



# You can't grow unless you keep the members you have.



## LACK OF RENEWALS GOT YOU DOWN?

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Two thirds of Associations see stagnation or declines in member renewals

SOURCE: Moery Company, 2016 and GrowthZone Association survey, 2016

## Engagement vs Budget

A lack of engagement, rather than a lack of budget, appears to be the top reason (for non-renewals)

SOURCE: Moery Company, 2016

One step forward, two steps back. That's what it feels like without a good member retention strategy. Unless you're able to retain your members, signing on new ones will not lead to growth. And no growth means less revenue. Less revenue means you don't have funds to drive results. And when you don't drive results, you're no longer relevant in your industry.

### THE MORE THEY'RE ENGAGED, THE LONGER THEY'LL STAY

With the GrowthZone Association Success Platform, you'll have easy-to-use member retention tools at your fingertips – literally. In just a few clicks, you can manage communication, events, and web content. Not to mention offer education and certification to keep members coming back for more.

### GOOD COMMUNICATION IS THE KEY TO RETENTION

It's tough for members to see value in your Association unless you're giving them what they need. With GrowthZone's **Communication Management** feature, you have the power to send and track emails and newsletters to both individuals and lists. You can create and schedule emails for future distribution. Everything you need to generate ongoing, relevant communication with members and prospects can be done quickly and easily.

### MANAGE EVENTS FOR GREATER ROI

Events can be a challenge. With GrowthZone's **Event Management** feature, they're anything but. Integrate event registration with payment processing. Manage event discounts. Create and publish multiple event calendars, and manage multiple items under each with ease. You'll be amazed at what you can do.

### GIVE YOUR MEMBERS THE ABILITY TO NETWORK AND WATCH SATISFACTION SOAR

With **The Info Hub** feature from GrowthZone, you can give members what they want – a way to network and access the information that's important to them. With login-based access to events, your directory, job postings and other resources, members can manage and customize their information, pay invoices and more, which all goes a long ways when it comes time to renew membership.



## SUPPORT MEMBERS THE WAY THEY WANT TO BE SUPPORTED

By using GrowthZone's **Member & Contact Management** feature, you can have a centralized system to manage all contacts so you can get a complete look at the info needed to support them. And by connecting your members with people and organizations, you create a strong network that makes it hard to leave.

## Additional features to save you even more time

Our solution is also available with these optional features to help you retain members so you can grow your Association.

### YOU WANT TO:

Share information on your public website for frequently changing things like news, deals, promotions, jobs, etc. without having to make constant changes in multiple places so you can bring value to members while giving them a reason to continually visit

### WHAT GROWTHZONE DELIVERS:

**Dynamic Web Content Management**

### HOW YOU WIN:

- **Customize types of content to display (jobs, coupons, hot deals, commercial property listings, military specials, etc.)**
- **Make updates all in one place**

NOTE: This sheet contains GrowthZone features specific to increasing member engagement for higher retention. For a complete look at how we can help with bringing in new members and making you more efficient, visit us online.

## ABOUT GrowthZone

GrowthZone Association Management Software is powerful, easy to use, and designed to manage all the day-to-day operations of your organization.

[www.growthzone.com](http://www.growthzone.com)

