

THE IMPACT OF CHAPTER MANAGEMENT SOFTWARE

Empowering volunteer leaders with the tools they need to succeed

INTRODUCTION

If we asked how many different systems you use to manage your chapter, what would your answer be? Three? Five? Seven? Or are you part of the select group who understands the value of using a single platform to manage multiple areas like your:



Membership



Website



Events



Communications

Managing a chapter with multiple systems is time-consuming and complex, especially since these systems don't often talk to each other effectively, if at all. When this happens, chapters experience inefficiencies, duplicate work, and errors. Having multiple systems can also make for a challenging board transition; when you can't easily access the information you need from the systems you use, your board can lose their access to a lot of critical information.

Using an Association Management Software (AMS) platform designed for local chapters to gather, store, and execute your chapter-related information and tasks can provide:

- Increased efficiencies
- Improved engagement
- Growth

But don't just take our word for it.

In the pages that follow, you'll hear from real chapter leaders, like yourself, that streamlined their chapter management using an affordable AMS. These chapters are saving time, better engaging members and prospects, generating more revenue and increasing their long-term success.

EFFICENCY

Managing a range of tasks, like websites, events, email marketing, membership, and more, from a single location means you, your members, your prospects, and your volunteers, having access to quality information in all chapter areas.



Making better use of your volunteers' time

Is it difficult to find volunteers to execute your chapter's initiatives? With an AMS, volunteers more effectively complete their tasks in the limited time they have available, which can make it more appealing for your chapter members to get involved.

“ Since WEAU is a 100 percent volunteer organization, it is important to be efficient with the time each individual has to donate. StarChapter has made it easier to delegate tasks to other people in the organization rather than waiting on someone else's schedule.”

Water Environment Association of Utah

Saving time with stronger processes

Strong processes are repeatable, which makes them easier to follow, they create consistency from one board to the next, and they expand your chapter's reach, for more robust engagement.

“ StarChapter has helped the Des Moines Chapter of ACFE organize the process of becoming a member, joining a meeting event, and collecting dues and fees. Now that the process is less burdensome, the chapter is looking forward to adding members and expanding the chapter.”

ACFE Des Moines

Increasing productivity by streamlining tasks

With an AMS, you get more accomplished, faster. You modernize how everyone does things –like registering and paying online for an event with a credit or debit card instead of paying by check and surveying your members and prospects electronically instead of by pen and paper –decreasing the amount of manual work involved, the number of people required, and the time spent on a task.



StarChapter has streamlined administration for our Chapter, making it feel like we added a part-time person. All member data and event data are now stored in StarChapter. This has helped to eliminate all of the spreadsheets that were used and eliminated the need to enter event data multiple times. Using events as an example, it has saved time and resources to be able to enter in the event details in StarChapter, have it post automatically to our website, and follow up with a few clicks with an e-mail to members featuring the event. Time spent on collections has also been reduced due to the ability for members to pay by credit card or with electronic invoices. ”

NTMA - NW Pennsylvania

ENGAGEMENT

If you aren't:

- Getting the attendance you want at meetings and events
- Seeing increased members renewal and joining numbers
- Securing the volunteers you need to run your committees or even your board

there's a chance you're not giving your members and prospects the value they want and need. Are you contacting them how and when they want to be reached? With the information they want?

Providing the right content with the right channel

Sending a newsletter regularly to members and prospects improves engagement and value, when you deliver content that is relevant, timely, and easy-to-read. An AMS lets you do that, while giving you the data you need to continually improve your communications and your chapter, when you can monitor things like bounced emails and open rates.

“ HANP sends out a newsletter through StarChapter each month to [our] nurse practitioners and nurse practitioner students to let them know of monthly meetings and education conferences. Maintaining the newsletter every month helps us stay connected to our members and ensures they are kept informed about the meeting calendar, which...boosts meeting attendance. StarChapter helped the HANP reach our predefined goals by enabling the organization to reach...over 2,000 members and nonmembers who subscribe to our emails... Staying connected with our members through the monthly newsletter has been a valuable and a rewarding feature of the StarChapter application since day one.”

ANP Houston

Making it simple for members and guests to navigate your website

Most people spend 15 to 20 seconds on a web page. If the page is cumbersome to navigate, they won't try to figure it out. Instead, they'll give up.

“Engagement can be challenging in today's busy world. Making it easier for members and guests to access information is critical to engaging and growing our membership. StarChapter has helped us accomplish this task with an upgrade to device friendly webpages, easy registration and registration accounting, and even a newsletter template.”

IFMA Chicago

Improving is easy when you manage just one system

Maintaining and supporting one system is much less complex than dealing with multiple systems. Working with an AMS helps ensure your volunteers can administer your chapter activities smoothly, with a single source for guidance or answers to questions about processes and training.

“ Being able to register online and communicate and interact with our members via cohesive emails and surveys certainly makes it easier for us to track our progress. StarChapter has been invaluable in helping our association to become more engaging with our members and with our online presence in general.”

St. Louis Paralegal Association





As a smaller chapter within the PMI organization, our resources are limited. The StarChapter system meets our varied needs ranging from communicating with members, analyzing the membership data, planning and managing events, and robust financial reporting. StarChapter provides many sophisticated tools in an all-inclusive package that helps us promote the growth, and ultimate success of our chapter. The service we get from the StarChapter Support team is outstanding and always timely. Our members are proud to promote our chapter website now, which wasn't always the case! Thanks to StarChapter we were able to make PMIOKC.org a success."

PMI Oklahoma City

GROWTH

Few chapters can say they're truly happy with the size of their membership. Recruiting new members and keeping your existing ones engaged are key drivers for reaching and maintaining your membership goals. An AMS provides the structure, management tools and support to grow your chapter, through features like segmentation, surveys, and multi-faceted marketing campaigns.

Using a multi-channel communication approach

An AMS lets chapters of all sizes deliver information through a range of channels. And, with a single system, you can easily collect information, understand it, and respond appropriately, on your website, in your emails, and your surveys.

Meeting your chapter's goals

Yes, you want to be known for great events, but you don't want to stop there. Set goals for every interaction you have with members and prospects and use every opportunity as a chance to work toward the plans you have for your chapter. Use your AMS to scale to reach the goals, mission, and annual plan for your chapter, to keep everyone on the same page.

“ StarChapter makes it easier for us to manage our chapter, allowing us to stay connected with members and non-members. Everyone is used to the process and we continue to exceed our membership goals. Using the registration feature for an event and making the email field required, substantially increased the records of prospects interested in joining our organization.”

AGA Montgomery





Increasing membership & revenue through value

Most chapter goals are focused on growing membership. Yes, having members is critical for the long-term viability of your chapter, but just as important is focusing on the value you provide to retain them. If your value proposition is strong, members and guests will see it. Your revenue will increase as a result, when more members join and stay for the long-term.

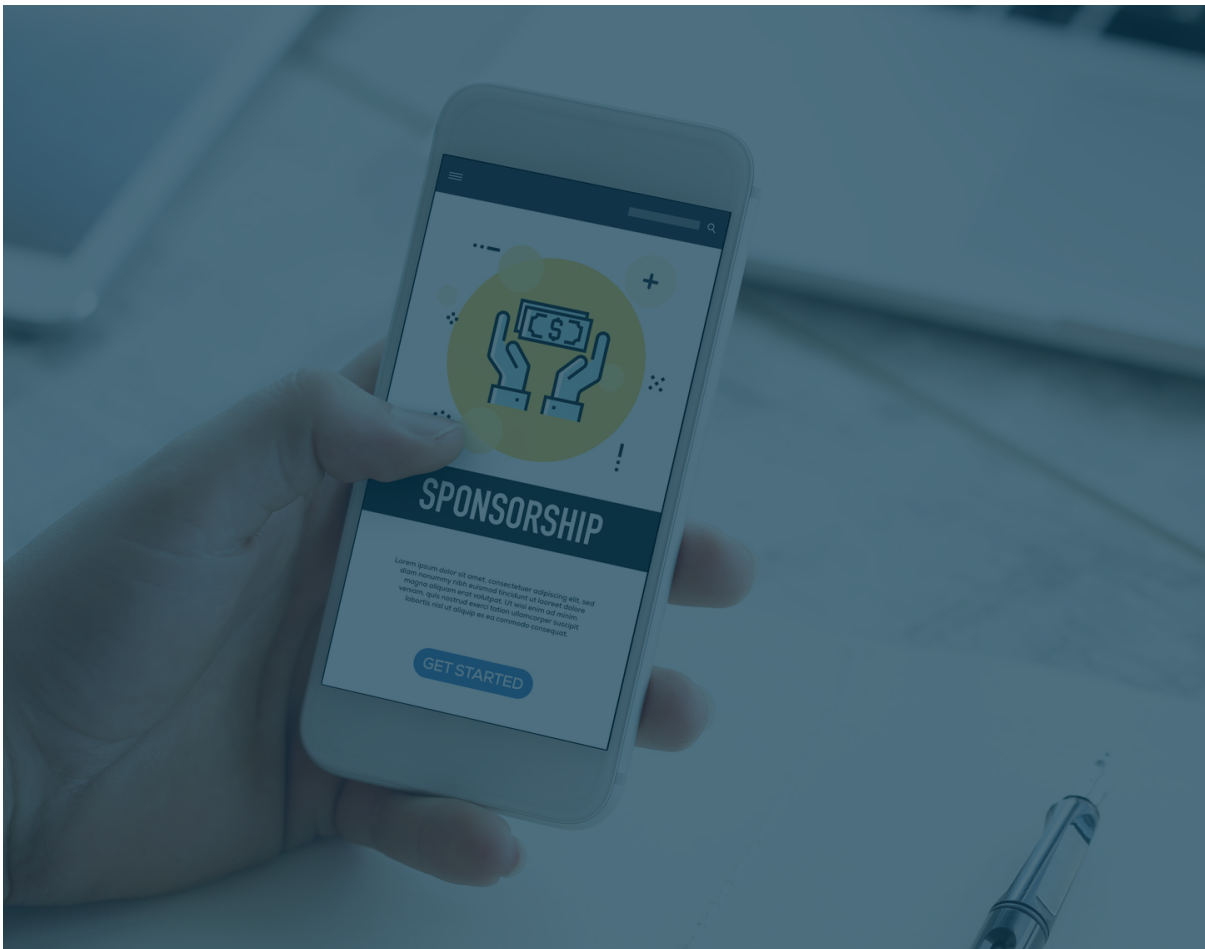
“ Oh my goodness, since our move to StarChapter we saw an increase in membership of 25 plus; almost immediately we have been able to manage our event finances much better; we are utilizing the coupons/voucher programs for pre-paid items. Moving to StarChapter has had nothing but positive effects on our chapter operations.”

Michiana SHRM



Generating additional revenue

A well-run sponsorship program benefits sponsors and members, while improving a chapter's bottom line. By using an AMS to automate many of your sponsorship-related tasks, existing and potential sponsors get easier access to the details they need to be part of your sponsorship program. Streamlining the signup and renewal processes, providing analytics of the ad performance and generating results for both the chapter and the sponsor. This increases the likelihood that the chapter will become more effective with long-term sponsors, bringing in revenue you might not see otherwise.



“ StarChapter makes it easy to have a catalogue of sponsorship opportunities where our sponsors can choose their levels. They sign up for the level of support they want to commit to without us having to reach out to them. The system also allows us to offer first right of refusal to renewing sponsors. It's become much easier for companies to become and remain sponsors, which means that sponsorship slots rarely remain open for long.”

BOMA Tampa Bay

If you'd like to learn more about how StarChapter can help improve the efficiency, engagement and growth of your chapter, [schedule a demo](#).

IN THE END

Chapters utilizing an AMS designed for local chapters:

- Save time on the administrative tasks needed to manage the chapter
- Dedicate more time to the long-term strategy of the chapter
- Make more improvements faster

They have more insight into their membership, transforming the quality of their programs and communications, decreasing costs, increasing revenue and ultimately improving the experiences of members and prospective members.

StarChapter's mission is to help local leaders of national associations and AMCs grow attendance, membership, and revenue and help board volunteers achieve lasting productivity. We believe in the importance of chapters and we want to support you in all you're trying to accomplish.