





# AUTOMATE PROCESSES AND ENABLE FLEXIBLE INTEGRATIONS AND REALLY LEVERAGE THE MEMBERSHIP DATA YOU HOLD

Seamlessly integrate membership data into one solution so you can focus on what matters most — your mission and your members.

## COMPLETE MEMBERSHIP MANAGEMENT

IgniteTech's GoMembers is a full featured association management system with the flexibility to manage member relationships, organize financial information, plan events and communicate with members from an on-premise, cloud or hybrid platform deployment.

 **Empower** your staff with a solution that combines your membership information, finances, marketing, events, and website tools — right at your fingertips. Our solutions streamline daily processes so your staff can work more efficiently — saving you time and money.

 **Technology** should help grow your association, not hold it back. Our association management solutions organize your data and automate your processes so you can engage more members, produce more events and evaluate your progress along the way.

### ▪ Easy Database Updates

Membership data is the lifeblood of any association. GoMembers makes it easy to keep details updated and process new entries with simple one-click access to relationships, orders, invoices, payments, activities and contact activities.

### ▪ Automate Key Processes

Make sure technology is growing your association — not holding it back — with a solution that organizes data and automates key processes to help you engage more members, produce more events and evaluate your progress.

### ▪ Flexible Integration

Flexible technology built on the Microsoft .NET platform makes integrating with third-party systems easy, helping you streamline processes with your preferred financial management system, website designer, email marketing platform or proprietary applications.

### ▪ Expanded and Extended Capabilities

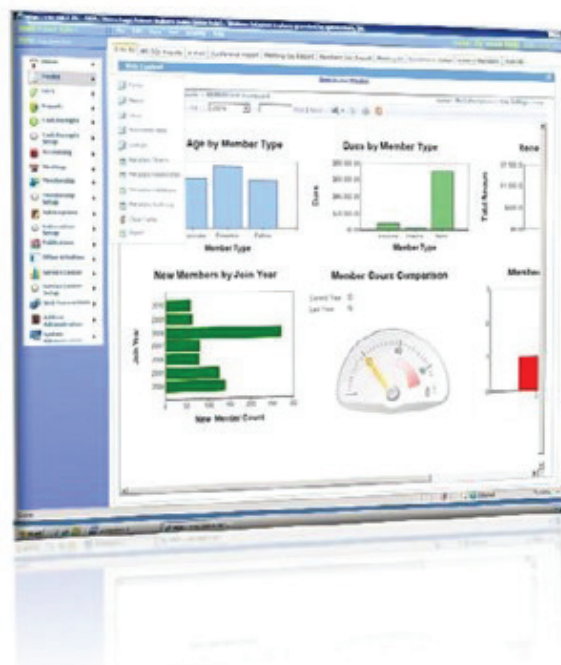
Because every non-profit and association is different, IgniteTech's flexible solution can be adapted to your needs. Expanded modules help to transform chapter management, social commerce, email marketing, continuing education, certification, fundraising, exhibit sales and much more.

## THE GOMEMBERS SOLUTION

The GoMembers solution is a full featured association management system (AMS) that gives you the easy-to-use management tools to ramp up your organization and its member services. This leading edge solution will provide your organization with the security and flexibility to meet your unique business needs and increase non-dues revenue and member services.

**GoMembers is based on 10 core modules that create GoMembers Standard Solution:**

- Membership Admin
- Event Management
- Invoicing
- Credit Card Processing
- Cash Receipts
- Address Verification
- Standard Reports
- eBusiness
- Subscriptions
- Business Intelligence Reporting Services



But the solution does not stop with just these 10 modules. Recognizing that the requirements for nonprofits and associations vary greatly from one organization to the next, we provide a flexible solution that can be adapted to your needs. As part of the flexibility in GoMembers, you can add individual modules based on your unique requirements.

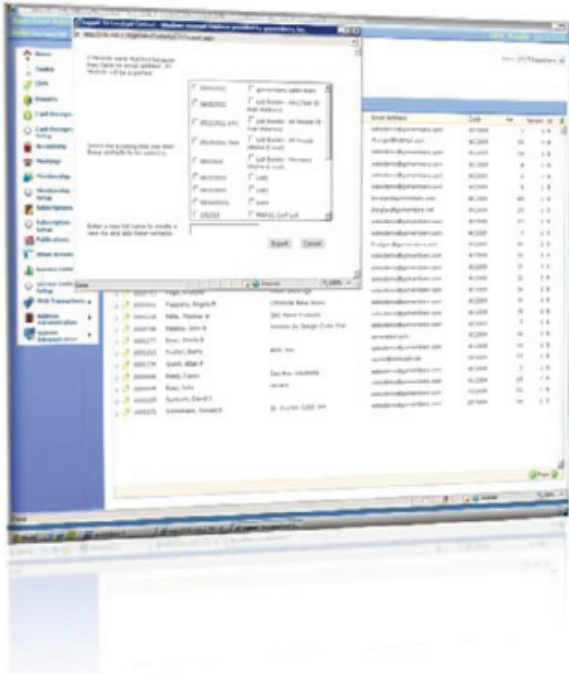
**Add-on modules include:**

- Content Management System
- Chapter Management
- Social Community
- Mobile Membership
- Social Commerce
- Email Marketing
- Certification
- Continuing Education
- Exhibit and Advertising Sales
- Fundraising



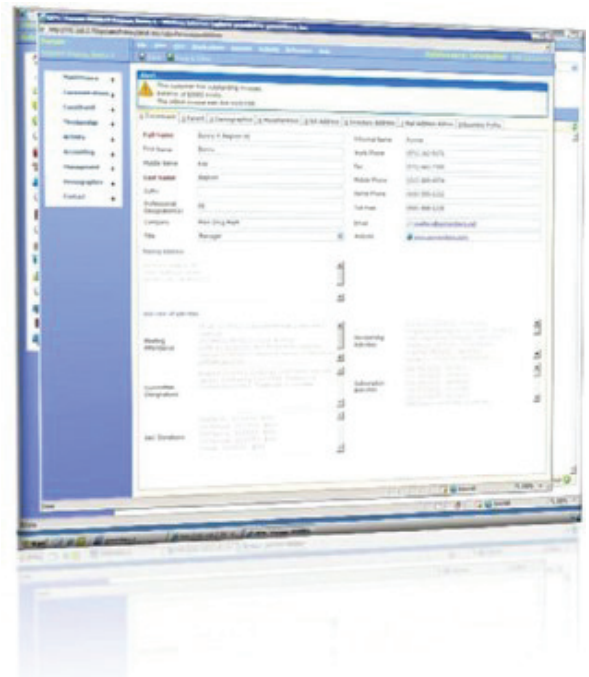
# GOMEMBERS CRM: CONSTITUENT RELATIONSHIP MANAGEMENT

Your organization interacts with more than just members. GoMembers CRM is the core of the AMS solution where you can organize and track constituent data in one place instead of multiple spreadsheets or disparate systems.



GoMembers flexible CRM allows you to define field names, values, and parameters so you can track the information that is most important to you in terms that your staff understands. Search unlimited views of the data and then easily update records with new category codes; import the list to one of GoMembers integrated e-Marketing solutions; or export the list for further review.

Forget the drill-down with GoMembers CRM. View a complete picture of constituent information on one form from basic contact information to current and historic activity including memberships, subscriptions, meeting attendance, committee memberships, donations, and more. Easily update fields or process new entries with oneclick access to relationships, orders, invoices, payments, relationships, activities and contact activities.





## TAKE YOUR AMS TO THE NEXT LEVEL WITH GOMEMBERS MEMBER ENGAGEMENT TOOLS

Member Engagement Tools include social and mobile applications, workflow automation, email communications and our CMS toolkit.



### **Social Community**

The rules of member engagement are shifting. With a majority of the population using social media and mobile devices to find information, it's critical that associations adjust member engagement initiatives to reflect the new ways in which members communicate. You may already use Facebook and LinkedIn to connect with your "socialized" members but are you measuring their level of engagement?

Do you know who your most active members are? What about those that just visit the site and don't participate? With GoMembers Social Community, you can view member login habits and other vital information to develop more member driven events and services. Also, member profile pages are prepopulated with the information from your database. Get automatic notifications when a member changes their contact information or job title — keeping your database updated with less manual entry.



### **Mobile Membership**

Extend your reach with GoMembers Mobile Membership. Mobile Membership pushes your GoMembers Social Community directly to your members' smart phones. Members can participate in discussions, RSVP to your events and contact other members on the go. At the same time, your GoMembers AMS solution will track online participation giving you insider knowledge to plan new member services that matter most to your members.



### **Social Commerce**

GoMembers Social Commerce enables you to add new followers and generate revenue by promoting special offerings through Twitter and Facebook while tracking purchases in the GoMembers database and redemption through GoMembers eBusiness Suite. When an offer is redeemed through GoMembers eBusiness, the associated records are automatically created, a cash receipt is generated and a confirmation is sent to the purchaser without additional manual processes. Each campaign is tracked by a special ID in GoMembers so you'll know exactly how many offers were purchased and how many have been redeemed through GoMembers eBusiness.



### Email Communications

A successful e-mail or survey campaign can make a significant difference in conference attendance, renewal rates and increased engagement within your organization. GoMembers has partnered with industry-leading email marketing providers that provide you with hundreds of email and survey templates, drip marketing capabilities and instant tracking of opens, click through, and forwarding rates.



Export an email list directly from GoMembers AMS to the e-marketing platform and then import the campaign results back into individual contact records to track your contact history.



### CMS Toolkit

GoMembers offers a powerful and effective Content Management System (CMS) that will give you better control over your entire website. Create, edit, manage and publish web content through our web-based solution. Role-based access control allows you to decide which users have permission to see and/or edit the content. User friendly Text/HTML tools make web design simple. Create consistent branding with a standard color scheme and upload custom images for headings and banners.

The standard CMS package comes with seven core modules that will help get your website off the ground or updated to a modern look and feel.

#### The standard modules include:

- Text/HTML Coding
- Document Uploader
- Events Calendar
- Discussion Forum
- Announcements/News
- News Feed
- Member Only with Single Sign On

Make your website unique with additional modules such as a blog, banner advertisement, Wiki, online survey and job posting board.



### Workflow /Process Automation

Automate many tasks you currently perform such as sending updated registration confirmations, dues renewal reminders, upcoming meeting announcements, payment reminder notices and receipts when payments are entered in the back office. Save time and improve efficiency by creating triggers to send emails automatically to members and constituents while instantaneously sending reminders to staff members to complete follow up activities.

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## eBusiness Suite

Empower your web users to manage their information and conduct business with you electronically by using GoMembers eBusiness Suite. Comprised of an integrated set of applications for the web, eBusiness helps you create world-class online services. These services can be used individually or collectively to provide a robust online experience for members and the public.

The eBusiness Suite is easily embedded into your website to create a membership application that is browser independent. Web transactions are automatically written into the holding area of the database — eliminating duplicate data entry. Through use of a shopping cart, eBusiness enables your web customers to make purchases with a single credit card payment. Web transactions can be reviewed and edited — ensuring each appropriate module along with cash receipts is accurately maintained. This degree of integration and feedback improves the customer's website experience while reducing your organization's workload.

### ✓ Manage Online

Enable your staff to set up and manage your portal site with the details for your memberships, meetings, products, descriptions and demographics you want to track and publish with the click of a button.

### ✓ Renew and Gain Members

Current members and potential new members can renew or join your organization and its chapters, special interest groups and committees online. The eBusiness Suite will read your customized membership structure in the GoMembers database and determine what information to present on your website. Publish an unlimited number of membership classes, types, and associated products or entitlements to the eBusiness Suite.

### ✓ Advertise and Register for Meetings, Events, and Classes

Offer online registration for your organization's meetings, seminars, or continuing education classes. Use the meetings management tools to set up the details of your meetings and their sessions. Select which meetings to publish in the eBusiness Suite — including member and non-member registration fees, graphics, links to abstracts and much more. Members will enjoy how easy it is to register individuals and groups with all transactions paid together or individually through secure electronic payment. Also, once a meeting or session sells out, future registrants can be notified and offered the opportunity to be placed on a wait list.

By simplifying the back office processes, your staff will be able to concentrate on the important details of the meeting. Once a transaction is complete, staff and registered attendees alike can return to their registration and add or change their selections at any time while the meeting is web-enabled.

### ✓ Pass Control to Members

Let web visitors and members enter or update personal profile information online such as their name, address, phone number and demographic information. Your organization members can designate individuals to act on their behalf, letting them maintain the organization's profile information and add individuals employed or related to their organization.

Save your staff valuable time by allowing the profile information to be updated online in the eBusiness Suite — empowering your members and making sure your database is always up-to-date.

### ✓ Facilitate Connections

By offering searchable online directories, you will create an additional member service and will help people in your industry connect much faster. You can create and maintain directories of members, staff, affiliates, vendors, chapters, special interest groups, or other individuals and companies with similar characteristics through the GoMembers back office.

Directory+ with Geo-locator Search provides improved search results that not only list results in a grid, but also displays their location on a map. Visitor can hover over the map results to see more details about the organization. Configurable search criteria fields allow you to control which fields appear on the search page.

### ✓ Subscribe Online

Allow visitors to subscribe to your organization's publications or let existing subscribers easily renew online. Define publication rates and subscriber types in the GoMembers database and display these options on the web through eBusiness.

#### ✓ **Shop Till You Drop**

Market and sell your organization's products, services and publications through the eBusiness Suite Shopper module.

Visitors may select items, review their order and check out with a secure submission of electronic payment information.

By using the Shopper module, you can create an online storefront that will sell products, add shipping charges, create volume discounts and apply sales tax by using the details already set up in the GoMembers database. One entry can drive both the back office Service Center activities and the online shopping experience.

Set up discounted member pricing and standard non-member pricing to encourage membership sign-up — or set up different catalogs for members and the public. Product graphics and text descriptions can also be defined and displayed on the web.

#### ✓ **Donations Made Easy**

Trying to raise funds for a worthy cause? The eBusiness Suite extends the Fundraising module online. Online visitors can initiate pledges with a partial payment, make outright donations in suggested amounts and pay using the secure credit card processing feature. Donors can view their contribution history including annual gift history and pledge history and also make payments against existing pledges.

#### ✓ **Class Is In Session**

Extend your continuing education (CE) courses online. Visitors can purchase courses, access course materials, complete an exam and have CE credits recorded. With the eBusiness Suite, visitors can combine their course purchases with other web based transactions and make a single payment.



### **Business Intelligence Reporting Services**

While capturing membership data is important to the success of any nonprofit or association, generating accurate, timely, flexible and intuitive reports is critical to the future of the organization.

That is why GoMembers utilizes Microsoft SQL Server Reporting Services to support a wide variety of reporting needs including managed enterprise reporting, ad-hoc reporting, embedded reporting and web-based reporting to deliver relevant information where needed across the entire organization. GoMembers Business Intelligence (BI) Reporting Services provides the tools and features necessary to author a variety of richly formatted reports from a wide range of data sources and provides a comprehensive set of familiar tools used to manage and secure an enterprise reporting solution.

Reports are processed and delivered quickly and effectively, enabling users to either receive reports automatically through subscriptions; to access reports from a central report repository on an ad-hoc basis; or to view reports directly embedded into their GoMembers homepage and/or CMS group page.

Generating dynamic BI reports in a graphical presentation with drill-through and drill-down reporting puts the vital information needed to manage the organization at the fingertips of executives, departmental managers and the board of directors.

With the robust data model provided with the GoMembers Reporting Services, all data elements and tables are available with predefined relationships so related files and data are automatically presented to the end user as they build the report.

### **FOR MORE INFORMATION**

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