How to Convince Your Board to Invest in Membership Management Software

You may know you need Membership Management Software, but convincing your board is another story. Using the right strategies to frame and plan your conversations with your board to best help them understand the value of Membership Management Software will help you be successful in swaying them. Speak to them in their language, and make arguments that will resonate using the tips below.

Tell them how it can affect the organization:

57% of membership management users said their software made a significant impact on their membership satisfaction and engagement rates.

80% Over 80% of membership management system users are satisfied or very satisfied with the software.

Focus on the benefits of membership management software:

Increase member engagement:
An AMS creates and delivers lifetime member value by making each member experience seamless.

Streamline your work:
With membership management software, administrative tasks will be on auto-pilot and your time can be spent on strategy and membership growth.

Provide a clear view of organizational health:
You can quickly gain visibility to member growth and retention rates, member engagement scores and event registrations.

Reduce overall technology costs:
An AMS provides you with a single, comprehensive solution for your association rather than having to use multiple disparate tools.

Step-by step guide for convincing your board to get membership management software:

1 Explain the problem
Fully explain the current situation and identify pain points within the organization. Outline the problems and challenges, and then provide data to backup your claims.

2 Highlight the ROI
Clearly explain how the organization will benefit from a membership management software investment, including things like streamlined member processes and an increased focus on member retention and growth.

3 Demo the system
Have your board sit in on a demo of the membership management software you plan to implement. Make sure the software provider keeps the demo short and simple.

4 Show the numbers
Give a step-by-step timeline that details the phases of the implementation along with the staff/volunteers needed to facilitate the rollout and the training services provided by the membership management software provider.

Learn more at www.communitybrands.com/products/yourmembership

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Sources:
https://www.capterra.com/membership-management-software/user-research