

You're the Membership Director...what next?

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# YOU'RE THE MEMBERSHIP DIRECTOR... WHAT NEXT?

Acquisition

Onboarding

Engagement

Renewal



Your GrowthZone software  
is the toolkit you need for  
managing memberships  
from acquisition to  
renewal!

# ACQUISITION

- GrowthZone provides flexibility in building out just the right membership packages to that your prospective members are looking for
- Learn More! [Understanding Membership Types](#)



## Earth Association Membership Application



**Earth Association**

### Instructions

Please fill out our application

### Select An Option

**Corporate Package 2020**

Includes

- Listing in Online Directory
- Sponsorship
- Banner Ad in the Newsletter

**Large Corporate 2020** Starting at \$24.58 Monthly

# ACQUISITION

- You can build the membership packages to best suit your business needs;
- Dues are based on flat rates, levels, or formulas based on such things as employee count
- You can also included tangible benefits such as upgraded membership directories, or benefits like tickets to events  
Learn More! [Understanding Membership Types](#)



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- Corporate Package 2020**  
Includes
- Listing in Online Directory
  - Sponsorship
  - Banner Ad in the Newsletter
- Large Corporate 2020** Starting at \$24.58 Monthly

# ACQUISITION



- GrowthZone's **on-line Membership Application** form makes it convenient for the applicant with anytime anywhere access,
- On online application form provides you key benefits:
  - Efficiency
  - Accuracy
  - Secure online payment
  - Instant confirmation to the applicant
  - And it's paperless!

# ACQUISITION



- Through the application you can offer new member discounts, as well as add on items
- The online application can trigger automated workflows such as creating the new member record, setting membership renewal billing (including automatic credit card charging if applicable), setup directory listings all without you lifting a finger
- Learn More! [Setting Up Your Membership Application](#)

## Earth Association Membership Application



**Earth Association**

### Instructions

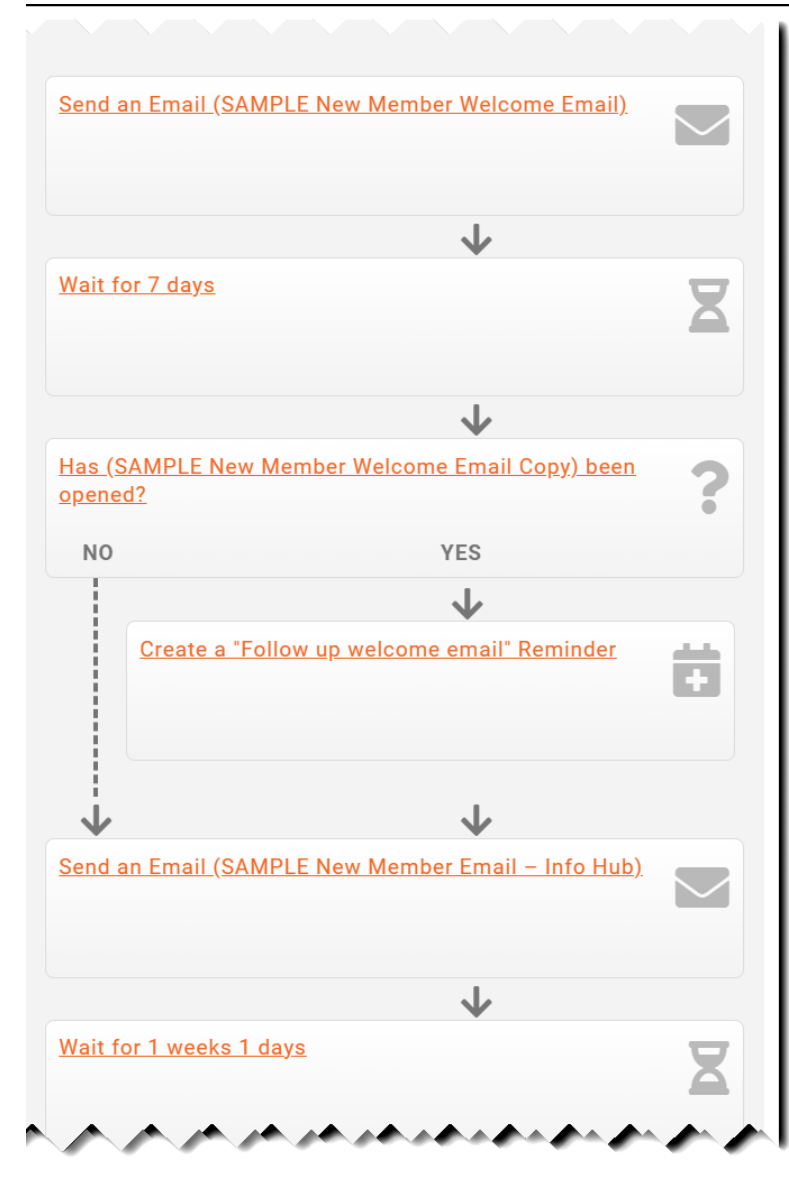
Joining the Earth Association is a great way to get your business connected – whether that's with other businesses, community leaders or elected officials. Earth Association members have the benefit of an efficient networking group in addition to numerous profitable services. Learn more by reviewing the member benefits or clicking on the links below. If you would like to experience the business rewards & development we offer, we invite you to complete the membership application below.

"I originally joined in the Earth Association as a way to get to know key businesses in the community. I have stayed engaged because those connections help me to succeed in my business."

~ Lana Jones, Chairman of the Board of Directors

# ON-BOARDING

- You have a new member... now what?
- If you are subscribed to GrowthZone Marketing Automation module, you can setup a drip campaign of emails to be sent at just the right time to engage your new members!
- Learn more! [5 Ways to Connect with New Members using Marketing Automation](#)





# ON-BOARDING



- Ensure that your members are subscribed to all of the email lists you have created, such as newsletter lists, web content lists, etc.
- Lists/Committees make it easy for you to communicate with many members at one time. You can even automatically assign a new member via membership type setup
- Your lists can even be synchronized to Constant Contact
- Learn More! [Working with Lists & Committees](#)

Name ▲	Category ⇅	Contact Count	Synced
<a href="#">2021 Young Professionals</a>	Email List	11	
<a href="#">Education Group</a>	Email List	8	††
<a href="#">Member Monthly Email List</a>	Email List	0	

# ON-BOARDING

- If you have subscribed to GrowthZone's Projects & Tasks module, you can design an onboarding project with all of the tasks you need to complete to make you new member onboarding a success!
- Learn more! [Projects & Tasks](#)



Edit Project Template < 1 of 4 >

Name:  Project Type:

Description:

Template Tasks Add Task

	Name	Task Priority	Task Type	Assigned To Person	Start Date	Due Date	Completed Date
↕	<a href="#">Send Welcome Email</a>	Urgent	Ambassador				
↕	<a href="#">Mail new member packet.</a>	Normal	Administrative				
↕	<a href="#">Call the member to say "Welcome to the Chamber."</a>	Normal	Executive				
↕	<a href="#">Call with an event invitation</a>	Normal	Engagement				
↕	<a href="#">Make a check-in call / "Hello, how are things going?"</a>	Normal	Engagement				
↕	<a href="#">Email a reminder of features available to members</a>	Normal	Engagement				
↕	<a href="#">Email a piece of useful content, an article, or a link to a popular page on website</a>	Normal	Engagement				

# ON-BOARDING



- Your GrowthZone solution offers a Members Only site: the **Info Hub**
- During on-boarding encourage your members to setup their login credentials to the Info Hub, and start finding out about its benefits
- Learn More! [Take a Tour of the InfoHub](#)


The screenshot displays the 'Info Hub' for the 'Earth Association'. The interface includes a navigation sidebar on the left with options: Home (selected), My Info, My Directory Listing(s), My Subscriptions, and Digital Downloads. The main content area features a welcome message: 'Welcome to your member connection and resource center!' followed by a description of member benefits and a link to a video tour. A prominent banner for 'The Latest COVID-19 UPDATES' with a 'STAY HOME SAVE LIVES' graphic is visible. On the right, there are sections for 'UPCOMING EVENTS' (listing Board Meetings and an Annual Trade Show), 'ACCOUNT BALANCE' (\$4,626.06), and 'REFER OTHERS'.

# ONBOARDING

- You will want to ensure that your new member is displayed in your directory
- GrowthZone provides a **Directory** public module that is driven by the member information in your database
- You can create multiple directories to showcase different categories of members
- Learn More! [Working with Directories](#)



[Back to Search](#)



## A Place for Dogs

*Pets & Veterinary, Dog Boarding*


📍 24400 Smiley Road, Nisswa, 56468 United States

📞 (218) 786-0987

@ [Send Email](#)


### About Us


A caring, supportive environment for your pets in need, 24 hours a day.



### Additional Info

- Dog Sitting
- Dog Grooming





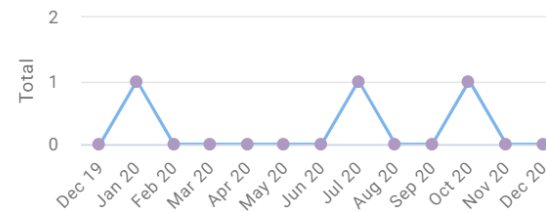
# ENGAGEMENT

- As the Membership Director, you certainly want to be able to measure member engagement
- Your Events Coordinator, Communications Director, and Marketing Directors can use the GrowthZone tools to ensure that there are ample opportunities to engage your members
- For each contact in your database, you will be able to view engagement statistics such as events the member has registered for, logins to the Info Hub, communications with the member, etc. You can even send this report off to your members
- Learn More! [Contact Engagement](#)



## Events

Event Registrations per Month



Event Registrations per Year



Total Event Registrations in date range	3
Sponsorships in date range	4
Exhibited in date range	0

## Web Content

Active Banner Ads	42
Hot Deals Submitted	0
Jobs Submitted	3
Events Submitted	0

## Continuing Education

Continuing Education Completed	0
Continuing Education In Progress	0

# ENGAGEMENT

- A member who engages and takes advantage of their member benefits is more likely to renew their membership again
- If you have subscribed to GrowthZone's Forms & Surveys Module, you can create a form to measure your members satisfaction through out the year...
- Learn More! [Working with Forms & Surveys](#)



## Member Satisfaction Survey

Fields marked with an \* are required.

Page 1/3

Organization

General Information

First Name

Last Name

Email

Membership Information

How long have you been a member?

Are you involved in any committees/sub-committees/task forces?

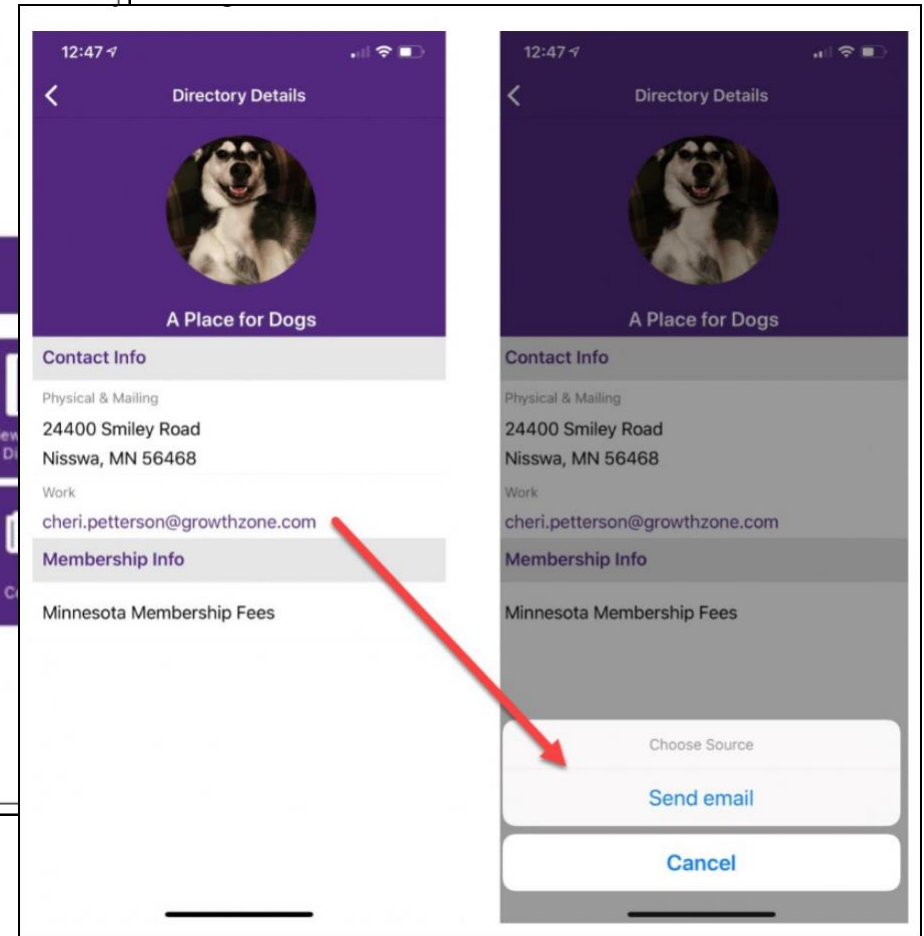
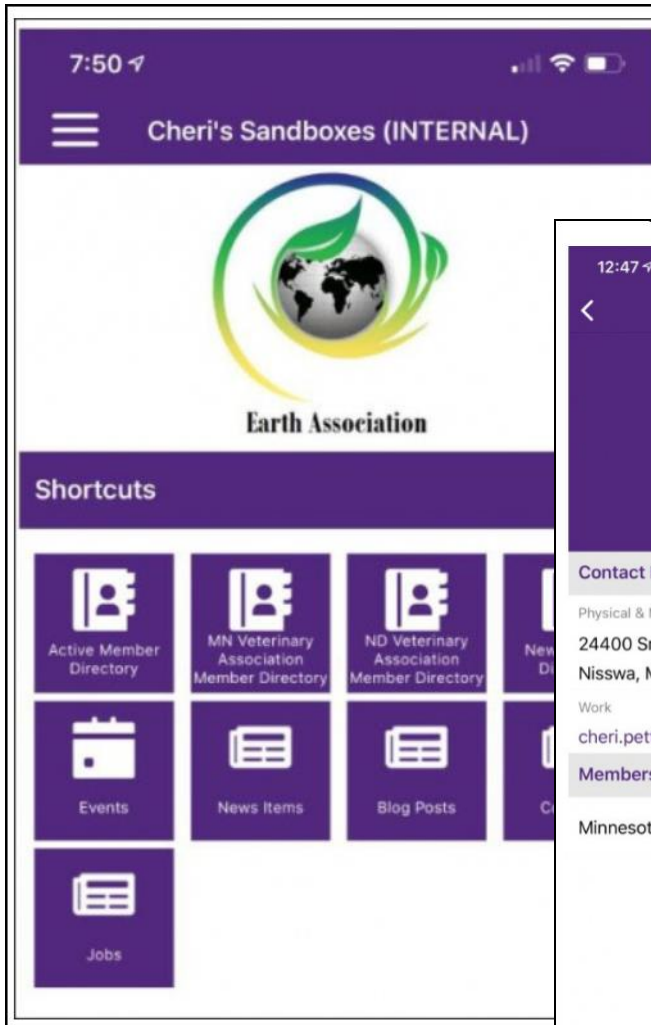
Would you like to join a committee?

Previous

Next

# ENGAGEMENT

- There's an App for that...
- Encourage your members to download the MemberPlus app, through it they will be able to receive Push Notifications, view upcoming events, member deals and more!
- Learn More! [MemberPlus App](#)



# RENEWAL



At some point, after generating leads and nurturing relationships and persuading people to join and helping them find their own individual engagement paths, it's time to ask your members to renew....



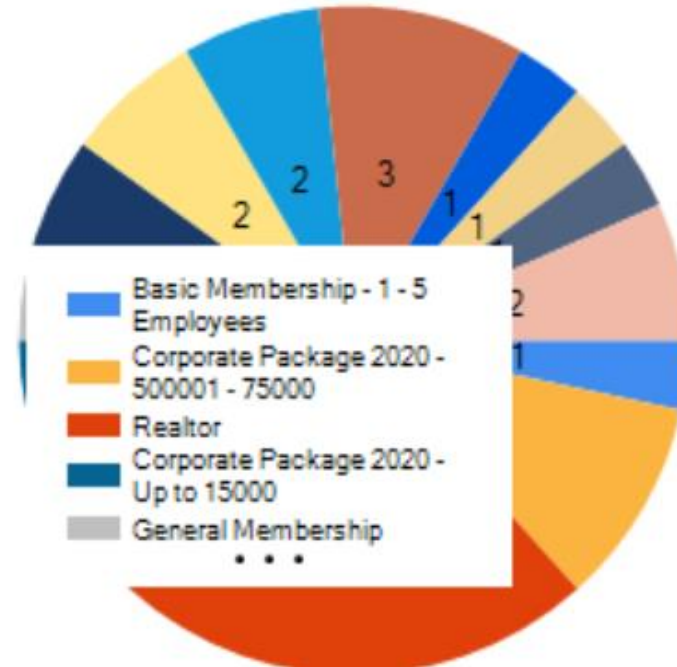
# RENEWAL



- GrowthZone makes managing renewal as easy as possible...
  - Automatically generate and deliver invoices for renewals
  - Setup online billing and enable online payments, including the ability for the member to store their card for automated renewals (with integration of supported credit card processing)
  - Allow members to switch from Annual to Monthly billing (GrowthZone Pay only)
  - Personalize the renewal email sent with a link to pay for their membership.
  - Personalize email sent thanking members for joining
  - Learn More! [Manage Invoicing for Upcoming Billing](#)

## REPORTS

- GrowthZone provides you with a full suite of reports that will help you analyze your membership
  - Report on the number of members who have joined 😊 this year
  - Report on number of members who have dropped ☹️ this year
  - Analyze your Member Retention
  - See who has referred members to your organization
  - Learn More! [Membership Reports](#)



## ADDITIONAL RESOURCES

- [See Our Library of On Demand Videos](#)
- [Visit our Online WIKI](#)
- [Setup a consultation with our Engagement Team](#)





**QUESTIONS?**

