

## Illinois Physical Therapy Association

The Illinois Physical Therapy Association (IPTA) is an organization of 3,000 physical therapists and physical therapist assistants committed to advancing the ethical and professional best practice of physical therapy in Illinois.

### THE SITUATION

As a small association that serves a very large state, it was important that IPTA create an online resource that enhanced the member experience without compromising operational capacity. They were searching for a web-based platform that was easy for staff to manage, provided online registrations and payment, offered members-only areas and delivered a list serve-type of functionality to help improve communication to – and between – members.

### MEMBERSHIP GOAL

IPTA was looking to establish alternate methods of communication between members (particularly with regard to committee and board functions). The association also needed to enable online advertising of events, online event registration and purchase of event tickets, calendar listings, and employment advertising. IPTA also wanted to implement a system that provided detailed member records that could track an individual member's activities, volunteerism, inquiries, etc.

### RESULTS

IPTA has successfully accomplished all of its goals. Between its scheduled face-to-face meetings, IPTA's committee and board members now use community pages to facilitate discussions in a secure, protected environment. Also, IPTA's member database now includes detailed information about each member's activities, interactions with staff members, and more. And ultimately, IPTA has gained a stronger understanding and familiarity of each member – allowing the organization to interact on a more personal level and deliver enhanced levels of customer service.

Financially, IPTA has been able to reduce advertising costs and mailings by more than \$14,000 for events and has increased revenue by 30 percent from career and calendar advertising. IPTA cites that "anything is possible" with YourMembership.com's online community and membership management software.

### FAVORITE THING

IPTA appreciates the immediate response to requests for assistance. Also, the Idea Box (available to all customers) provides a forum for suggestions that are then ranked by fellow YourMembership.com customers and crowd-sourced in order of importance – helping YourMembership.com develop the product with direct input from all customers.

According to IPTA, "The Idea Box has been a fantastic way to convey ideas; and it's great to see how YourMembership.com listens and responds to its customers' ideas for improvements and new services."

### ABOUT YOURMEMBERSHIP.COM

Founded in 1998 YourMembership.com develops online member communities and web-based membership management solutions for associations, non-profit organizations, government agencies, secondary schools, universities, congregations, foundations, fraternal organizations, corporations and social/professional networks. Serving clients around the globe, YourMembership.com creates truly dynamic, secure and connected communities with all product features, design, hosting, future product upgrades and customer service included for one low, all-inclusive fee. Visit [www.YourMembership.com](http://www.YourMembership.com) for more information.