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

LACK OF RENEWALS GOT YOU DOWN?

56%

Over half 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

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.

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.

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 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 increase engagement and retention

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

<table>
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<th>YOU WANT TO:</th>
<th>WHAT GROWTHZONE DELIVERS:</th>
<th>HOW YOU WIN:</th>
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| 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. Guaranteed.

www.growthzone.com
WISH YOU HAD THE SECRET SAUCE FOR ADDING NEW MEMBERS?

It’s time for associations to acknowledge that they are in the business of selling...to start implementing and creating a culture that supports the sales process.

SOURCE: EffectiveDatabase.com

54%

Over half of associations report stagnant or declining membership numbers.

SOURCE: GrowthZone Association Survey

Most prospects join when associations adapt their messages to reflect their specific interests and tailor the communication to them.

SOURCE: Moery Company

GROW YOUR ASSOCIATION FASTER

With the GrowthZone Association Success Platform, you can move prospects through the recruitment process easier and faster. You’ll be able to identify prospects, see where they are in the sales process, automate and track communications, and more. Put simply, you’ll have the power of data and efficient processes on your side to help you be more successful at growing your membership.

MARKETING AUTOMATION IS A GAME CHANGER

With the optional Marketing Automation module, you can build and schedule customized email drip campaigns and landing pages that ensure vital information goes out to the right audience at the right time intervals. You’ll be amazed how much you enjoy marketing once you have the right tools.
Additional features to help your organization grow

GrowthZone is also available with these optional features to help you become more productive at growing your association.

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<td>Create strategic email</td>
<td><strong>Marketing Automation</strong></td>
<td>• Build and schedule automated communication campaigns for different</td>
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<td>campaigns that ensure</td>
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<td>each prospect or member</td>
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<td></td>
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<td>• Track prospects through all stages of the sales process</td>
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<td>• Create and track proposals</td>
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<td>• Forecast revenue</td>
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<td></td>
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<td>• Manage and process member applications</td>
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<tr>
<td>Cultivate and close more</td>
<td><strong>Sales Funnel Management</strong></td>
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NOTE: This sheet contains GrowthZone features specific to bringing in new members. For a complete look at how we can help with increasing member engagement and making you more efficient, visit us online.

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www.growthzone.com
It’s tough to grow when you’re spending time on the little stuff.

Think about the time you spend entering information into spreadsheets. Then re-entering that same information someplace else. A little task is just that – a little task. But when you have a whole bunch of little tasks, it quickly adds up to a full day of doing something other than growing your association.

DO MORE IN LESS TIME

With the GrowthZone Association Success Platform, you can tackle all the things that have been consuming your day in much less time, and with much greater results. That way, you can focus on growth.

DEALING WITH FINANCIALS DOESN’T HAVE TO BE CUMBERSOME

Reduce processing steps and accurately predict cash flow with GrowthZone Pay. Easily manage and track invoices, receivables, payments, and expenses.

Integrate payment processing, send account summary data to third party accounting systems, and process one-time and recurring payments at no extra charge (no need for an additional processor or gateway). Ask about the Mobile Credit Card Reader, too.

ACCESS YOUR AMS ON THE GO

With the GrowthZone StaffApp, you can scan business cards to load contact data, view notes, register and check-in event attendees, and process event payments - all from your mobile device.

MEMBER COMMUNICATION AND FOLLOW-UP INCREASES ENGAGEMENT

Think of the time you’d save if you had one-click access to your most common tasks and could easily schedule communication follow-up, as well as set due dates and reminders. GrowthZone’s optional Project Management feature gives you the power to deliver value to members day after day.

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 way when it comes time to renew membership.

DATA MANAGEMENT KEEPING YOU UP AT NIGHT?

27% Over 27% of associations are not satisfied with their current data management system.

SOURCE: GrowthZone Association Survey

#2 Associations rank technology as the #2 most beneficial change they made in the past year.

SOURCE: GrowthZone Association Survey

37% 37% of associations identify capturing data and querying/reporting as a top issue.

SOURCE: EffectiveDatabase.com
Additional features to save you even more time
Our solution is also available with these optional features to help you focus on what matters.

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<td>Have an easy way to organize details and tasks for events, conferences or complex projects without having to reinvent the wheel each time</td>
<td><strong>Project Management</strong></td>
<td>• Create customizable project calendars, templates, and checklists</td>
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<tr>
<td>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</td>
<td><strong>Dynamic Web Content Management</strong></td>
<td>• Get a single source for all project details like task priority, owner, due date, and status</td>
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• 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 managing tasks. For a complete look at how we can help with bringing in new members and increasing member engagement, visit us online.

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