

# ROI & Online Member Communities

Creating for your members, delivering value to your organization

Take a low, one-time setup fee. Add an affordable, fixed annual fee. Mix in an award-winning membership management solution and you'll quickly discover an impressive return on investment for your organization!

YourMembership.com is cost-effective, quick-to-launch and user-friendly – so choose YourMembership.com, go live in just 72 hours, and create a community that will enhance your members' online experiences and help you to manage your organization more efficiently. Here are a few quick ways to realize ROI with YourMembership.com's online member community:

## Reduce Printing Costs

YourMembership.com's integrated (and included) e-marketing system enables you to send **unlimited** e-newsletters, bulk email, invitations and messages to your members quickly and easily. No programming is required and there's no need to export email addresses to an external third-party application.

This is a huge cost-savings versus traditional printing. For example if your newsletters cost \$1 each to print and \$.44 to mail to 1,000 members six times a year, using our email system saves you \$8640 per year. ( $1.44 \times 1000 = 1440 \times 6 = \$8640$ ). These savings can pay for your first year of YourMembership.com and more! And this example doesn't factor in administrative time needed to coordinate printing, labeling and updating addresses. Need an additional incentive to move toward paperless communications? It's also good for the environment! **Save a tree and a few thousand dollars every year.**

## Reduce Invoicing Time & Expense

With YourMembership.com, your organization is able to eliminate paper invoices for dues and donations collection. Why spend additional time and money pushing paper? Our online system will issue automated dues reminders based on the schedule that you set. And YourMembership.com makes it easy and convenient for your members to logon and submit their dues and donations.

By automating the collections process, you also reduce admin time and staffing needs. Worried members might not remember without a paper reminder? You can send electronic reminders as often as you'd like. Plus, you've just found another way to cut out additional postage. ( $$.44 \times 1000 = \$440$  of postage saved **per thousand sent!**)

## Increase Sales

YourMembership.com is all-inclusive – that means our full-featured online store is included with the low, fixed annual fee. The store allows you to sell anything from event tickets to t-shirts... and even downloadable products like PDFs or presentations. The store is also user-friendly and enables product attributes (like size and color) upon checkout.

You can also set special pricing per member types or levels, and shoppers can redeem coupons through the site and choose from a variety of shipping methods. Your members are even able to view their own purchase histories, while you can run one of YourMembership.com's many prebuilt reports to view purchasing habits.

Increased revenue + decreased handling = additional money **and** time for you.

INDUSTRY  
TRENDS