GrowthZone Classroom Training

Day 1

9 – 9:30 am   Introductions

9:30 – 12pm   Communications & Lists/Committees

- Email Templates
- Email Designer
- Push Notifications
- Lists/Committee Setup
- Smart Lists
- Manage Unsubscribes
- Manage Invalid Emails

12:00 – 1:00   Lunch

1:00 – 4:30 pm   Managing Events

- Overview of Event Setup
- Set Up Event Registration Types
- Manage Event Discounts
- Selling Additional Items
- Manage the Guest List

Working with Sponsors

- Setup Sponsorships
- Manage Sponsorships

Day 2

9:00 – 12:00   Managing Renewals

- Renewal Settings
- Data Verification
- Generate & Deliver Invoices

Manage Unpaid Dues

- Identify over-due membership dues invoices
- Apply late fees
- Mass drop

12:00 – 1:00   Lunch

1:00 – 2:30   Marketing Automation

- 5 Best Practices for Marketing Automation
- Set up a New Member Onboarding Campaign

2:30 – 4:00   Working with Reports

- Common Report Functions
- Generating Reports
- Sample Reports

4:00 – 4:30   Wrap up – Q&A

Please bring a laptop so that you can follow along, in your own database, with the instructor.