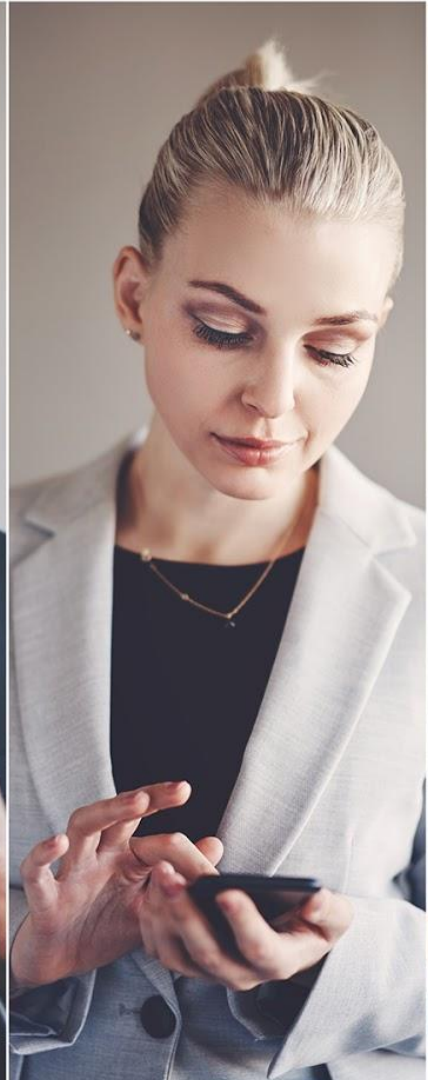




**engage** by cell

**Bring Your Association's  
Members Closer Together  
With These Mobile Solutions**



# Your **speakers**



**Patty Ruland**

**Senior Mobile Solutions Consultant**  
Engage by Cell



**Molly Larsen**

**Content Marketing Manager**  
Engage by Cell



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**[info@engagebycell.com](mailto:info@engagebycell.com)**

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- Cloud-based
- 14 years in mobile
- Thousands of clients



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# Benefits of mobile technology

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# Challenges Associations Are Facing

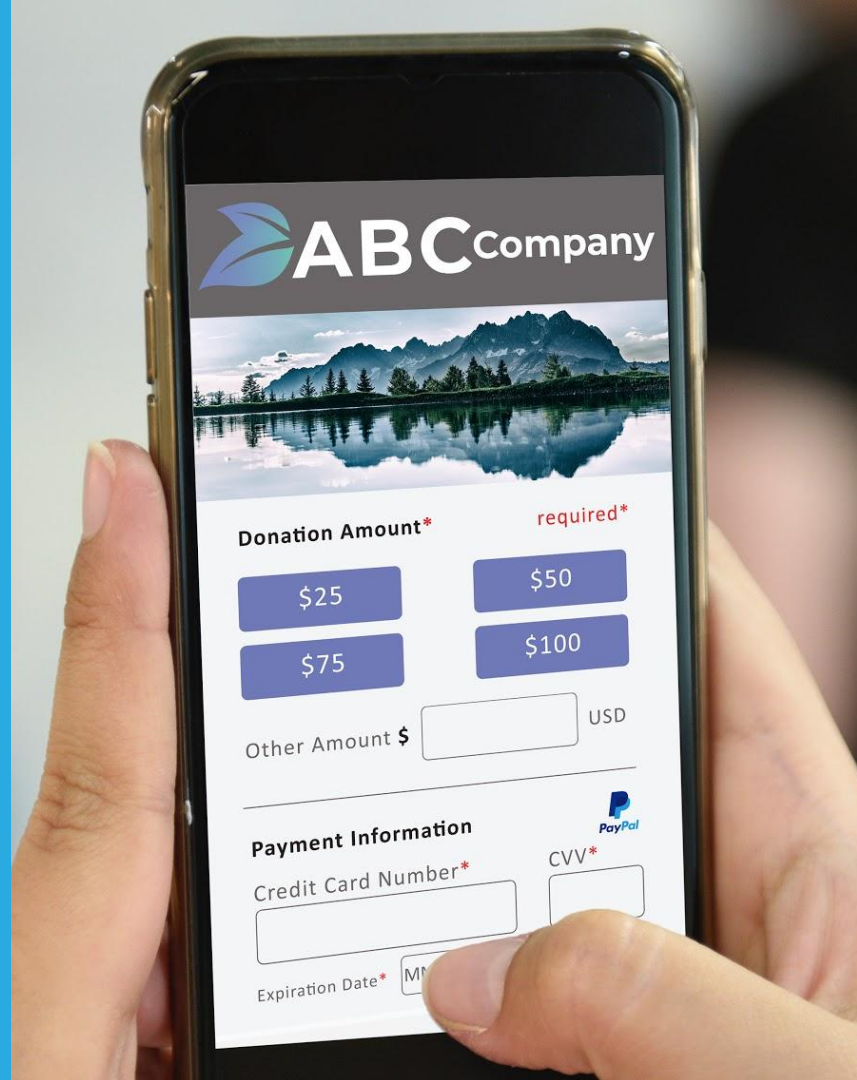
- Events/meetings are being canceled – but you need to **fundraise** and collect membership dues
- Emails aren't being read – but you have to **communicate** with your members
- Unable to physically network – but still need to **collaborate** and share ideas with others

# How mobile can support your association



# Mobile fundraising

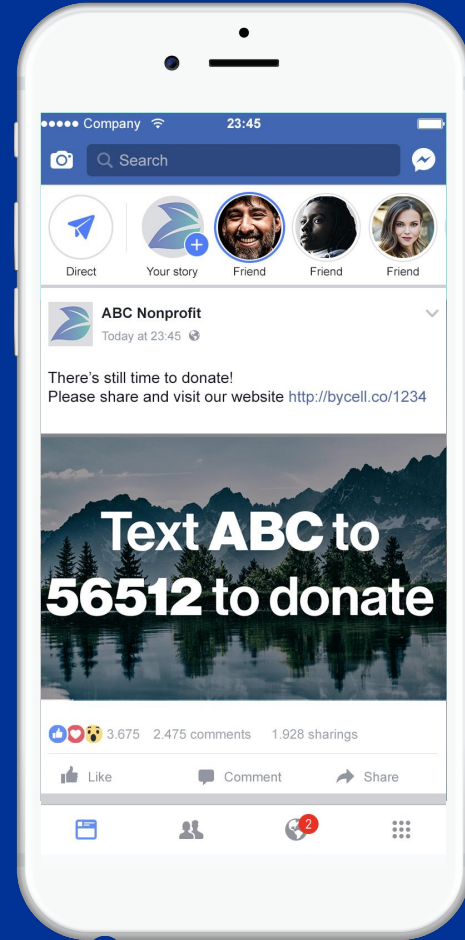
- Ask members to opt-in to receive text alerts
- Mobile Donate feature lets donors make one-time or recurring payments
- People can give instantly from anywhere, even at home





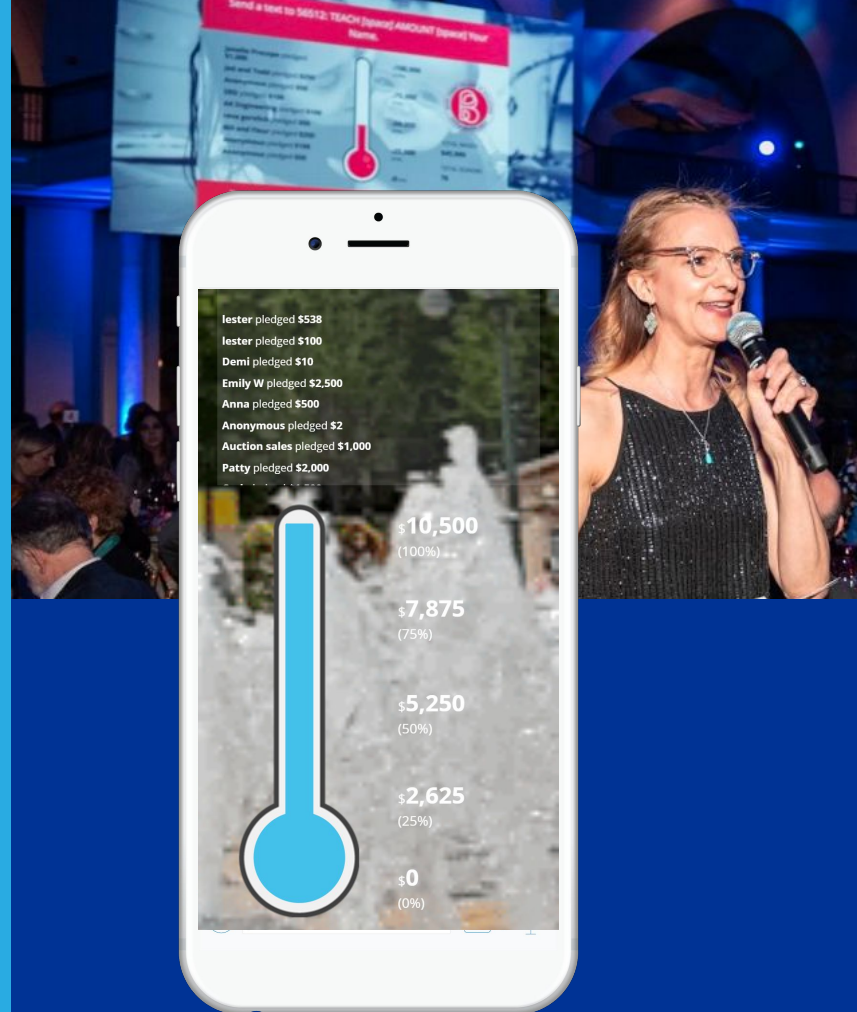
# Virtual fundraisers

- Promote keyword to spread the word of your event – post on Facebook and Instagram
- Ask your members to share
- Ask virtual attendees to whip out phone and donate on the spot
- Push a link to Screencast Thermometer so users can watch donations climb in real-time



# Screencast Thermometer


- Users can watch donations climb in real-time
- Generate excitement and community even when members aren't in the same room
- Doubles as a messageboard – push out a custom message along with your donation



# Credit card form for renewals

- Users text in to receive link to form
- Form is fully customizable to your brand
- Contact collection

**ABC Company**



**Donation Amount\*** required\*

Other Amount \$  USD


---

**Payment Information**

Credit Card Number\*

CVV\*

Expiration Date\*  MM  YY  YY



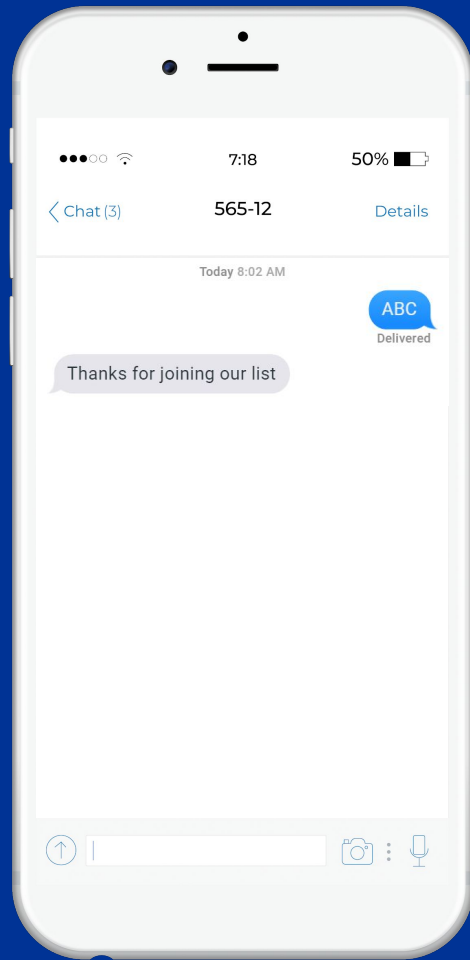
# Conference app for virtual meetings

- Create a custom mobile site with agendas, session descriptions, FAQs
- Push text alerts on breaks, changes to agenda, etc.



# Text messaging

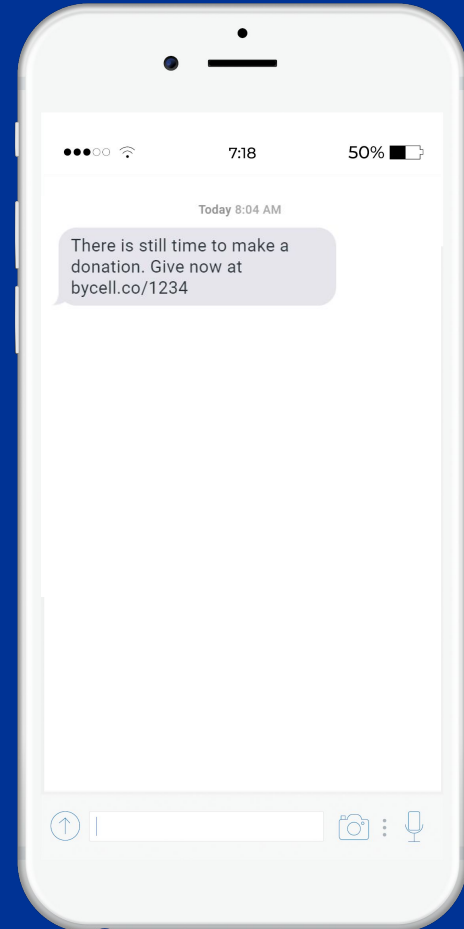
- List management
- Auto-reply messages
- Pre-schedule
- Set as a sequence
- 1-to-1 conversations
- Send images, videos or GIFs





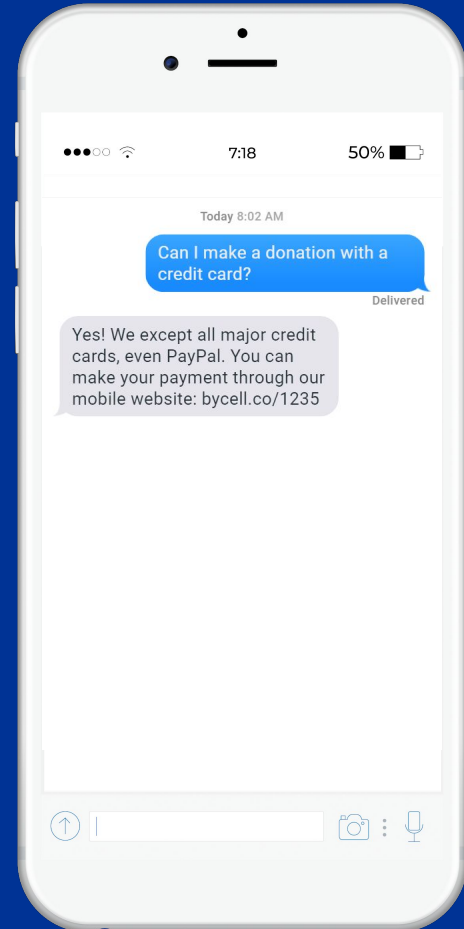
# Alerts/Updates

- Ask members to opt-in to text alerts
- Push alerts asking for donations
- Send updates so your audience is kept in the loop, even when everyone is separated and at home



# Two-way Text Chat

- Encourage members to reach out directly with questions and concerns
- Create live and group chats



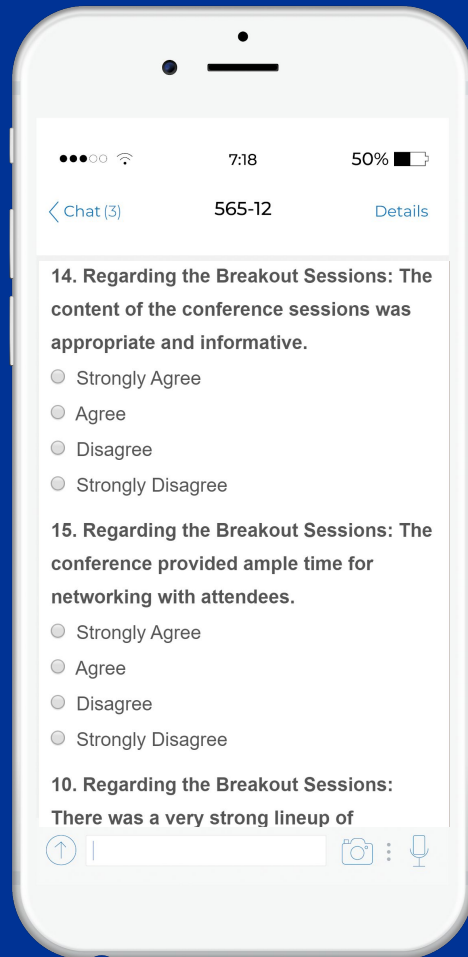
# Audio dial-in

- Tours
- Information hotlines
- Robo calling
- Leave feedback
- Take a poll/vote



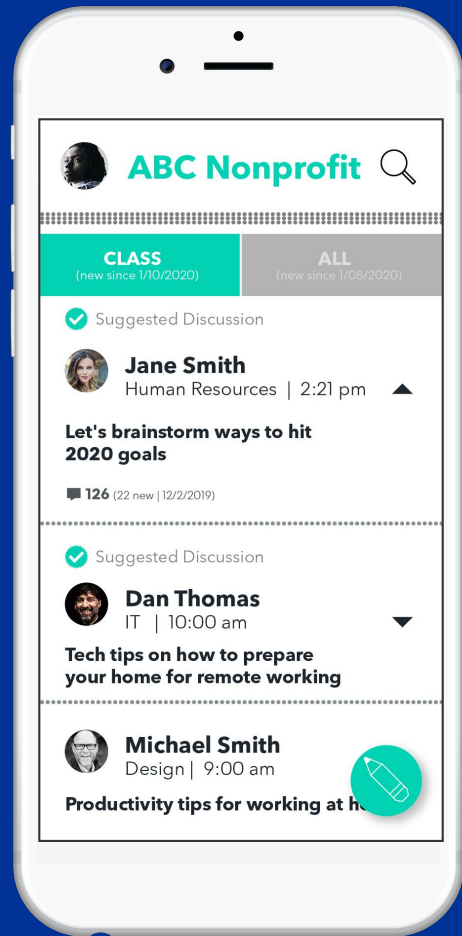
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- Store content
- Create engagement
- Link to custom pages
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# Message board

- Create a community of your members, even when some (or all) are remote
- People need a place to vent, discuss, express concerns, and ask questions





# THANK YOU



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# Challenges Chambers of Commerce Are Facing

- Emails aren't being read – but you have to **communicate** with your members
- Meetings are being canceled – but still need to **collaborate** and share ideas with others

# **How mobile can support your chamber of commerce**



# Conference app for virtual meetings

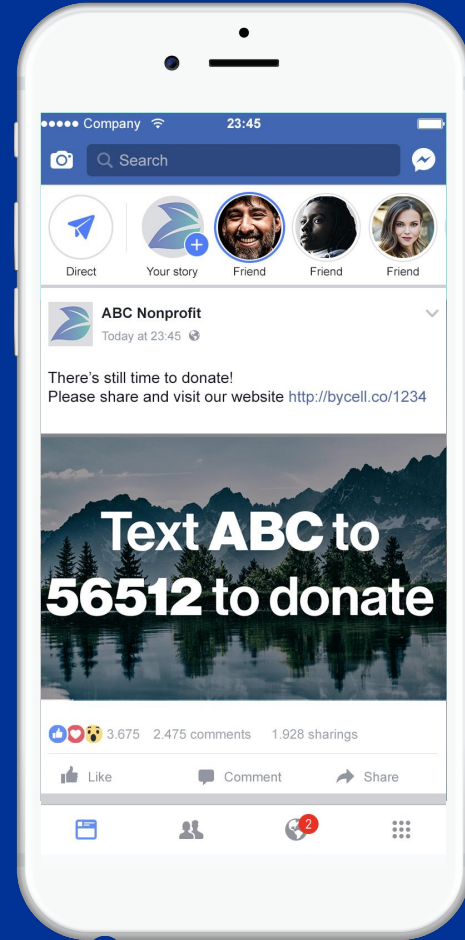
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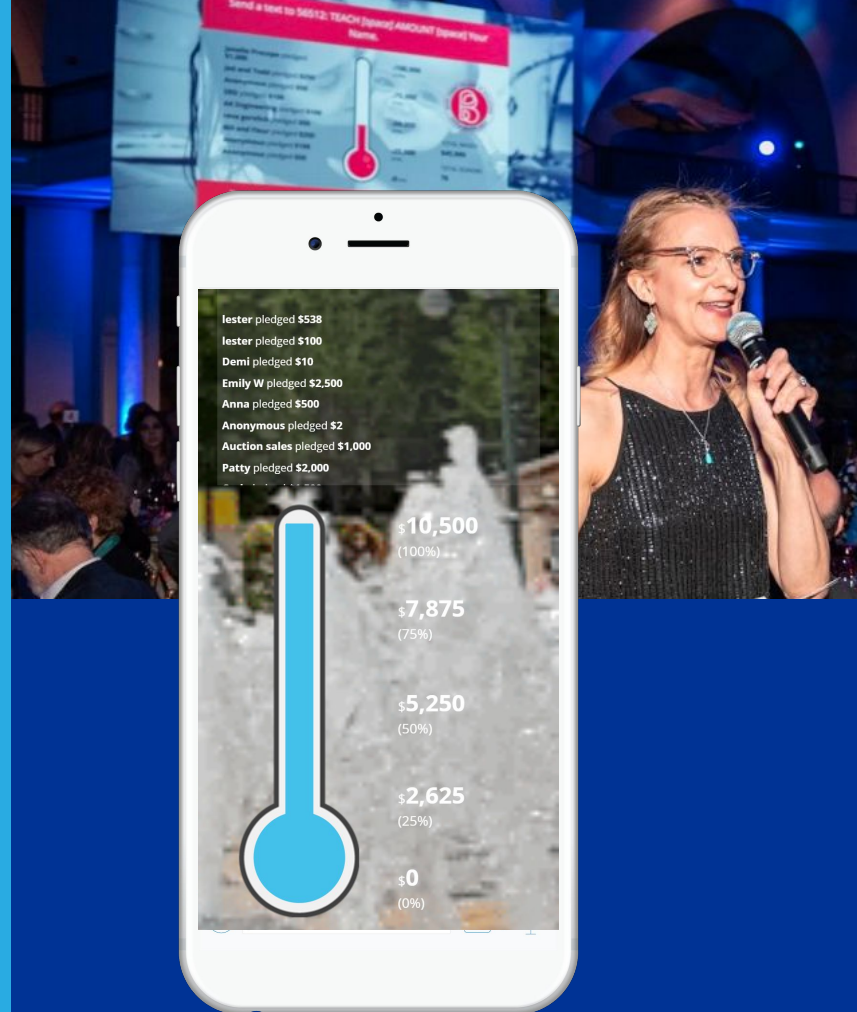
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# Credit card form for renewals

- Users text in to receive link to form
- Form is fully customizable to your brand
- Contact collection
- Assign contributions to different campaigns

**ABC Company**



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---

**Payment Information**

Credit Card Number\*

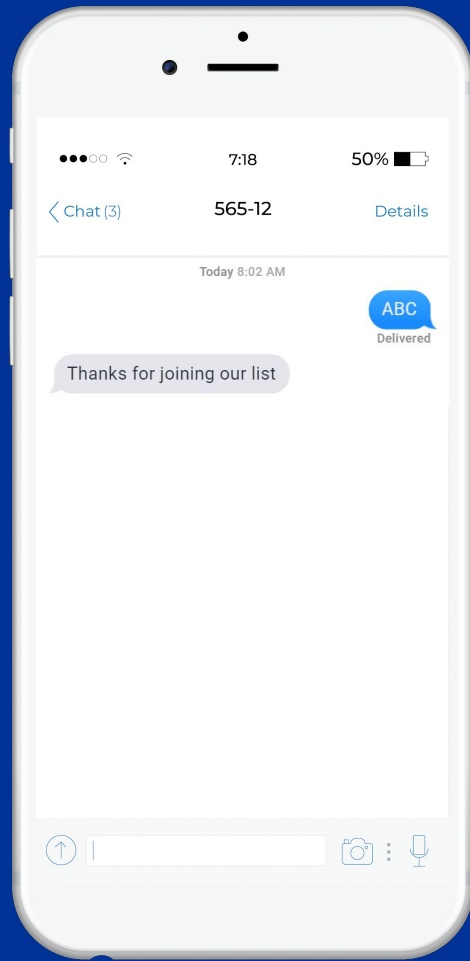
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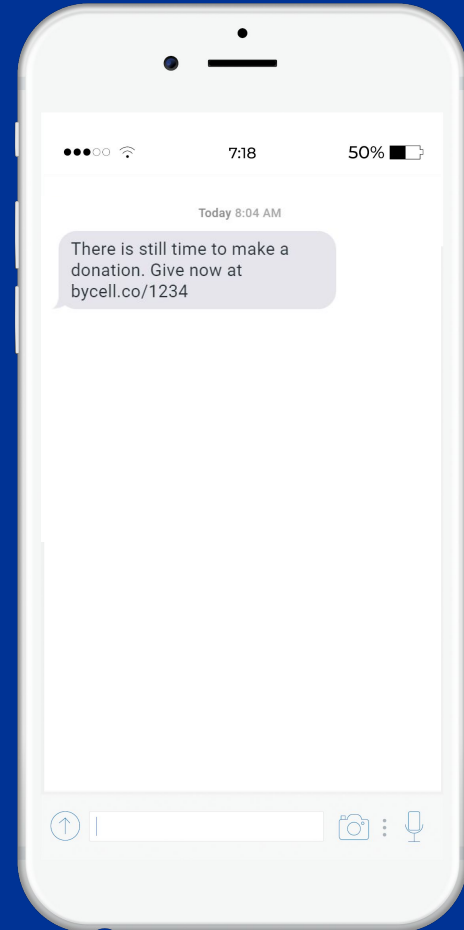
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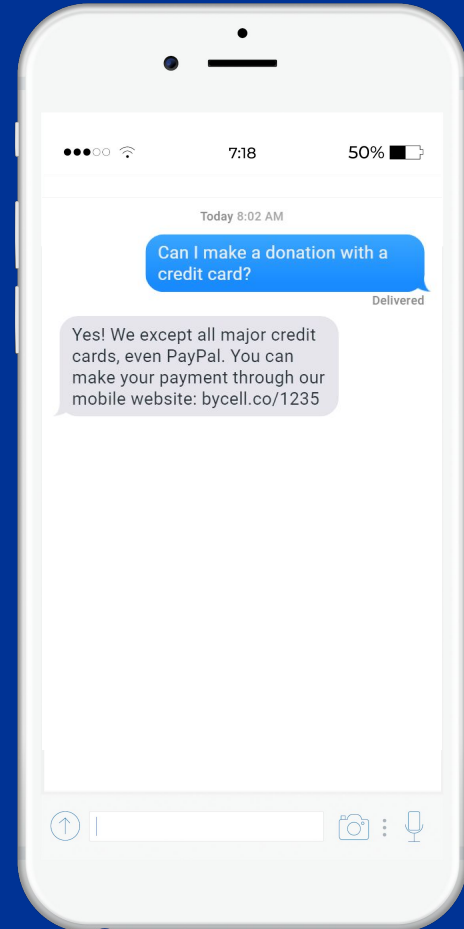
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- Push alerts asking for donations
- Send updates on organization so your audience is kept in the loop, even when everyone is separated and at home



# Two-way Text Chat

- Encourage members of your chamber to reach out directly with questions, concerns
- Create live and group chats



# Audio dial-in

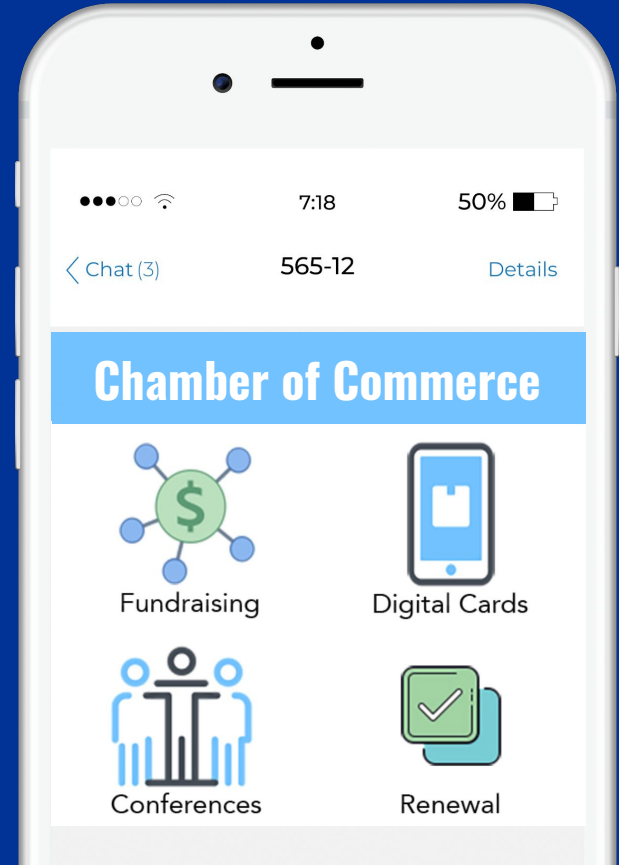
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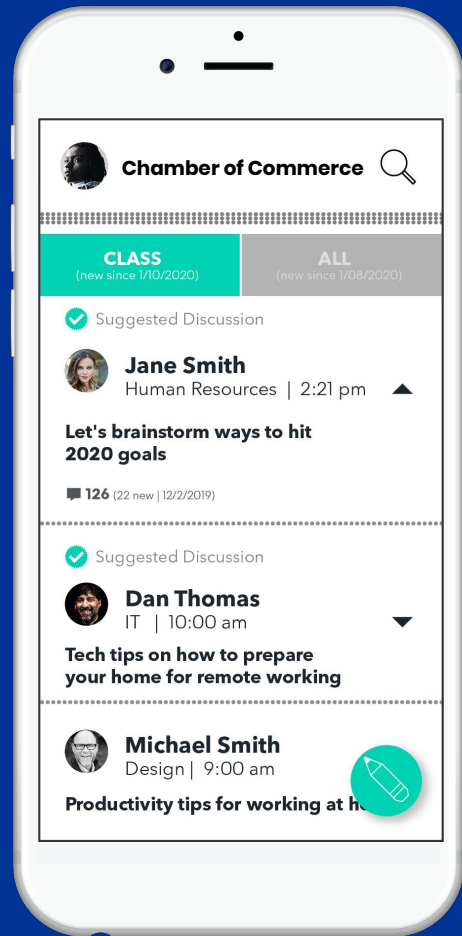
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- Store content
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- Create a community of your advocates, even when some (or all) donors and volunteers are remote
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# Challenges Continuing Education Professionals Are Facing

- Emails aren't being read – but you still need to **communicate** with your students
- People aren't coming into the classroom – but they still need to **collaborate** with you and others to successfully complete their courses



Inbox (5376354)

Important

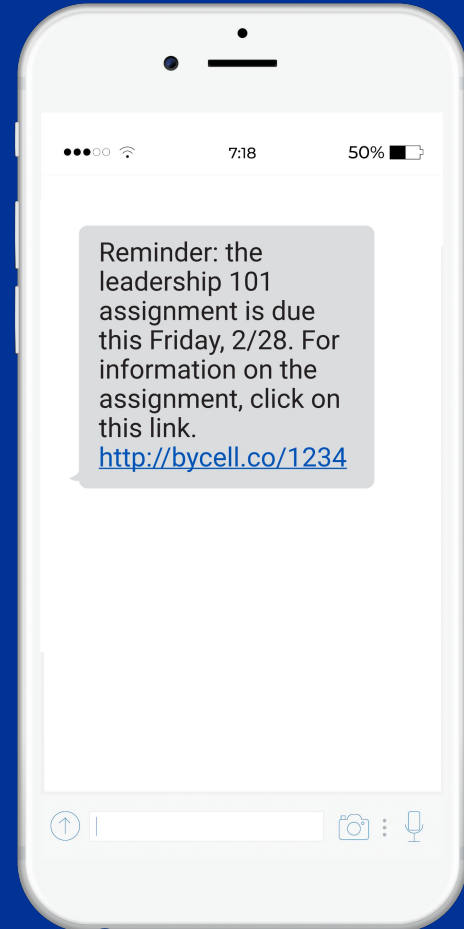
Sent Mail

# **How mobile can support your continuing education program**



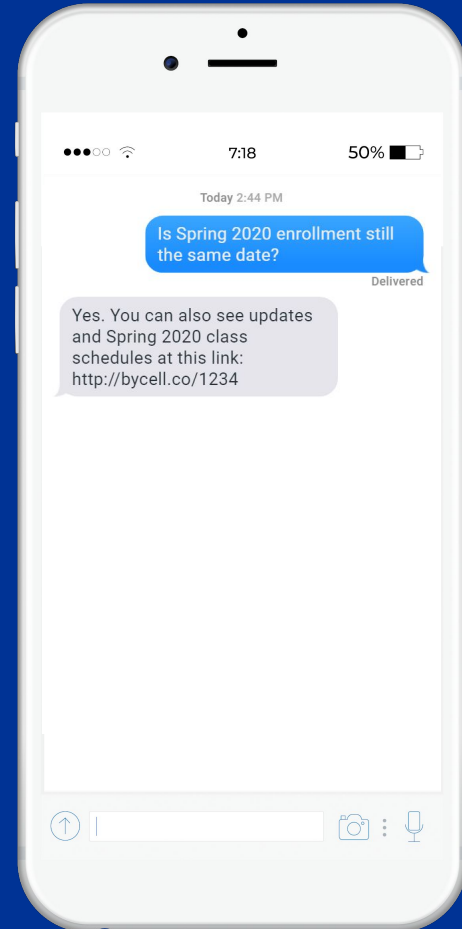
# Alerts/Updates

- General announcements
- Texts introducing new students
- Schedule reminders for deadlines, class times, or agendas
- Links to assignments or important updates



# Two-way Text Chat

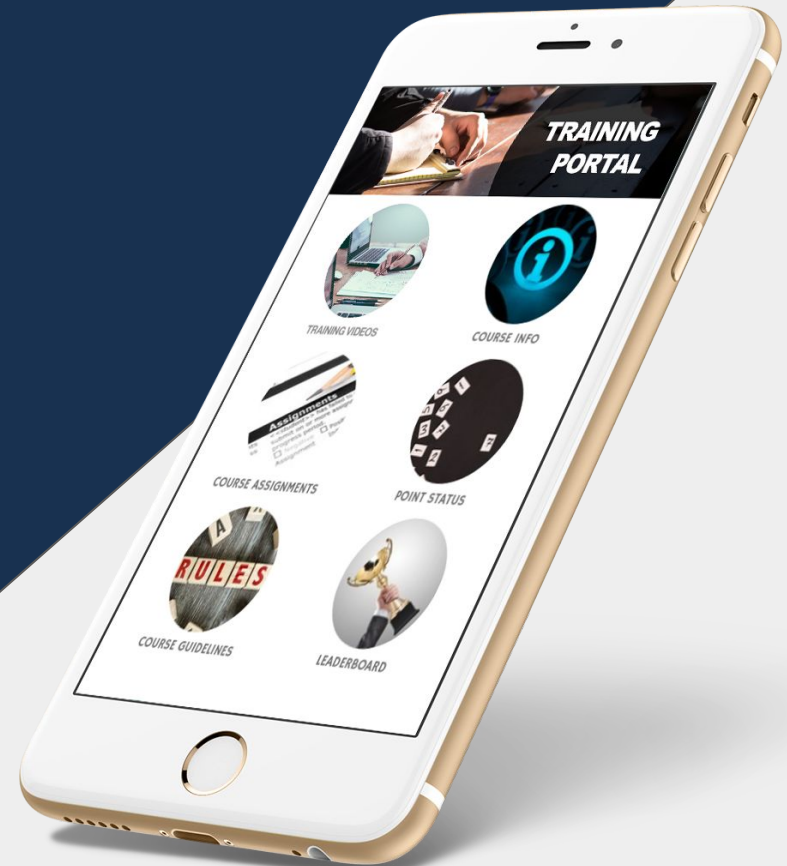
- Encourage students to reach out directly with questions, concerns
- Create live and group chats





# Mobile web platform

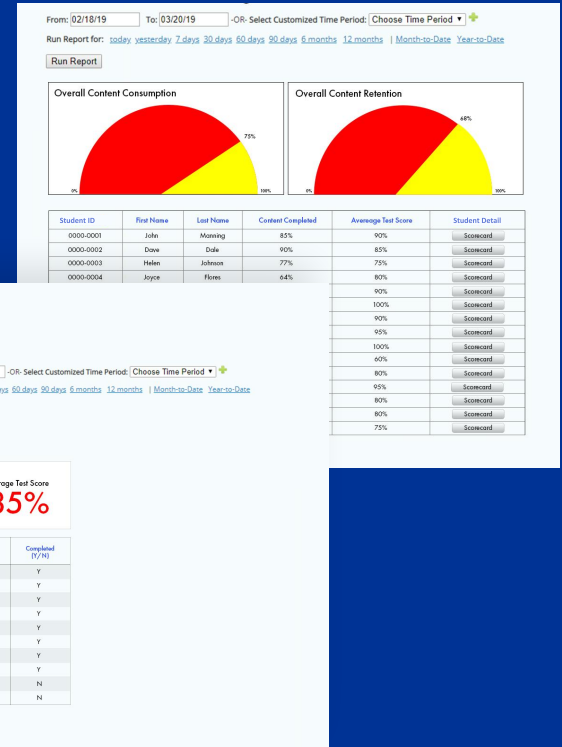
- Mobile websites that feel like an app without a download
- Custom content can be accessed on any device
- Quizzes, polls, and leaderboards can increase learning retention





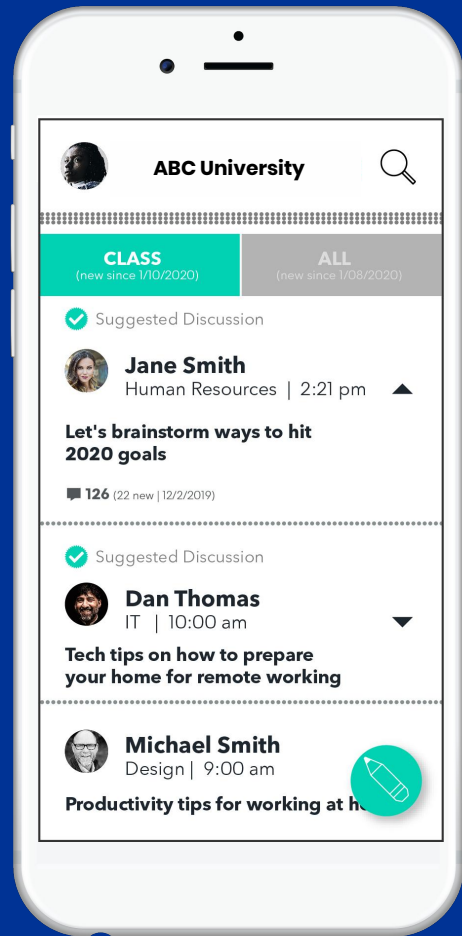
# Track progress

- Reports that show engagement by date, time, percent of completion
- Use for certifications, CE credits, performance reviews, and promotions
- “Gamify” the experience with leaderboards



# Message board

- Create a community for your students, even when some (or all) are remote
- Encourage discussions of material as well as a safe space for questions, concerns



# THANK YOU



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**Bring Your Employees  
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# Problems Safety Managers Are Facing

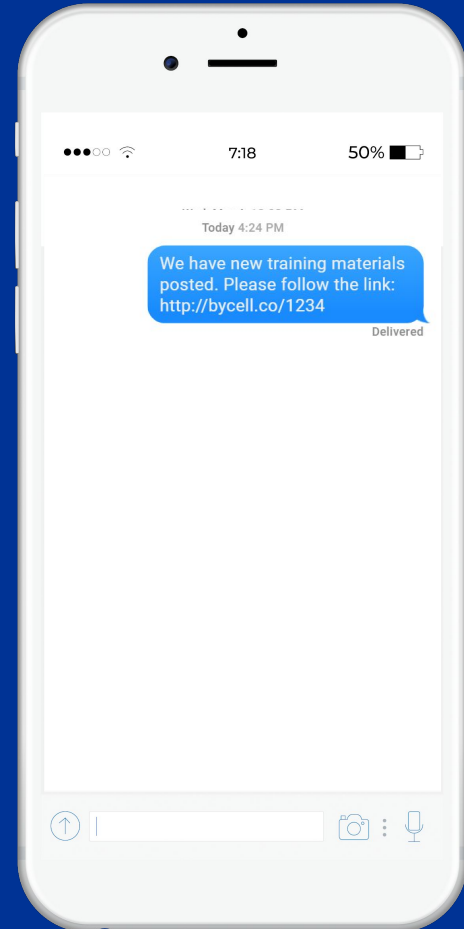
- Emails aren't being read – but you still need to **communicate**
- Time-sensitive information needs to be
- Employees aren't together in the office – but you still need to **collaborate** to get the job done

# How mobile can support safety management



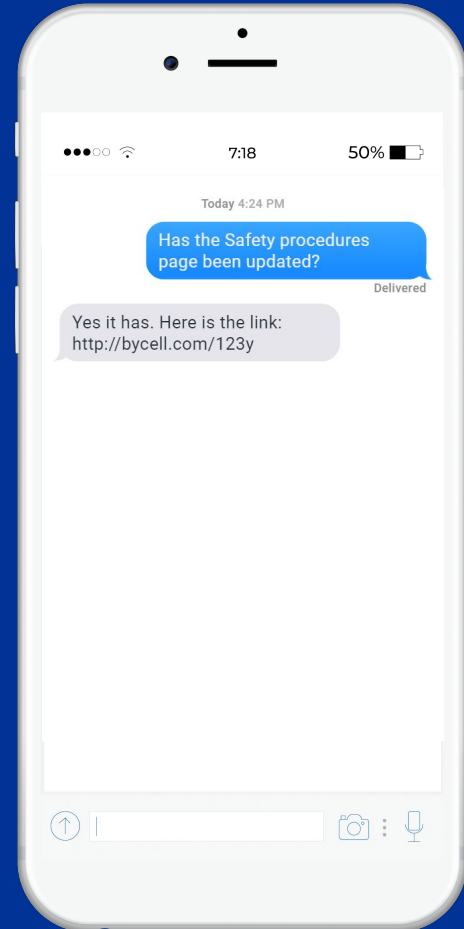
# Alerts/Updates

- Ask employees to opt-in to text alerts
- Push alerts on upcoming training
- Share safety tips or important updates on accident reporting/compliance
- Send links to your website, mobile site, or any URL



# Two-way Text Chat

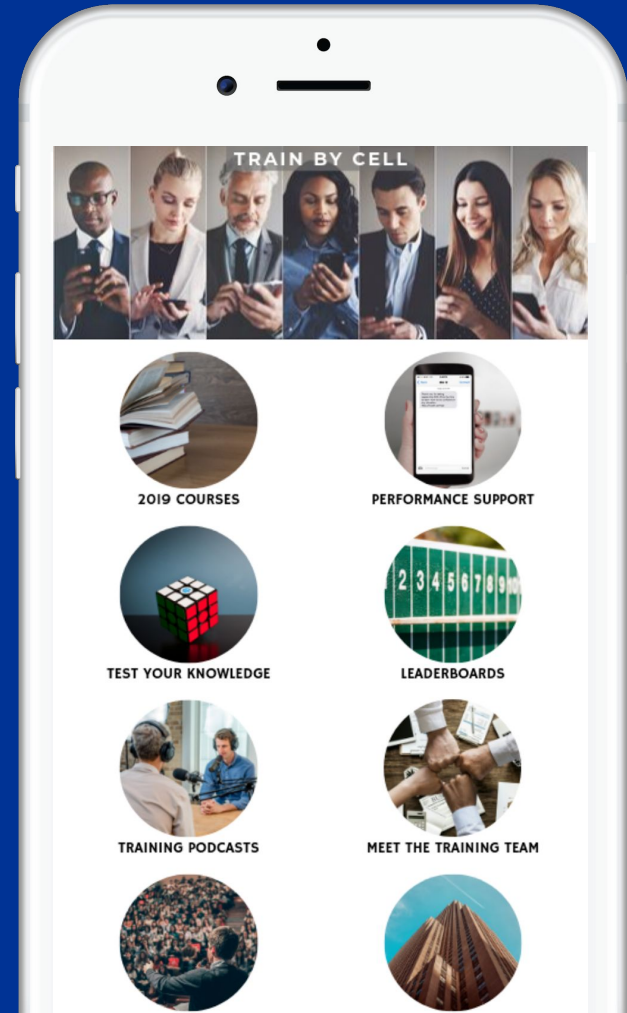
- Encourage employees to reach out directly with questions and concerns
- Create live and group chats





# Mobile web portal

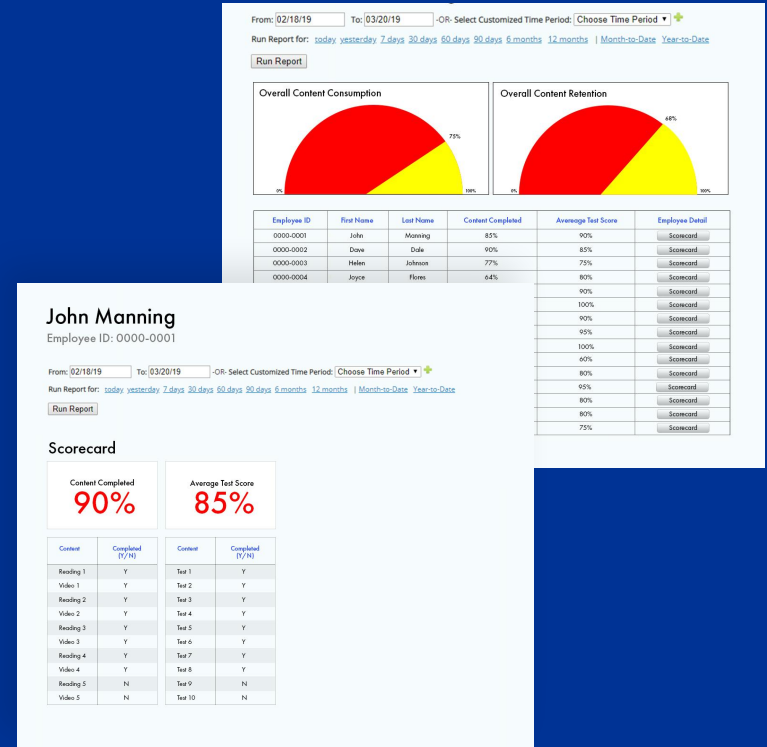
- Create your own mobile web portal for training
- Store any information you'd like — training materials, updates, videos
- Employees opt-in and can access 24/7 through a clickable link





# Track progress

- Reports that show engagement by date, time, percent of completion
- Use for certifications, CE credits, performance reviews, and promotions
- “Gamify” the experience with leaderboards

**John Manning**  
Employee ID: 0000-0001**Scorecard**

Content Completed  
**90%**

Average Test Score  
**85%**

# Emergency preparedness site

Create a mobile site that includes info on designated shelter spaces and evacuation routes.



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