

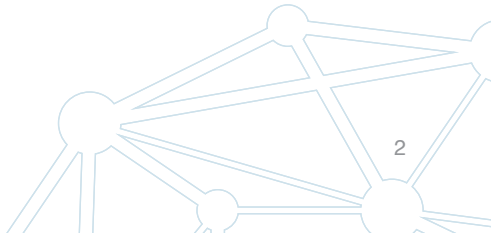
# 5 Tips For Successful Member-Based Organizations



Perfect**Mind**

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Managing a member-based organization can be one of the most rewarding experiences, and at the same time be one of the most daunting. Between taking care of your members and staff, you also have to concentrate on growing your organization. It can get overwhelming at times. Here are 5 tips to save you time, drive program participation and increase your organization's efficiency.





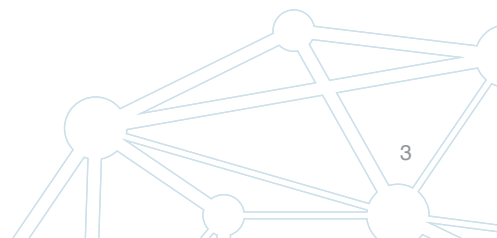
# 1. AUTOMATE

Accepting cash and checks for memberships or programs has gone the way of the dodo bird. It's a dinosaur mentality that eats up time and ultimately costs you money. Any member-based organization in this day and age should have their billing automated.

Picture this: No more time wasted following up with members for payments or manually processing invoices every time.

Accurate financial forecasting so you can budget and plan accordingly for the future.

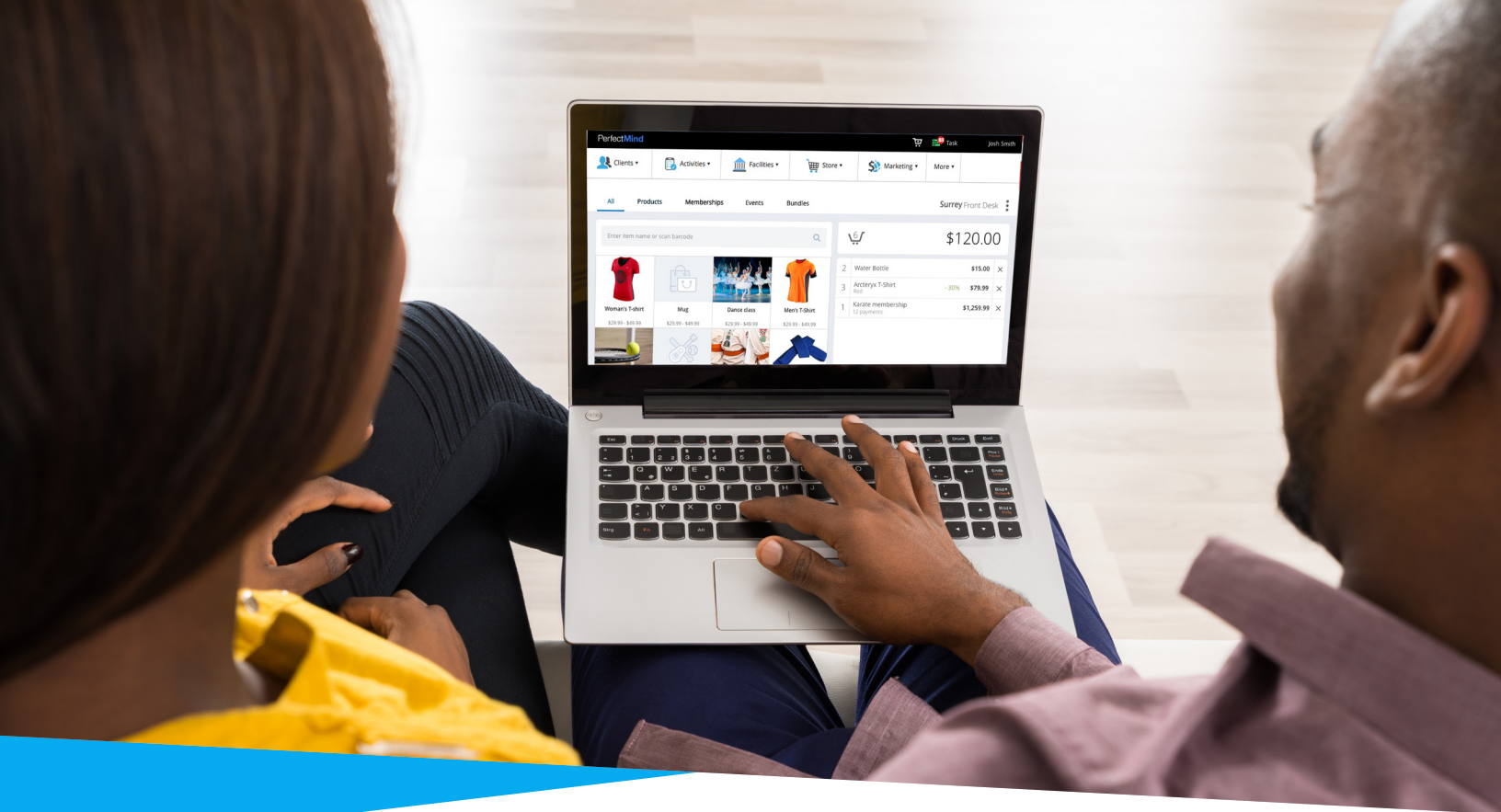
Fewer billing errors and discrepancies.





## 2. COMMUNICATE

Communication in any member-based organization is imperative. Holiday closures, special events, discounts and offers - all these activities need to be communicated to your community. This is where an efficient email automation and SMS application come in. You'll be able to send notifications to everyone in your database or just a specific group of your choosing - with only a few clicks. A good email application will also let you automate your messages based on a set criteria. For instance, when a member's payment doesn't go through, your application will automatically notify them. You can also set up reminders for upcoming payments. Stop wasting time with collection calls - let your email application do the work for you!



## 3. DIVERSIFY

Don't limit your revenue, it's time to diversify and get online. For example, if you run a health and wellness facility, try selling online memberships. You can also increase revenue and brand awareness by selling your merchandise online.

Going online is also beneficial to other organizations, such as recreation and park departments. You can allow your members to easily sign up for classes and book facilities online. Boost signups by offering early-bird registrations online. You just need a system that makes it easy to get it out there!

## 4. MAXIMIZE

To maximize your growth potential, you need to be able to attract and keep your members. To do this, you need a way to get them through the door. Lead capture forms are one way to go. Embed them on your website or blog to collect visitors names, emails and phone numbers.

A good member management solution can set this up for you, notify you when you collect leads and nurture them to take the desired action (such as signing up for a new class) via automated emails and SMS. Keep your member base happy by using loyalty and referral programs. Again, the right member management system should make this extremely easy for you to manage.



# 5. MONITOR

You can't manage what you don't measure. Accurate reporting is fundamental to any member-based organization. You need to know how your organization is doing, how much revenue is coming in and what classes or programs are doing better than others.

Most importantly, you need to be able to understand whether your organization is succeeding in meeting its goals or not.

A proper reporting system can help with this by providing reports on total sales, marketing efforts and member retention rates. When it comes to financials and growth, you simply can't be left in the dark!



# About PerfectMind:

PerfectMind powers cities, municipalities, Olympic facilities, gyms, yoga studios, and everything in between. A membership management software available in Canada and the U.S., our system provides a simple way to manage: members, activity registrations, online booking, billing, email marketing, reporting, and more!

No matter the size or complexity of your organization, PerfectMind can adapt to help you increase revenue, streamline operations, and provide a positive experience for your members.



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