

### **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





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



# What we hope to show today

- It's time to over-communicate with everyone
- Email is no longer effective so you have to try new methods

# Benefits of mobile technology

- Immediate impact
- Set-up in minutes
- No IT
- People check phones constantly
- Text messages have 97% open rate (vs. email open rate of 23%)





Important

Inbox (5376354)

Sent Mail

# 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



# 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

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### Two-way Text Chat

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

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# Audio dial-in

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



## Mobile Web Platform

- Store content
- Create engagement
- Link to custom pages
- Make changes on-the-fly

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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

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🥑 Suggested Discussion	
Jane Smith Human Resources   2:21 pm	
Let's brainstorm ways to hit 2020 goals	
<b>126</b> (22 new   12/2/2019)	
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Suggested Discussion	
Dan Thomas	•
Tech tips on how to prepare your home for remote working	
Michael Smith Design   9:00 am	
Productivity tips for working at h	0

# **THANK YOU**





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**Content Marketing Manager** Engage by Cell



# **End of Presentation**





### **Bring Your Chamber of Commerce** Closer Together With These Mobile Solutions



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# Sent Mail

### 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

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



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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



# **Text messaging**

- List management
- Auto-reply messages
- Pre-schedule
- Set as a sequence
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# Alerts/Updates

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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

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### **Two-way Text Chat**

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

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## Mobile Web Platform

- Store content
- Create engagement
- Link to LMS or to custom pages
- Make changes on-the-fly


## **Message board**

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

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	tips on how to home for remo	te working
	<b>Michael Sn</b> Design   9:00	
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## **THANK YOU**





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## **End of Presentation**





### **Bring Your Facilitators and Learners** Closer Together With These Mobile Solutions



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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

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

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## 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

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Student ID	First Name	Last Name	Content Completed	Avereage Test Score	Student Detail
0000-0001	John	Manning	85%	90%	Scorecard
0000-0002	Dove	Dale	90%	85%	Scowcard
0000-0003	Helen	Johnson	77%	75%	Scorecard
0000-0004	Joyce	Flores	64%	80%	Scorecard
				90%	Scorecard

#### John Manning

#### Scorecard Cashet Campled 90% Average Tart Score 85% Cone Cashet 90% Name 80% V Tart 80% V Tart 80% V Tart 80% Tart 80% N

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95%	Scorecard
80%	Scorecard
80%	Scorecard
75%	Scorecard

## **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

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ABC Univ	ersity 🔍
CLASS (new since 1/10/2020)	
📀 Suggested Discussi	on
<b>Jane Smith</b> Human Resou	
Let's brainstorm way 2020 goals	ys to hit
<b>126</b> (22 new   12/2/2019)	
Suggested Discussi	
<b>Dan Thoma</b> IT   10:00 am	
Tech tips on how to your home for remo	prepare
Michael Sn Design   9:00	am

## **THANK YOU**





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## **End of Presentation**





**Bring Your Employees and Safety Managers** Closer Together With These Mobile Solutions



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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

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## **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

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## Emergency preparedness site

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



## **THANK YOU**





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## **End of Presentation**

