



Engagifii



Engagifii Solutions Overview

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EMPOWERING ASSOCIATIONS TO
INCREASE MEMBER ENGAGEMENT
IMPROVE EFFICIENCY
DRIVE GROWTH



meAMS



THE FIRST AND ONLY MEMBER ENGAGEMENT & ASSOCIATION MANAGEMENT SYSTEM



ORGANIZE

Engagifii has been designed to be flexible yet easy to manage. We provide a unified cloud-based workspace for every member of your operating team to constantly improve their efficiency and commitment to doing their jobs in service of your members, vendors, and clients, all in the same place. So you all do what you do best, anytime, anywhere.



COMMUNICATE

Communicate with your members about anything easily, whatever the message. Our communications suite is ingrained in every corner of the platform, so whether you need to send out a note or a document, your analysis on Legislation, an invitation to an event or conference, you can do it from our unified system.



ENGAGE

Your members expect a lot of you. From events to training to visibility around legislation, we've engineered a single platform where you can engage and delight your members in person or remotely, all year long. With Engagifii, measure they key components of member engagement, see how you did, and then improve, and do better.

ENGAGEMENT

Member engagement is the ongoing **interaction** and **relationship** between a member and your organization in exchange for **meaningful value**.



TRENDS IN MEMBER ENGAGEMENT AND INNOVATION

55%

OF ASSOCIATIONS REPORTED
NO MEMBERSHIP GROWTH

67%

OF ASSOCIATION SAW RENEWALS
DECLINE OR STAY THE SAME

Associations indicating increases in new members are also significantly more likely to report increases in overall membership over the past year, the past five years, and increases in renewals.

WHY DON'T THEY RENEW?

41%

of members don't renew their membership because of "Lack of Engagement"

But... The real number is
MUCH HIGHER

When looking at why members do not renew, "**Lack of Engagement**" was the number one reason. But, the other reasons given, such as a lack of value, too expensive to justify the cost, disappointed in benefits or services, are all because the member isn't engaged.

In 2020, 69% of associations plan to increase member engagement. How will they do this? The key is: **Innovation**. *What is innovation?* The ability to solve member problems with products and services. Engagifii provides the most innovative solutions available.

ENGAGEMENT

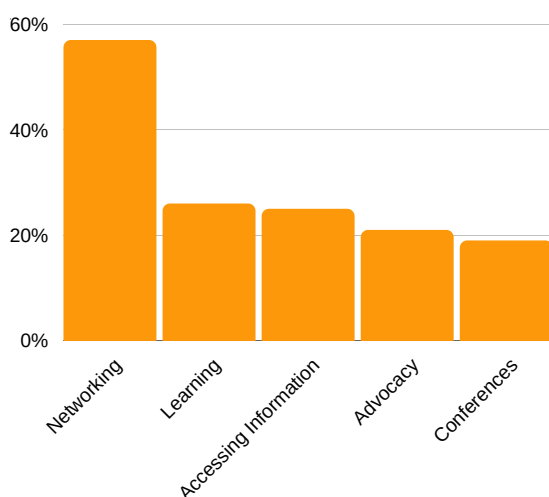
THE IMPORTANCE OF NON-DUES REVENUE

According to recent studies, the average Association reports that they generate about 30% of their revenue from member dues, requiring a keen focus on finding ways to grow "non-dues revenue." The good news is that according to a recent poll, 44% of associations have **doubled their revenue through a focus on growing non-dues revenue** sources.



*Member engagement impacts your bottom line!
By focusing on the reasons why members join, you can increase your renewal rate AND create non-dues revenue opportunities.*

WHY DID THEY JOIN?



To engage your members, you need to first understand why they joined your association.

MEMBER MOTIVATIONS

- **Networking** with others in the field
- **Learning** best practices in their profession
- Accessing specialized and/or current **information**
- Supporting **Advocacy**
- Supporting the mission of the association
- Attending **Conferences** / Trade Shows

MEET ENGAGIFII

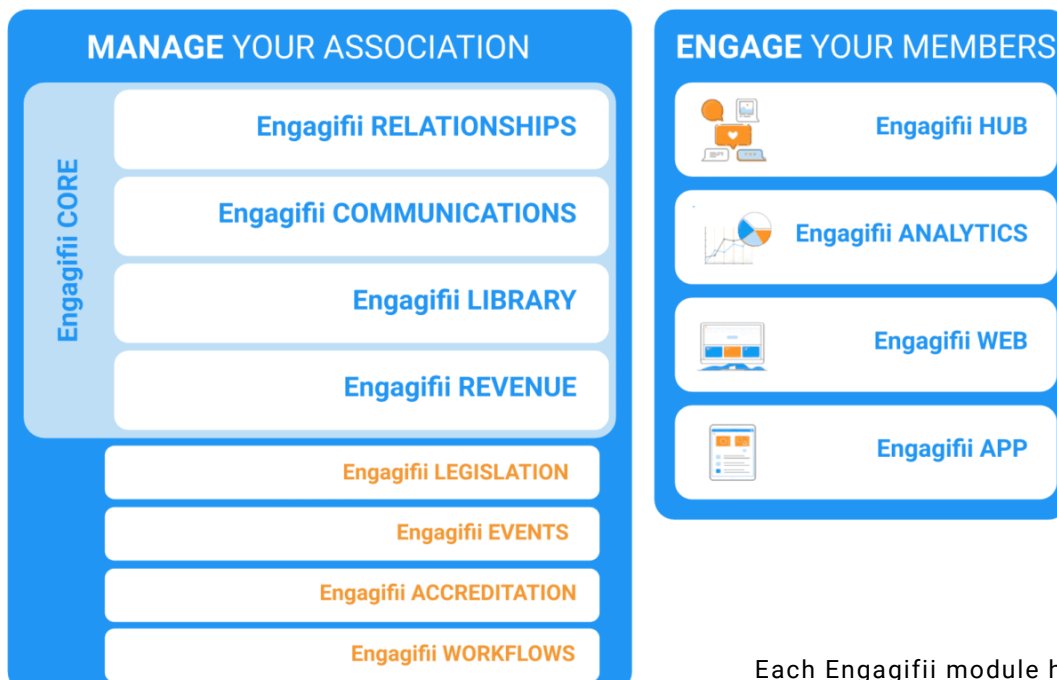
There are many technology solutions available to associations today, and some do a great job of helping an Association's staff operate more efficiently, but at Engagifii we realized some time ago that a big gap exists when it comes to providing tools that help an association effectively serve its members, so we set out to fix this!

Today, no other association management software offers a more effective solution when it comes to improving communication and engagement with your members. We created the Engagifii brand with a very specific mission around this.

Engagifii is the industry's only single-platform solution empowering professional, trade and government associations to improve member engagement and grow non-dues revenue.

PARTNERS FOR GROWTH

At Engagifii, we work with associations across the US as their "Partners for Growth." We strive to help improve member engagement and grow non-dues revenue. Whether your association is looking to upgrade from antiquated tools or expand your capabilities through an integrated solution, Engagifii can provide all the tools you need to help manage and grow your association.



Each Engagifii module has been **thoughtfully** designed to serve entire organizations with **engagement** at the heart of **every functionality**.

UNIFIED FEATURES FOR UNPARALLELED ENGAGEMENT



Engagifii RELATIONSHIPS

The relationships between an organization and its people and/or member organizations form the lifeblood of any association or governmental organization. Keep everything organized so that all of your team members are able to use it to manage every relationship that they form, as they engage your members.



Engagifii COMMUNICATIONS

Enable your members to engage with their colleagues and peers when they want, however they want, and your departments to engage your members via channels and devices they prefer.



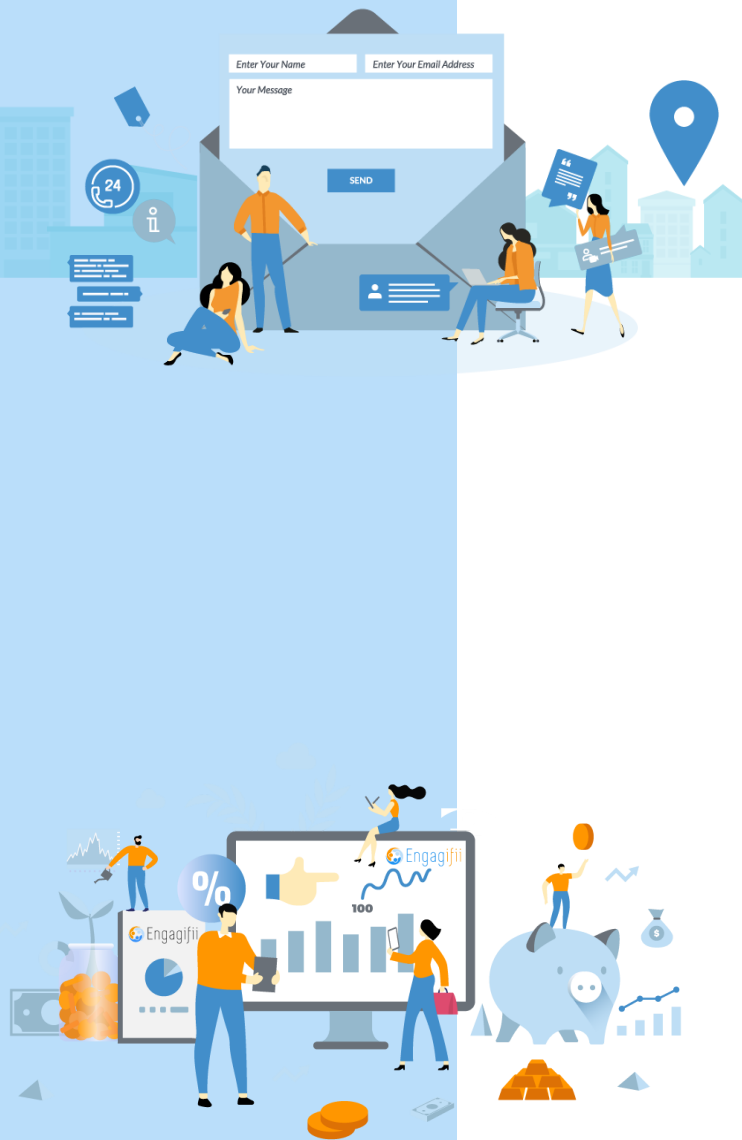
Engagifii LIBRARY

The most efficient way to share any documents, images, videos and other valuable assets with your members and use their consumption metrics to measure member engagement.



Engagifii REVENUE

Get Paid and Get Transparency. Engagifii REVENUE is a centralized place for your organization's finance team to manage and report on payments and invoices.



The way your team, your members, your vendors, and all stakeholders interact with you and your technology needs to be seamless, simple, and unified. Engagifii's unified experience means that different department heads don't need to each have their own software, it's all inside Engagifii, and if it's not, we're likely working on an integration to bring it into the Engagifii ECOSYSTEM.

Engagifii LEGISLATION

Track, monitor, organize, analyze and communicate both state and federal legislation with your audience in a collaborative online environment.

Engagifii ACCREDITATION

A flexible training and accreditation management system to enable any training organization, association, higher education to engage and elevate members and constituents through training, learning, and accreditation.

Engagifii APP

Mobile is the bridge between the virtual world and the physical world. Your organization's app will be the medium for your members and constituents to interact with your organization from anywhere, anytime, all the time.



Engagifii EVENTS

Plan. Manage. Engage. Measure. From large and small conferences, to meetings and education sessions, Engagifii unifies your team's event management experience.

Engagifii WORKFLOWS

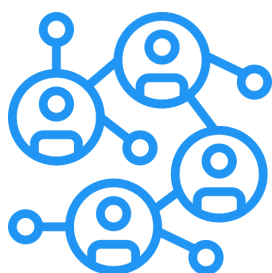
A powerful and flexible system to design the "steps" that a member needs to go through to get approved for, or to register for an event or a class, to purchase an item.

Engagifii WEB

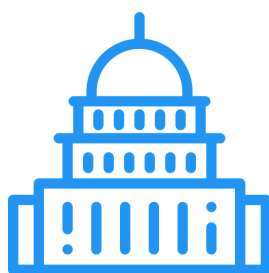
"Websites promote you 24/7. No employee will do that," - Paul Cookson. Association websites from Engagifii not only look beautiful, but equally importantly, are functional and bring all of the data you deem public to the fingertips of your members and constituents.

NO TWO ORGANIZATIONS ARE THE SAME

You have unique needs - we get it. Whether you are sharing information with your members, collaborating with department leaders, or advancing your clients' priorities, we can help you be more effective and more efficient.



ASSOCIATIONS



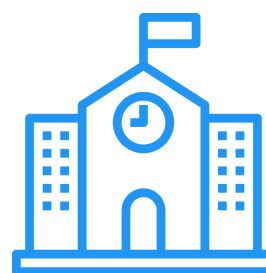
GOVERNMENT
AGENCIES



LOBBYING
FIRMS



NONPROFITS



EDUCATIONAL
ORGANIZATIONS





Let's talk!



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