

Worried About Member Buy In?



How a Local Chapter Saved Time and Increased Membership

Connecting with more prospects, reducing expenses & time, turning non-members into members, and automating the tasks of running the chapter: these are just a handful of what the board of the Society for Human Resource Management in the Columbia chapter achieved in the past year.

“ Our chapter strives to keep the content on our website compelling and relevant to the needs of our members. StarChapter has allowed our members to receive more communication and easily access information regarding upcoming topics and connect with other members or presenters to get more information. We were also able to move several manual and paper processes, which allowed for meeting registration and tracking being more efficient

—SHRM Board

Challenges, Solutions & Results

- One of the challenges for SHRM Columbia challenge was to have members engage their membership chair more easily than in previous years. After using StarChapter, which allowed them to quickly update contact information of board members and display it on the website, new members or people seeking information about membership could directly contact the membership chair and get questions answered immediately.
- Automatic alerts about membership that is expiring also helped the membership chair to engage members so that they could keep their membership with the organization. By adding an eCommerce capabilities to their StarChapter website, members have been able to pay for membership and events with great ease, making it a breeze for new members to join.

Advice from the Board

As with any new technology, there is a certain amount of poking around that will help you learn to create, change, or delete items within the system. If you find reasons to perform tasks you can develop confidence at the various sections within StarChapter. Because the system allows you to work in a draft mode you can easily delete any sections you don't wish to publish and you are much less likely to publish your mistakes. The site features on the website also allow us to easily track attendance and look for trends to better plan for future programs.