

## Powerful and Flexible Membership Management Software

Doubleknot's membership software supports your organization's unique membership structure while making it easy for members to join, manage information and preferences, and renew or upgrade their memberships while enjoying members-only benefits. As a result, organizations acquire new members and cultivate member relationships.

### Our flexible and adaptable membership management tools help organizations:

- Strengthen bonds with members through targeted and personalized communications.
- Offer meaningful incentives based on membership level that help recruit new members and retain current members, including priority registration, members-only events, online discounts, and early admissions.
- Develop a deep understanding of member demographics and online purchases with customized member profiles and comprehensive reporting and analytics.

### Membership management features for members include:

- **Automatic Online Benefits:** After logging in, members will automatically receive the entitlements for their membership level such as discounts and priority registration. Online benefits are available immediately after purchasing a membership.
- **Gift Memberships:** Gift memberships and renewals can be purchased online, and customers can send a personalized email message or eCard to the recipient.
- **Membership Card Options.** Membership cards can be printed at home, displayed on a smartphone, and added to Apple Passbook<sup>®</sup>.
- **View and Update Registrations, Reservations, Purchases and Memberships:** Member login shows purchases organized in separate tabs by category, making it easy to view purchase history and make updates and additional payments as needed.

### Membership management features for organizations include:

- **On-boarding:** Automatically send a personalized welcome email or eCard when a customer signs up for a membership.
- **Event Participation History:** Member participation in past events is maintained to support recordkeeping, communications, and analytics.
- **Membership Hierarchy:** The flexible membership level hierarchy lets you consistently manage upgrade and downgrade rules for renewals.
- **Renewals and Permissions Enforcement:** The software automatically handles the enforcement of renewal rules, entitlements, member groups, and permissions.
- **Renewal Alerts:** Set up alerts when renewal deadlines are approaching and automatically send customized renewal requests.
- **Membership Search:** Administrators can search for member records by any criteria and save searches for recurring use. Results can be exported or used to create an on-the-fly mailing list.
- **Historical Member Directory:** Doubleknot maintains a list of the prior year's membership information, which can be used for a range of marketing purposes.
- **Integration with Raiser's Edge:** With seamless, real-time, bidirectional data synchronization between Doubleknot and Raiser's Edge, you can take advantage of Doubleknot's powerful online tools with confidence that data is immediately available to either application.

To learn why organizations of all sizes rely on Doubleknot to manage their memberships, call us at (408) 971-9120 or visit us at [www.doubleknot.com](http://www.doubleknot.com).