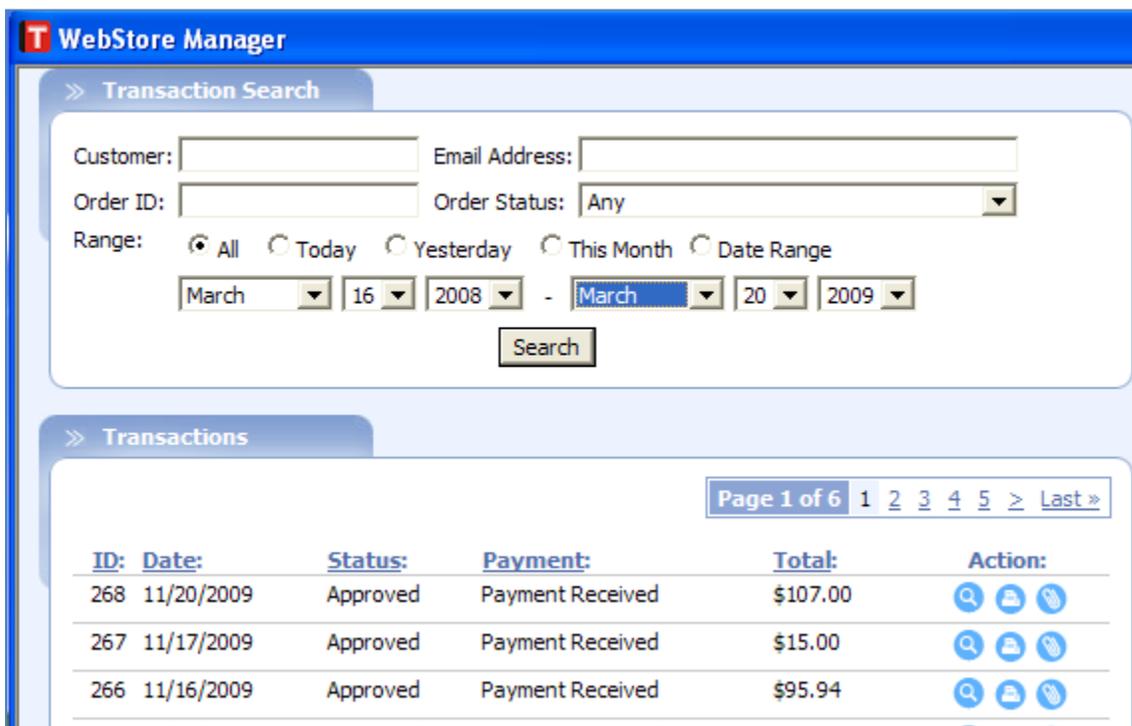
Reports Tab

All your WebStore transactions will be shown as receipts in Tracks, but sometimes you want to view transactions directly in the WebStore. These two features give you the ability to find and drill down on an individual transaction and to print reports directly from WebStore data.



WebStore Transactions

You can click to view WebStore transactions here. You'll have the option to search for a transaction by a variety of criteria including date range.



Action Buttons: You can use the buttons on the right of each order to View, Print or Print a Packing List for that specific order.



To drill down on an order, click the magnifying glass “View” Action button. The WebStore will display the Order Information with all the details about that order.

» Order Information Logged in as: active [Logout](#)

Order ID: 268
Date: 11/20/2009 10:49am
User ID: [48](#)
Billing Info: Don Martin
123 Park Blvd
San Diego, CA 92121
US
Phone: 619-789-4444
Email: cm@marleep.com

Order Details | **Payment Information** | **Status Information** | **Order Notes (0)**

ID:	Name:	Unit Price:	Quantity:	Total:
DONRACE	Donation - Big Green Race Entered Amount: \$100.00 Convenience Fee: \$7.00	\$100.00	1	\$100.00
			Subtotal:	\$100.00
			Convenience Fee:	\$7.00
			Total:	\$107.00

Shipping Method: Standard Shipping
Order Comments: This is an order comment. Please don't do anything funny with this order.

Reports – WebStore Transaction Report

First, enter a date range. Then click “Generate Summary”

WebStore Manager

Transaction Report

Selection All Starting Ending

Date range November 1 2009 November 20 2009

Clear Selections Generate Summary

The WebStore will display a summary total for the period selected. To view the detail for this period, simply select either Detail Report or Detail Spreadsheet (export to Excel) below.

Transaction Report

Selection All Starting Ending

Date range November 1 2009 November 20 2009

Clear Selections Generate Summary

Statement Period: Nov 1, 2009 to Nov 20, 2009

	Activity
Credit Card Processing	
Payments	\$689.93
Sub Total	\$689.93
Fees, Discounts & Credits	
Payment Processing (1)	(\$44.55)
Sub Total	(\$44.55)
Net Amount From Active	\$645.38

Detail Report Detail Spreadsheet

(1) 5.95% + \$0.50 per transaction

This is an example of report detail.

A	B	C	D	E	F	G	H	I	J	K	L	M	N
Order ID	Date	Product ICSKU	Quantity	Price	Amount	Tax	Convenience	Transaction	Bonus	Fie	Matrix Op	Order Con	Custor
262	11/2/2009	11 PARK	1	5	5	0	0.5	0.83					Martin
263	11/11/2009	39 AHOODSV	1	19.99	19.99	0	2	2.7			Large - Orange		Martin
263	11/11/2009 dt	110-1	1	15	15	0	0	0					Martin
264	11/11/2009	4 APSPANIS	1	82	82	8.2	8.2	22.78			Sally Martin		Martin
264	11/11/2009	16 SPTSPASS	1	251	251	0	25.1	0					Martin
265	11/13/2009	1 BIGDANCE	1	50	50	0	5	3.77			Tom Wells		Martin
266	11/16/2009	4 APSPANIS	1	82	82	8.2	5.74	6.21				I just want	Wilsor
267	11/17/2009 dt	114-1	1	15	15	0	0	1.39					Martin
268	11/20/2009	42 DONRACE	1	100	100	0	7	6.87				This is an	Martin
	TOTAL						619.99	16.4	53.54	44.55			

15. The Importance of Effective Fee Management

This section is a discussion about charges and fees. You'll need to make some decisions about how you want to handle fees. Should you incur the online fees on everything to increase parent participation? Should you pass some of the fees along to parents? What are the consequences? From our experience, we think schools that incur the fees will do better in the long run. Read this section to find out why.

GOALS

What is your goal for adding online transactions to your school?

Do your goals include any of the following?

- Create a more convenient payment process for parents so you collect money faster.
- Reduce the number of students waiting in lines and the frustrations that long lines can bring.
- Reduce manual time and effort to process and manage student payments.
- Increase security and decrease data entry errors, decrease the amount of cash on hand, etc.
- Ensure a clear audit trail.
- Reduce manual processing errors and headaches.
- Get rid of bad checks and the time it takes to re-coupe the money from bad checks
- Give yourself more time to spend on more important items.

If you answered “Yes” to any of these goals, then you're going to want to encourage parents to pay online – and the more they pay online, the better. To accomplish this, you want to make it easy for them to pay online and you want to eliminate any causes of resistance.

THE ANSWER IS **NOT** TO CHARGE THEM AN EXTRA CONVENIENCE FEE TO PAY ONLINE!

THE ANSWER IS TO BUILD THE TRANSACTION FEE INTO THE PRICE OF THE ITEM!

Why?

Because if the item costs them the same amount of money whether they pay online or whether they pay with cash/check, there isn't any cost savings to them to pay in person. Then, they might as well do it online – saving YOU having to deal with the transaction!

16. Video Library/Resources

What is it? This portion of the WebStore menu serves as a repository for all sorts of helpful information you can use to make your online experience more successful. This is a great place to access all the video tutorials that are also available throughout the software, download images you can use for your items and take advantage of the tools available in the eMarketing Center. Note: all functions on this menu access data and files on the WebStore server. You must be connected to the internet to access these functions.

Where is it? Go to the Management menu, WebStore menu and choose Video Library/Resources.



Video Library

There are video tutorials and video help about the WebStore in appropriate places throughout the software – in Item Maintenance, in WebStore/Software Options, in the WebStore Setup Wizard. Each one of these is also listed here, all in one place, so that if you need a refresher or have a question, you can find what you need quickly and easily.

WebStore Video Library

- [WebStore Creation Wizard](#)
This video walks through the process of creating your store using the WebStore Creation Wizard from start to finish.
- [WebStore/Software Options Wizard: Overview](#)
This video gives an overview of the WebStore/Software Options Wizard. You need to go through this Wizard to set up some important information before you can begin accepting transactions through your WebStore.
- [Transaction and Convenience Fee Considerations](#)
This video answers the question, "How do WebStore fees work?" There are explanations of transaction fees, convenience fees, how to

Image Library

You have the option of uploading multiple images for each item in the WebStore. You can use images you already have, like actual pictures of your yearbook from last year or a mock-up of the yearbook cover for THIS year. Or you can use other photos or clipart or anything.

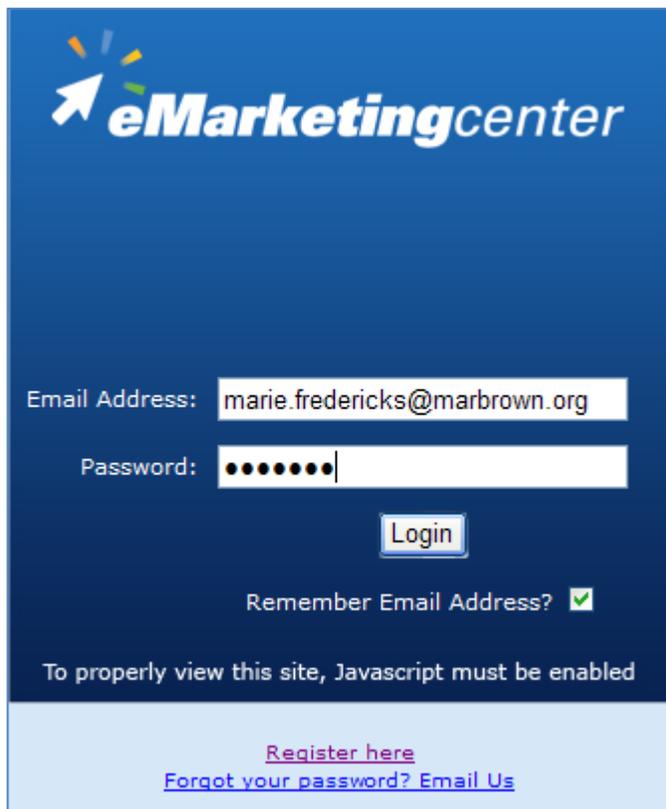
Many of our schools asked us for help with some specific types of images and we've started a library that you can choose from. Our library currently includes images for AP tests, lab fees, class fees, club dues and a variety of sports images.

Images are grouped by category. Simply click on the image to download it. Then save it on your computer and upload it with the appropriate item.



Blog and eMarketing Center

Our eMarketing Center provides you with a wealth of information about how to get the most from your WebStore, the remittance schedule, pre-formatted templates you can use to increase your success in fundraising and collecting donations online and more. Plus you have access to our WebStore Blog so you can find out what other schools are doing to save themselves hours of time each week as they increase the number of parents paying online.



Email Address:

Password:

Remember Email Address?

To properly view this site, Javascript must be enabled

[Register here](#)
[Forgot your password? Email Us](#)

The first time you visit the eMarketing Center, you'll need to click on "Register here" (at the bottom) to set up your email address and password.

The next time you visit, simply enter your email address and password – and you're in.

Next, click on the "Educate" organization type as shown below.



Sign In Select Organization Type Explore

Select your organization type to find resources & tools specific to your needs.

- Communities**
 - Parks and Recreation Organizations
 - Non-Profit
 - Campus Recreation
 - Fitness & Gymnastic Clubs
 - Community Associations & Facilities
- Educate**
 - School Districts
 - Public K-12 Schools
 - Private and Specialized Schools
 - Higher Education
 - Pre-Schools
- Endurance**
 - Running Events
 - Cycling Events
 - Swimming Events
 - Multi-Sport Events
- Camps**
 - Day Camps
 - Residential Camps
- Sports**
 - Team Sports
 - Individual Sports

Information about Remittance Periods

Once in Educate, click on WebStore Information and you'll see the screen below. We are constantly updating this site with new tips and tricks from other users and lots of ideas to make your job easier. Poke around here; there are all sorts of interesting tidbits.

The screenshot shows the eMarketingcenter website interface. At the top left is the eMarketingcenter logo. Below it is a navigation bar with 'Educate' highlighted. A secondary navigation bar contains 'Home', 'Marketing Tactics', 'Software Resources' (highlighted), 'Templates', 'Case Studies', and 'Help'. Below the navigation is a breadcrumb trail: '> Select Your Market > ActiveEducate Home > Software Resources > WebStore Information'. The main content area is titled 'WebStore Information' and includes a list of links: 'Launching Your WebStore', 'Blue Bear Links', 'ACM Resources', and 'WebStore Information' (selected). The 'WebStore Information' section contains several links with descriptions: 'Tips and Tricks', '2009 Remittance Schedule', 'Upgraded WebStore Feature Set', 'Web Store and Fall Registration Messaging Checklist', 'WebStore FAQs', and 'Online Donations & Fundraising'. The footer of the page includes the text 'part of activeNETWORK'.

Remittance Schedule: Our current annual remittance schedule is always available here. We recommend that you print this out to have handy when you do your WebStore reconciliation every two weeks. You'll use the date range shown as the starting and ending dates for each transaction period.

Blue Bear Webstore 2009 Remittance Schedule

Please find below the 2009 remittance schedule for your Webstore(s). You should expect to receive your check or ACH deposit no later than one week after the "Payment Processed" date.

Date of Transactions	Payment Processed
January 19 to February 1	2-Feb
February 2 to February 15	16-Feb
February 16 to March 1	2-Mar
March 2 to March 15	16-Mar
March 16 to March 29	30-Mar

17. Examples of Convenience Fees & Transaction Fees

Before you make decisions about whether to charge convenience fees, please examine this chart to get an idea of the concepts involved. You should note that transaction fees ARE CHARGED on the total amount of the receipt. That means if you charge parents a convenience fee, you will be charged transaction charges on the convenience fees as well.

	A	B	C	D	E	F	G	H	I	J	K	L
2	Convenience Fee and Transaction Fee Examples											
3												
4		Amount	No Conv Fee			Trans Fee @ 5%						
5	Yearbook	60.00				3.0000						
6	Student Body Card	40.00				2.0000						
7	PE Shirt	15.00				0.7500						
8	Total	115.00				5.7500						
9												
10			Conv Fee 6%	Total Receipt		Trans Fee @ 5%						
11	Yearbook	60.00	3.6000	63.60		3.1800						
12	Student Body Card	40.00	2.4000	42.40		2.1200						
13	PE Shirt	15.00	0.9000	15.90		0.7950						
14	Total	115.00	6.9000	121.90		6.0950						
15												
16												
17			Conv Fee 5.3%	Total Receipt		Trans Fee @ 5%						
18	Yearbook	60.00	3.1800	63.18		3.1800						
19	Student Body Card	40.00	2.1200	42.12		2.1200						
20	PE Shirt	15.00	0.7950	15.80		0.7950						
21	Total	115.00	6.0950	121.10		6.0950						
22												
23												
24			No Conv Fee	Total Receipt		Trans Fee @ 5%						
25	Yearbook	63.60		63.60		3.1800						
26	Student Body Card	42.40		42.40		2.1200						
27	PE Shirt	15.90		15.90		0.7950						
28	Total	121.90		121.90		6.0950						
29												
30												

No convenience fee charged here. School is charged 5% of the total customer receipt amount.

In this example, the school is adding a 6% convenience fee onto each item, increasing the amount of the total receipt. Note that if you only charged a 5% convenience fee, that wouldn't be enough to cover the transaction fees incurred. The school will net an additional \$.81 on this transaction.

In this example, the school is adding a 5.3% convenience fee onto each item, increasing the amount of the total receipt. Note that charging 5.3% exactly offsets the 5% transaction charge - the total amounts are identical.

In this example, the school doesn't charge a convenience fee, but simply increases the price of each item. The total amount of the receipt is the same as had they added a convenience fee, so the transaction fee incurred is the same, but the parent doesn't perceive a difference between paying online or paying in person - because there is no difference.

18. Index

A

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