



## MyColorWar's Camp Alumni Web Site

*"It's not your typical alumni web site"*

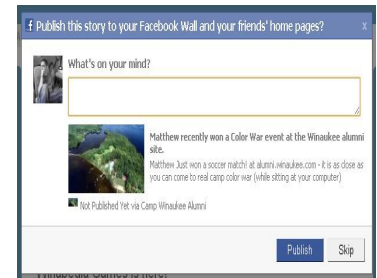
MyColorWar will create an alumni web site tailored to your camp community. This "social wiki" web site will allow you to reconnect with campers and staff of the past, bring thousands of hits to your website, improve your search engine rankings and generate potential business that would otherwise be unattainable through advertising. More importantly, MyColorWar alumni sites allow you to relive your camp's finest moments so that summers, memories and friendships truly can last a lifetime...

### Improved Alumni Relations

- Re-connect with alumni to increase enrollment and/or donations
- Learn about past traditions, integrate them into your camp's future
- Spread positive word of mouth throughout your community
- Invigorate your camp community

### Use Facebook to help build your web site

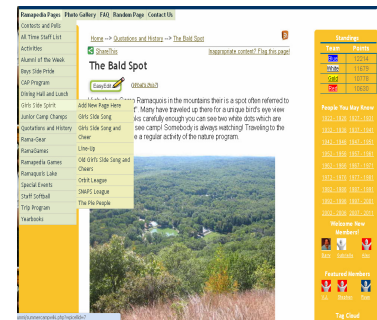
- Users can sign in with their Facebook account, increasing ease of use
- Using the Facebook login helps grow your alumni database
- Your website will post back to users' Facebook profiles allowing your site to spread virally on the world's largest social web site



*The site will post to a user's Facebook profile*

### Build your own "Camp Wikipedia"

- Alumni can edit or add pages to your camp's "wiki encyclopedia"
- Watch the encyclopedia grow before your eyes
- Alumni will love the fact that they can be a part of camp again
- Finally set the record straight about your favorite camp traditions!



*A wiki style page created by an alumnus*

### Create an online camp Color War experience for alumni

- Alumni are placed on teams and earn points for using the web site
- Members can win "Wiki War" events, such as rope burning and softball games and earn points for their team.
- Events, team names and titles are all customized for your camp
- Watch the competitive juices flow!

### Maintain complete control through MyColorWar's security features

- You decide who can join and edit your site
- Set minimum age requirements for membership, editing, sending and receiving messages
- Set alerts for page updates and new members
- MyColorWar's dedicated staff will guide you through the launch process and help you get your alumni involved and excited
- View web site statistics

### Improve your web site's search engine rankings

- Search engines love content – your alumni will generate that content
- Your pages are constantly refreshed, which makes them seem more important to search engines
- The alumni site is automatically optimized for keywords
- The alumni site is linked directly to your current web site, passing all of the benefits to your camp's site



*Analytics report showing drastic increase in site visits after alumni site was launched*