# Exceptional Catholic School Websites

Designed to Drive Engagement
and Increase Enrollment

## sosimple.

SoSimpleSchools.com

# Experience the SoSimple Difference

**In today's competitive educational market, it's essential for your school to make a real impact on parents and students. If you want to make a big first impression and engage those prospective families, it starts with your website. Do families have a clear sense of your school before they visit? Does your website stand out from the competition? With SoSimple, it will.**

SoSimple is like no other school website solution on the market. We provide exceptional custom design or affordable themes, strategy, and messaging built on top of an amazing website management and communications solution. In fact, most schools are amazed to see how easy our system is to use.

Designed to assist your school's admissions, development, and marketing teams, SoSimple provides everything you need to drive website traffic, stand out from the competition, increase student enrollment, encourage community engagement and fundraising, and more – all in one easy-to-use, yet powerful system.

**Featured Custom Site**

## Northwest Catholic High School
northwestcatholic.org

# Stand Out from the Competition

## Custom Website Strategy, Design, and Messaging

Our team of incredibly talented designers and coding professionals will create a stunning, one-of-a-kind website for your school. We work closely with you from site strategy and messaging through design, functionality, and testing to create your perfect school website. Our work is guaranteed because we don't set limits on the number of edits or rounds of revisions. Instead, we work with you until you're completely happy with your new site.

- ✓ Website Strategy and Message Development
- ✓ Custom Website Design
- ✓ Complete Build Out, Testing, and Launch
- ✓ Comprehensive Training of Your Staff
- ✓ Mobile-Optimized (Responsive Web Design)

# Budget-Friendly Theme Program

Limited school budget? No problem. With our budget-friendly Theme Program, you'll select a beautiful mobile-optimized school theme built on the SoSimple best-in-class website management and communications platform. Then, our design team will customize it with your school's branding, build out all pages of your website, train your staff, and then test and launch your website when you're ready. We even offer a 0% interest payment plan.
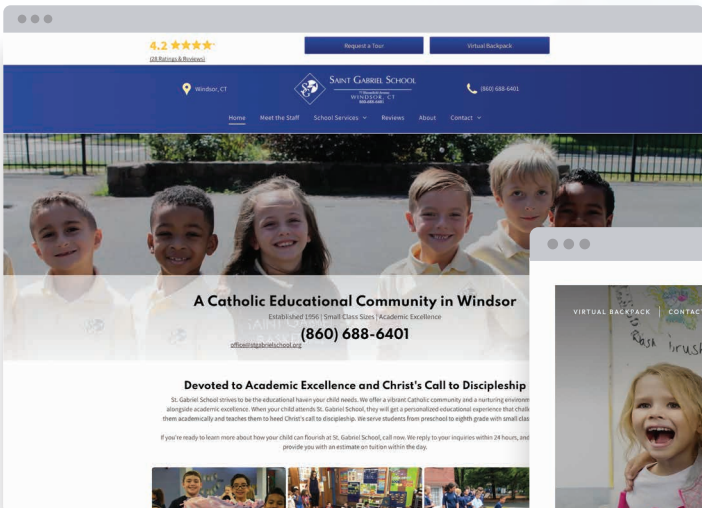
Now, you can enjoy the same competitive edge that larger schools with much higher budgets have had for years.

# Rapid Site Enhancement

## An Affordable and Fast Option to Upgrade Your Website Design and Website Management Platform

SoSimple has launched this innovative program for schools in need of quick improvements to their website design and management, and to enhance their communication efforts. Choose one of our amazing theme designs and SoSimple will immediately transfer your existing website content to the new design. This program offers a low cost that any school can afford, with a nearly instant upgrade to their website design and content management tools.
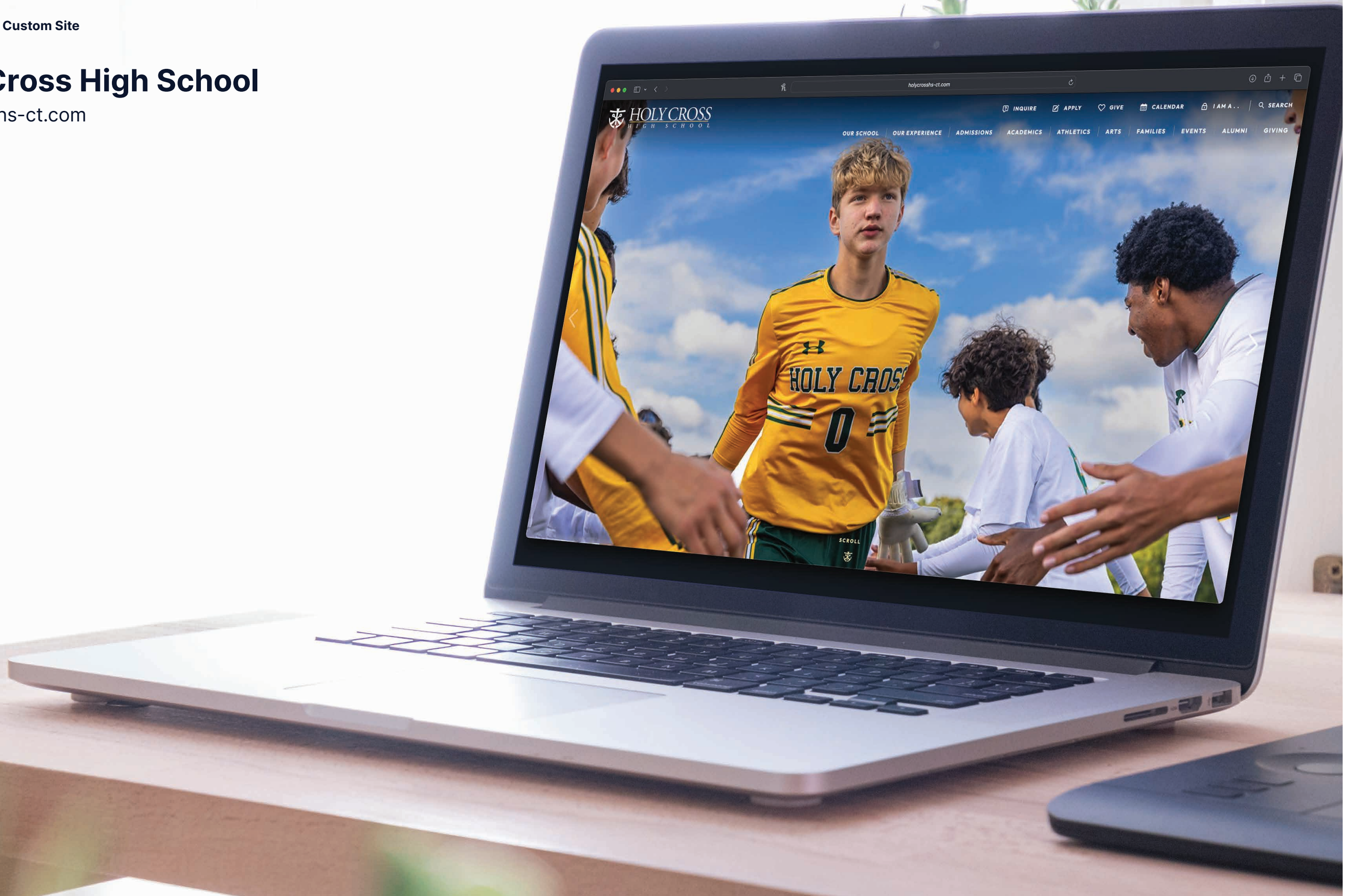
Before

After

5

# Holy Cross High School

holycrosshs-ct.com



INQUIRE   APPLY   GIVE   CALENDAR   I AM A..   SEARCH

OUR SCHOOL   OUR EXPERIENCE   ADMISSIONS   ACADEMICS   ATHLETICS   ARTS   FAMILIES   EVENTS   ALUMNI   GIVING

# It's Called SoSimple for a Reason

**If you can send an email, you can do this!**

With SoSimple CMS (content management system), you have the power to easily edit, manage, and expand your website content with amazing ease and speed. Quickly update content using the drag and drop editor, generate new content with our AI-powered assistant, or add pages that automatically format with your website's unique design style! Search engine optimization (SEO) is also built into every page–no coding required.

We took all the functions that schools need–like a drag and drop editor, calendars, online registration and payments, email marketing, bulk text messaging, fundraising and donor marketing, social media management, site alerts, and forms–and combined them all into one powerful, yet incredibly easy-to-use website management and communications solution.
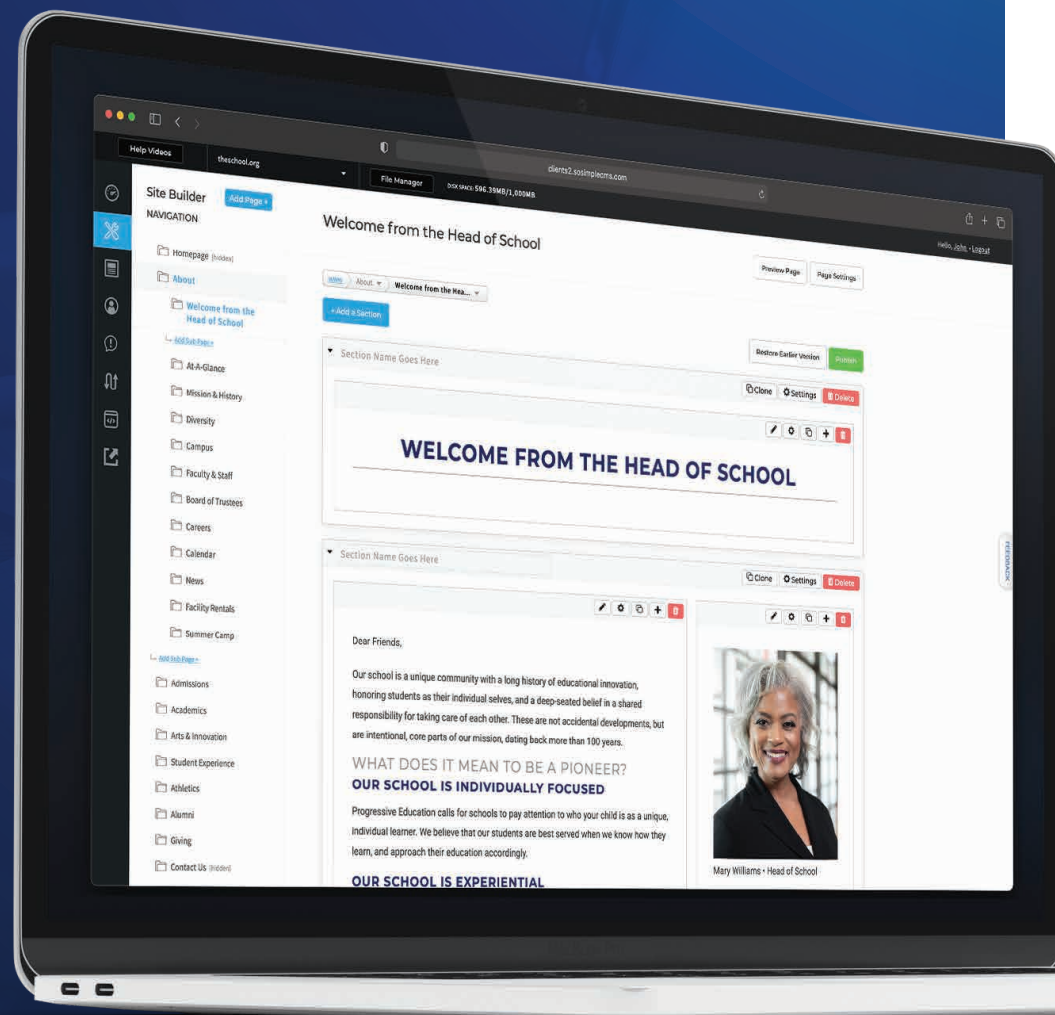
# Complete Control

SoSimple allows you to quickly edit and self-manage your site while easily communicating with current and prospective families, alumni, and donors – all from one centralized place. As a result, you enjoy huge time and cost savings, and a simple-to-use interface that gives you complete control of your content.

- Drag and drop editor
- Easily clone pages and content boxes
- Restore previous page versions
- Automatic design style formatting
- Manage content from any location
- No coding required

## Built-in SEO and AI Tools

We've built SEO tools into every page of your website, helping your school to improve search rankings and increase enrollment inquiries. Add SEO manually or utilize our new AI-powered tool to automatically produce high-quality SEO.

## Shared Content and Feeds

You can auto-feed blog posts, calendar events, news, photos, forms, and social media posts into your homepage, or any page of your website.

## Site Alerts

Easily create and schedule important pop-up messages that will appear on your website. This vital tool is for communicating emergency messages and important reminders such as school closures, calendar changes, open house announcements, and more.

## Website Accessibility

Your school's website will be ADA compliant and accessible to all visitors. We offer the tools you need to meet essential WCAG 2.0 Level AA requirements. You can also go one step further by easily adding the accessiBe widget to your website to add additional ADA compliance support.

# Unmatched Scalability

**Expand your website by adding the pages and functionality you need**

## Easily Add Functionality

Scalability is important. Add new pages to your school's website as your needs grow and change, keeping it current today, tomorrow, and even years from now. Add blogs, photo and video galleries, forms, news feeds, calendars, interactive maps, and more in just a few clicks.

- Unlimited pages
- Built-in advanced functionality
- Automatic design style formatting
- Password-protected portals for family or alumni pages, staff intranets, and more

**Content Page**
Audio Playlist
Blog
Calendar / Events
Community Directory
Community Sign Up
Driving Directions
Feedback Form
Flip Book
Form Builder
Forum
Frequently Asked Questions
Homepage
Interactive Campus Map
Job Board
Landing Page
Link Image Grid
Location Finder
Member Directory
Menu
News
Payment Page
Photo Gallery
Portfolio Builder
Resources
RSS Feed Aggregator
Scheduler
School Landing Page
Search
Social Media Mashup
Testimonials

# Featured Page Types

## School Tours and Conferences

Easily schedule school tours, meetings, and conferences with the built-in Scheduler tool. Accessible via your website, parents can choose from available times based on your existing calendars, or preset times that you determine. It automatically syncs to your calendar, so you'll never miss an appointment.



Schedule a School Tour
Wednesday, 05/14/2025
Select a time (Eastern Standard Time)
8:30 AM
10:00 AM
11:30 AM
1:00 PM  SELECT
2:30 PM
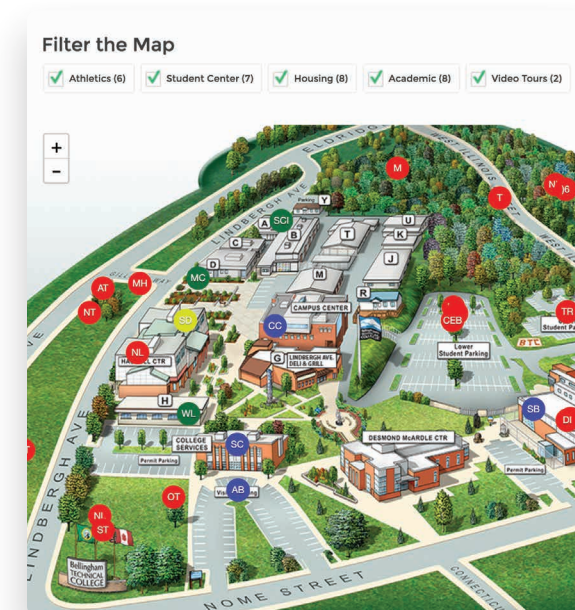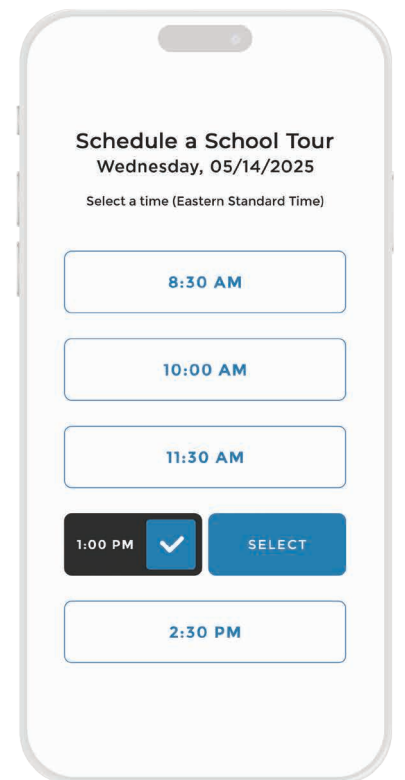


## Campus Maps

Let website visitors take a tour of your school from the comfort of their homes! Interactive maps guide parents through your campus, highlighting special features and places with videos and photo galleries. Add a "Schedule a Tour" pop-up to encourage and boost physical tours.

## Calendars

Create calendars that share all your school's events, holidays/vacations, and important deadline dates. Allow parents and staff to easily subscribe, so that new events sync to their personal calendars automatically. You can also sync this page type with third-party calendar systems, like Google, Outlook, or other .ics feeds.
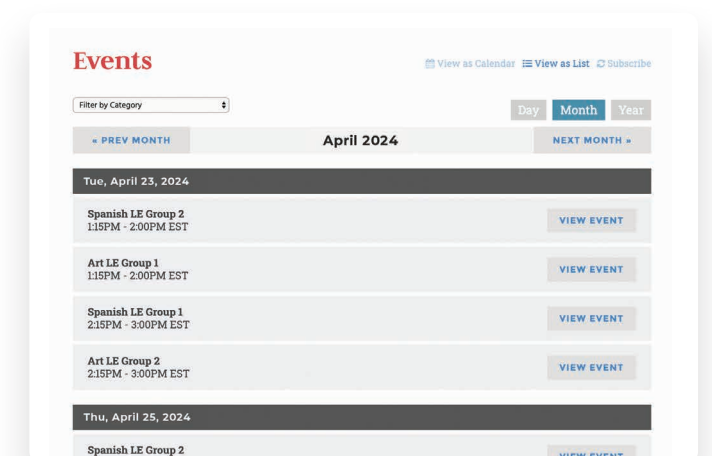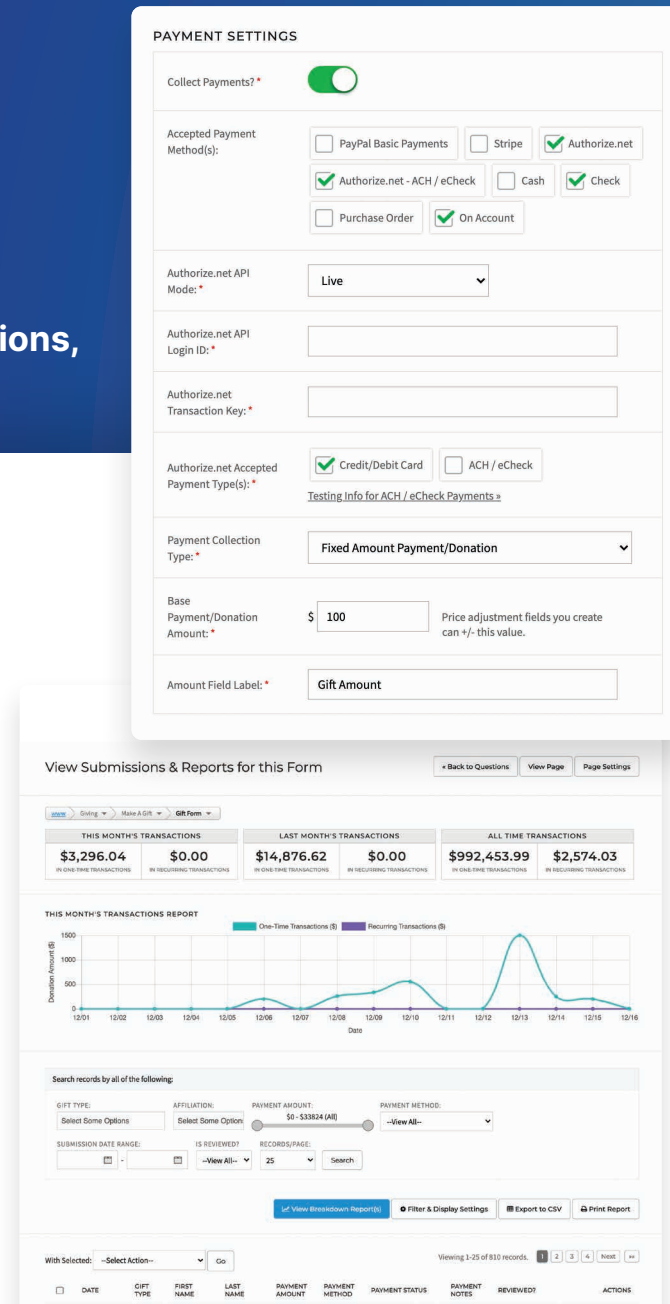
# Online Forms, Donations, and Payments

**Easily create custom forms and applications, and securely collect online payments**

## Online Forms for Every School Need

Create custom forms for every school need and watch engagement rise! Easily create online application forms, inquiry forms, event registrations, donation forms, and more. Securely collect payments and even send automatic confirmations and thank-you responses.

- Inquiry forms
- Event registration forms
- Online one-time or recurring payments
- Donation collection
- One-step or multi-step forms
- Application forms
- Auto responder emails and confirmation pages
- Price adjustment fields
- Discount codes
- Quantity limit fields
- Collect payment using credit cards, ACH, Apple Pay, Google Pay, and Venmo
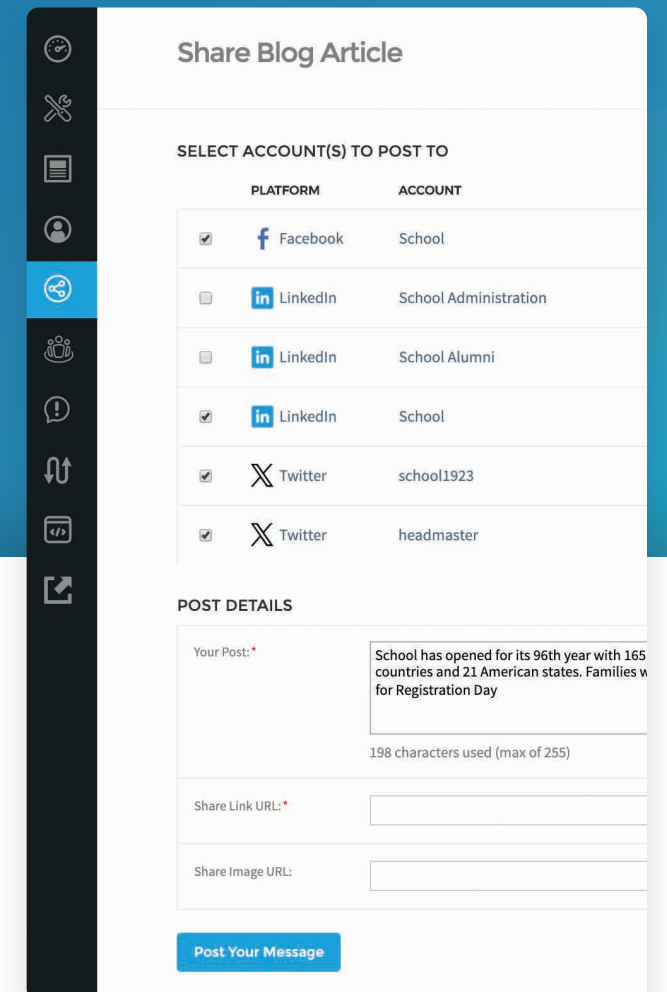
# Social Media Management

**Instantly share photos, news, and alerts to your social media accounts**

## Community Engagement

Managing your school's social media has never been easier. With the SoSimple Social Media Hub, you can create and distribute posts to your social media accounts – all from one place. Plus, it's integrated into SoSimple, so as you add content to your website, you can instantly share it with others.

- Distribute posts simultaneously to your social media accounts
- Share your posts within other school staff members' social media accounts
- Save time by eliminating duplication of efforts
- Instantly post your website photos, news, blogs, and site alerts
- Easily feed into a social media mashup page

# Villa Walsh Academy

villawalsh.org

# Streamline Marketing & Communications

## Marketing, Automated Communications, and Portals

SoSimple Marketing+ is the perfect tool to help your school streamline marketing and communications. This platform offers a complete email marketing system, bulk text messaging, automated communications, portals and intranets, and two-way discussion boards. These tools are powered by a highly customizable CRM that can seamlessly integrate with your current SIS or other 3rd-party systems, so that your data is managed in one system.

## Portals and Intranets

### Create subsites or password-protected portals for member-specific information

Create special sections of your school's website to publish member-specific content. Password-protect these sections to restrict access to only specific groups. Ideal for creating portals exclusively for staff, parents, or alumni.

- Include password protection to limit access
- Secure sensitive content from public view
- Unlimited portals/intranets and pages
- Create portals for staff, parents, alumni, and more
- All CMS page types available for these sections

# Email Marketing and Text Messaging

**Quickly create and distribute high-impact digital communications**

Marketing, communications, and development teams will find our built-in email and text messaging capabilities to be vital tools in their daily activities. Our database management system easily integrates with your existing database system for seamless communications with your communities.

- Send individual or bulk emails
- Use built-in email templates or design your own
- Send bulk text messages (weather/emergency alerts, event reminders, and more)
- Get built-in analytics of open rates, click rates, etc., on a campaign-by-campaign or user-by-user basis
- Reuse images, files, and links already on your website
- Send automated email marketing campaigns
- Use our AI tools to generate content or dynamically feed content from your website to emails without retyping
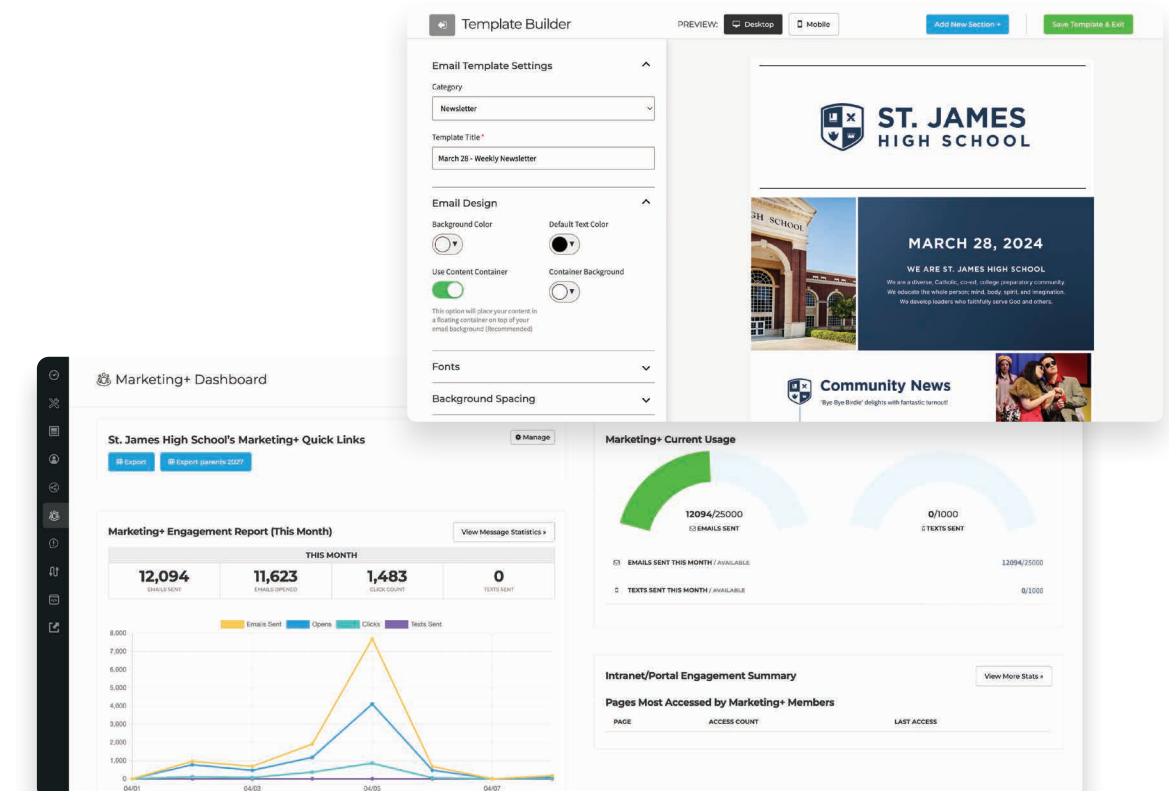
# Digital Marketing and Automation

**Automate your marketing to boost enrollment and advancement success**



## Create Scheduled Email

**Scheduled Message Settings**

Title *
April 1 Registration Reminder

Type *
Send Email on Specific D

Scheduled Send Date *
03/01/2024

Send Time (Range) *
6:00am - 7:59am

Timezone *
Eastern Standard Time

Campaign
--None--

Subscription Group
St. James Newsletters

From Email *
admissions@stjames-hs.edu

From Name *
St. James Admissions

Subject *
April 1 Registration Reminder

Send To *
Locate and Select Member(s) »

## Marketing Automation Made Easy

Increase traffic to your school's website. Fuel your next enrollment campaign. Boost your advancement efforts. With SoSimple's robust built-in marketing tools, you can create visually impactful landing pages, custom lead capture forms, auto-responders, and automated email campaigns.

- Design landing pages for fundraisers, admissions, events, and more
- Create custom lead capture forms
- Auto-import leads into SoSimple's built-in contact manager or your existing database
- Automate emails by choosing a date and time for each campaign
- Schedule a series of emails with date-based or action-based automation

# Database Management & Integrations

**Easily manage your contacts, donors, inquiries, and database integrations**

## Easily Manage Your Contacts

Create, customize, and manage a database built to suit your school's needs. You can manage student, family, and staff records while also tracking information obtained from lead forms with the ability to manage those contacts for future initiatives. Already have an existing database? No problem. Our database management system seamlessly integrates with your existing system.

- Enables convenient data centralization
- Fully customizable fields
- Import, dynamically feed, or manually add records
- Seamlessly integrate with contacts from FACTS®, Blackbaud®, SeniorSystems®, or any other 3rd party system that offers an open integration method or API
- Generate personalized letters, Avery labels, and Outlook vCards

Featured Custom Site

# Notre Dame High School

notredamehs.com

# sosimple.

SoSimpleSchools.com

**Schedule your free, no obligation SoSimple demo today.**

Call Arik Brooks directly at:

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arik@sosimplecms.com

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