

# YEAR IN REVIEW

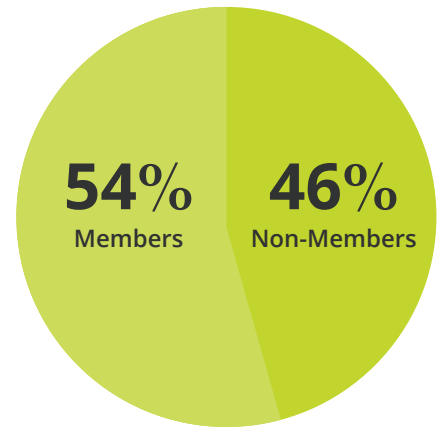
2019

MEETINGS



22,360

EVENTS ATTENDED BY:



**EIGHT** % INCREASE IN REGISTRATIONS



88,890,827 Total Sales



In 2019 StarChapter customers saw a

**16% INCREASE**

in sales for their chapters

SALES

EMAILS & WEBSITE

Focus on  
**RETENTION**

INCREASE IN MEMBER RENEWAL CAMPAIGNS

26%



Focus member  
**ENGAGEMENT**

**73%** INCREASE IN ARTICLES POSTED

**15%** INCREASE IN BLOGS POSTED

**5%** INCREASE IN SURVEYS SENT



Choosing StarChapter as our online management platform was part of several strategic changes we've made in the past two years. Our membership is up, we doubled attendance at our gala, we've added a downstate development day event, and our funds have more than doubled allowing us to offer even more value to our members. StarChapter freed up some time for our board allowing us to focus our efforts on people and relationships. That's really paid off for us.

Association of Fundraising Professionals of East Central Illinois



StarChapter has streamlined our volunteer organization's processes and saved each of us time - it has streamlined our communication with the newsletter feature, and contacting members and non-members with our email campaigns.

SMPS Wisconsin