July 1, 2015

A JAINA Announcement...

“JAINA” Mobile App Launch

A joint Effort Initiative by
JAINA Long Range Planning Committee and
JAINA Fund Raising Committee

As a collaborative initiative in support of JAINA Fund Raising (FR), JAINA’s Long Range Planning (LRP) Committee has been instrumental in developing, providing, and supporting strategies for JAINA Fund Raising. Based on the successes of fund raising drives made at the 2013 JAINA Convention and during 2014 Diwali and Year-End, JAINA’s LRP Committee has once again worked hand and glove with JAINA’s Fund Raising Committee to develop renewed strategies for JAINA Fund Raising at the 2015 JAINA Convention. Part and parcel of this strategy included the consideration of one of LRP’s short-term goals of developing technology tools for JAINA Fund Raising.

This App was made possible due to the seed funding provided by JAINA through its Fund Raising and Long Range Planning Committees. TODAY, we are pleased to announce the release of JAINA’s very first Mobile App, “JAINA”.

Please click the following depending on your platform:
For iPhone Users: www.jaina.org/iphone
For Android Users: www.jaina.org/android

We acknowledge the contributions of Prem Jain, Yogendra Jain, Rajeev Pandya, Dr. Jayesh Shah and Dipak Doshi for their guidance and in developing the initial user requirements. The entire project design was directed by Vipul Shah and Parth Savla who provided expert technology input and collaborated with a team of designers-developers from Appsomatic, a
Chicago-based mobile app development company, in making this release possible. The workflow was modeled after Chicago’s JSMC App that was launched by the same team earlier in 2014. An incredibly noteworthy achievement is that the entire project, from inception-design-development to release, was accomplished in less than 60 days, with all of initial App design-development work completed in 30 days.

The “JAINA” Mobile App has many tools and capabilities. The listing below briefly summarizes its targeted features and functions.

**Phase I: Mobile App Ready for Launch – July 2015**

- **Why Donate?**
  (when clicked, it opens up JAINA key projects outlined in [FR One Pager Final_500_Qty.pdf](#))
  - **JAINA Office & Management**
  - **JAINA Calendar**
  - **Youth Programs**
  - **Long Range Planning**
  - **Humanitarian Efforts**
  - **JAIN E-Library & Pathshala**
  - **Educational Opportunities & Scholarship**

Each of above projects will open in its own page with beautiful relevant image and key message with few hyperlinks for call to action and page will end with two buttons at the end, "Volunteer" and "Donate". These buttons will open up the respective features (as listed below)

- **Donate**
  (When clicked it will open up a page with following three items as a navigation menu)
  - **Pledge**
    (this will open up a form with ask for donation with two buttons at the end – "Pay Now" "Pay Later". "Pay Now" will direct person to BluePay Direct Payment Processing link with credit card processing step
  - **Pay for Donation**
    (this will open up BluePay Direct payment processing link with CC processing step – same as above. The idea behind this is to provide convenience to our user to provide a way to pay online quickly)
  - **Donors List**
    (this will display latest donors list captured during JAINA convention – people can see their and others name)

- **About Us**
  (this could be called as "What Is JAINA?" too. When clicked it will open up a page with following five items as a navigation menu)
- **Introduction to JAINA**
- **JAINA Structure**
- **JAINA Leadership Team**
- **JAINA Committees**
- **Contact Us**

**Volunteer**

(this could be called as "Get Involved", too. When clicked it will open up a form to become a volunteer)

**JAIN Centers / Temples**

(this would be an static feature with listing of all the JAIN Centers in NA with centers Name, Address, Contact Phone, Email, and Website). The “Travel Info” feature in current version can be repositioned for this requirements.

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**Phase II: Enhanced Version in 3-6 Months – Dec 2015**

This App is scalable and over the next few months it will be expanded to include additional features such as:

- **JAINA Store**
  (a true eCommerce type app to sell items currently available in [JAINA Store](#))

- **JAINA eCalendar**
  (a true highly interactive electronic version of actual JAINA Calendar where people can subscribe to Jain Holidays, Jain Tithis, etc. When they subscribe to such events it will populate their personal calendar with reminders, etc.)

- **YJP**
- **YJA**

Please join us in congratulating and thanking the contributing members of JAINA EC, the Core Team Members of Long Range Planning and Fund Raising Committees, JAINA’s Technology Subject-Matter Experts, and our extended Mobile App Designers-Developers for helping JAINA achieve this major milestone!

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**Dipak Doshi**
Chairman
JAINA Long Range Planning Committee

**Dr. Jayesh Shah**
Chairman
JAINA Fund Raising Committee