



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



## LACK OF RENEWALS GOT YOU DOWN?

# 78%

The majority of associations report declining or stagnant membership numbers.

SOURCE: GrowthZone Association Survey

## 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

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. From the information-rich dashboard, you can view membership statistics and manage communications, events, web content, and 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 optional **Marketing Automation** module, you can create automated email campaigns and activities with prospects, members, staff, and other contacts in one system.

### MANAGE EVENTS FOR GREATER ROI

Events can be a challenge. With GrowthZone's **Event Management** feature, they're anything but.

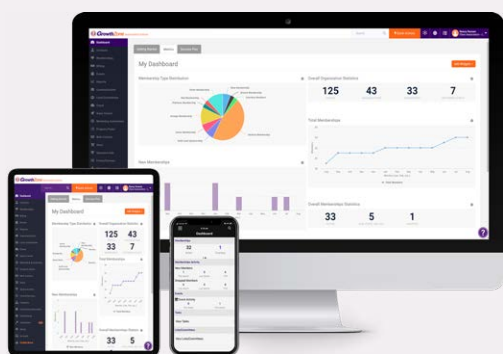
Navigate every aspect of the event process – from emailing invitations to tracking registrations, accepting online payments, and checking in guests.

Leverage the Zoom and GoToWebinar integration for online meetings, and create and publish multiple event calendars with ease. You'll be amazed at what you can do.

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

With GrowthZone's **Info Hub** and the **member app**, 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 way 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 increase engagement and retention

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

### YOU WANT TO:

### WHAT GROWTHZONE DELIVERS:

### HOW YOU WIN:

Manage and track the certifications, training, and credit hours your association offers.

#### Continuing Education Management

- Relate multiple credit/hour-bearing courses or tasks to an event.
- Generate Certificate of Attendance or CEU documents automatically; provide access to the documents in The Info Hub.

Create strategic email campaigns that ensure each prospect or member receives vital information, at the right time intervals.

#### Marketing Automation with Email Designer

- Build and schedule automated email campaigns; track the results and actions right in the software.
- Create great-looking emails and landing pages with the included drag and drop design tools.

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)