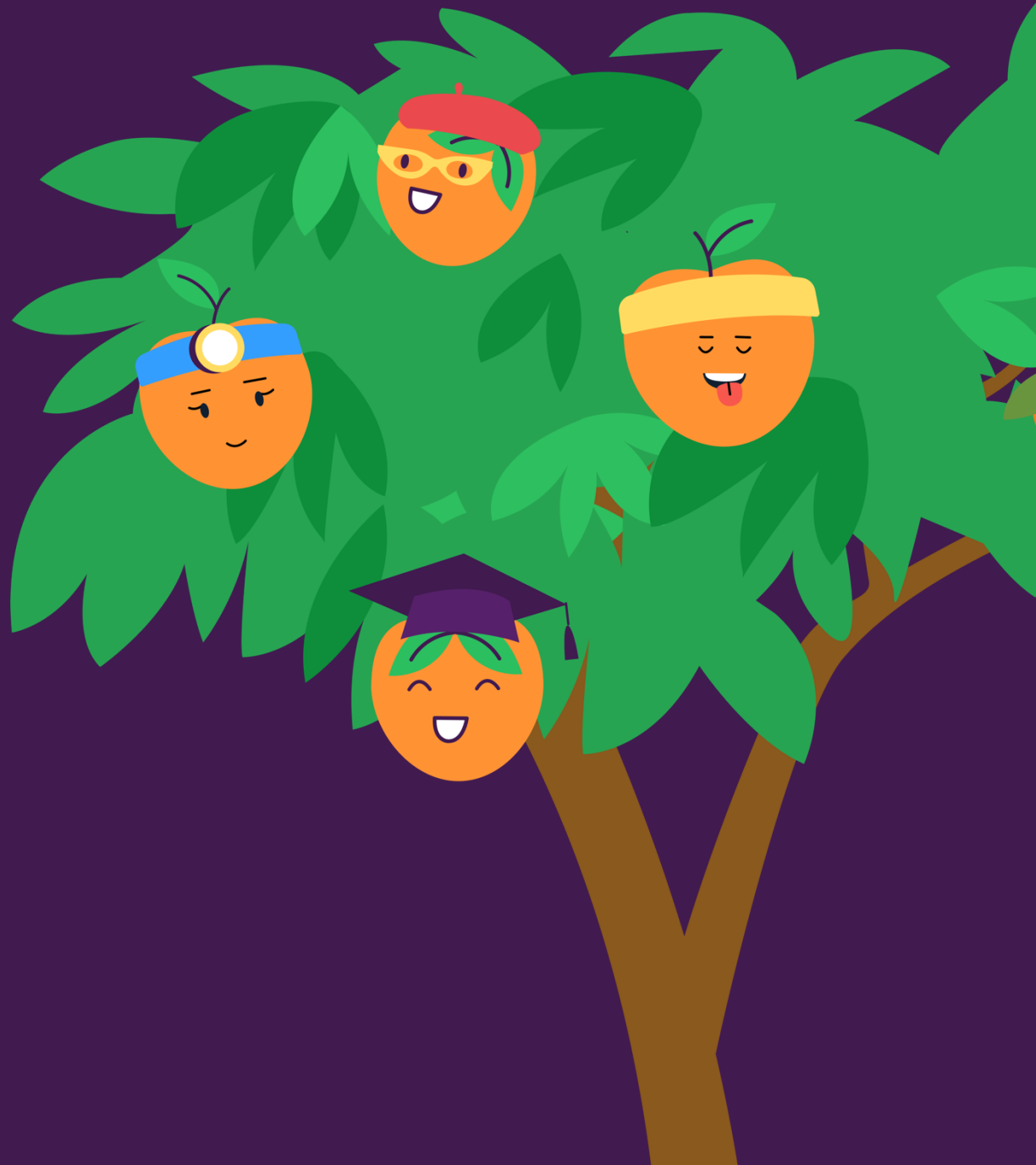
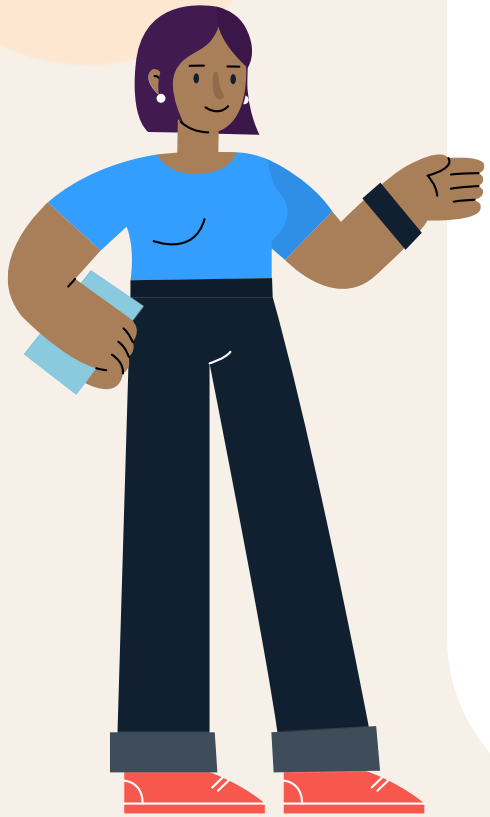
Personify® WildApricot

Manage Your Organization All in One Place

MEMBER MANAGEMENT SOFTWARE



In This Presentation, We'll Cover:



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WildApricot & Personify

Introduction

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What is WildApricot?

All-in-one membership management software for small associations, clubs and non-profits

Ranked the #1 Membership Management Software by Capterra, an independent review site.

Trusted by over 15,000 organizations.

Cloud-based software, accessible anywhere with an internet connection.

Supported with comprehensive online training and technical support via email or online chat.

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Personify®

An innovator in software development, providing solutions for associations, nonprofits, chambers of commerce, event professionals and more

WildApricot is proud to be part of the Personify family

- Personify was founded in 1996
- 4 major offices across North America
- Decades of results helping organizations thrive and grow

Learn About Personify

Personify products WildApricot users enjoy

Personify® Conference App

Personify® Job Board

Personify® CommUnity

Plus, we offer Personify Payments — our own native payment processor

Personify® WildApricot

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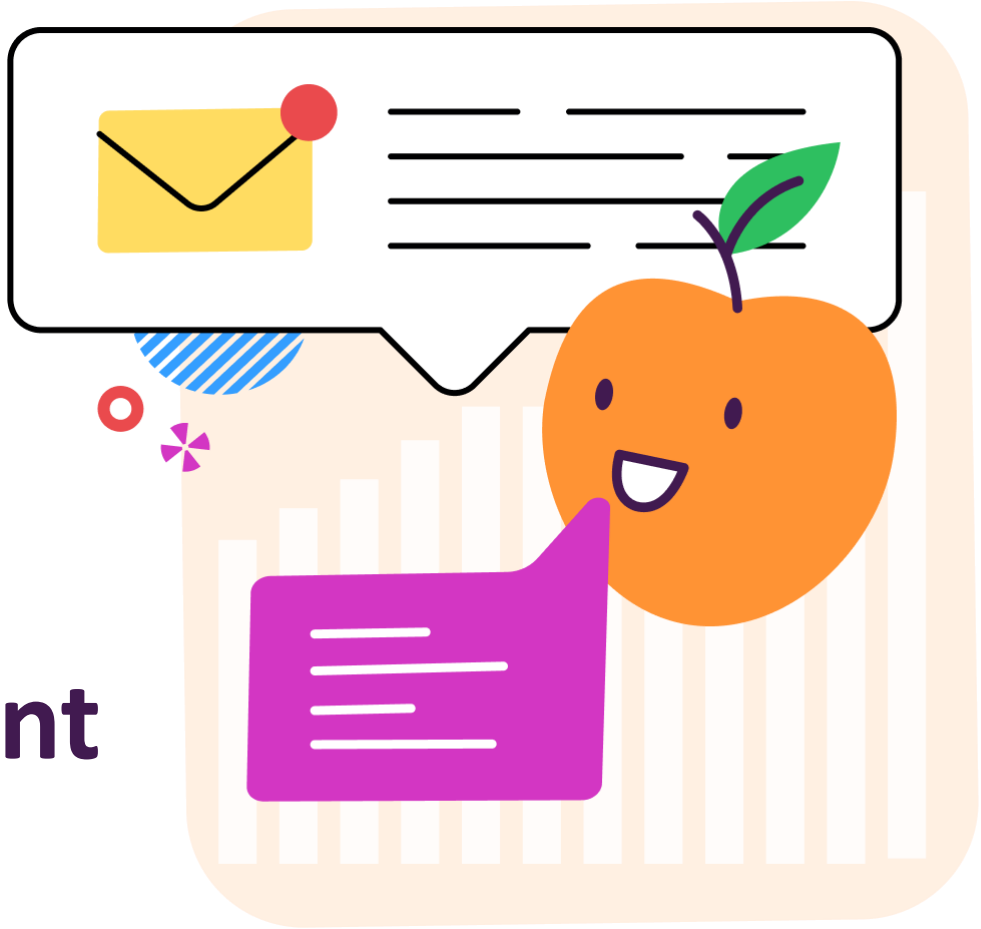
Overview

Membership Management Software (MMS)



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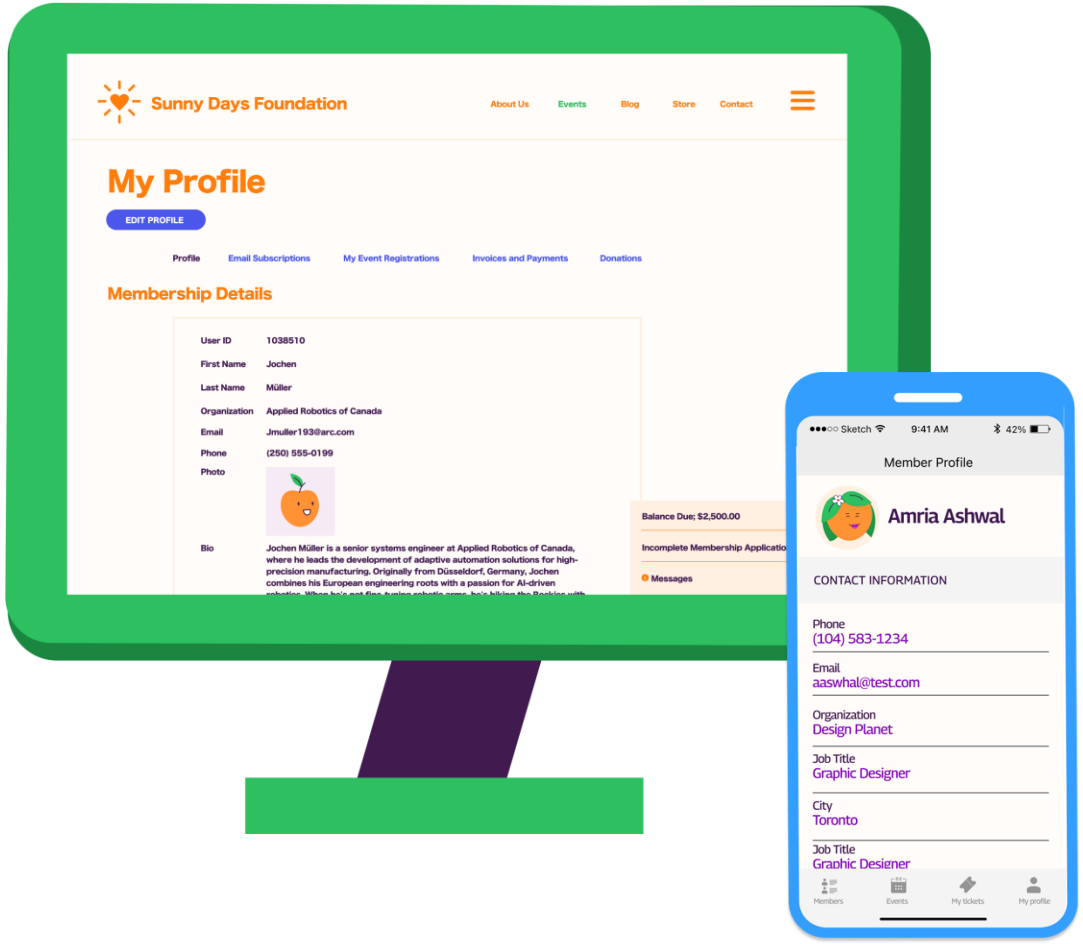
What is Membership Management Software (MMS)?

Software designed to automate administrative tasks of membership organizations — from collecting dues to sending member communications to managing events + more.



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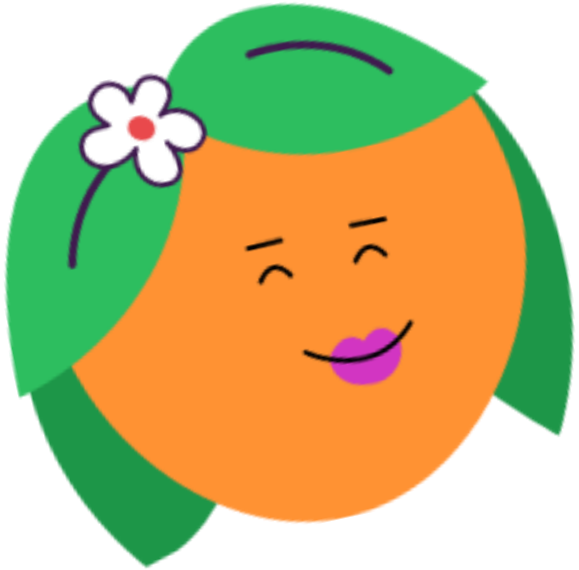
Why Use MMS?



The right MMS can save your staff and board members 20+ hours of admin work every week, so you have more time to focus on providing value for your members and growing your organization.

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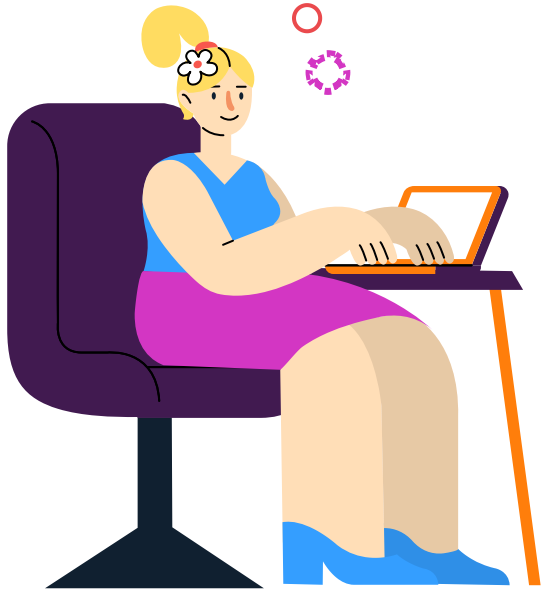
What Can MMS Do for You?

Many organizations see these improvements (and more) when they start using MMS to simplify their processes:



- Membership renewals increase
- Events sell out in record time
- 30% more members in the first year

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How WildApricot Outshines the Rest

You'll get more features

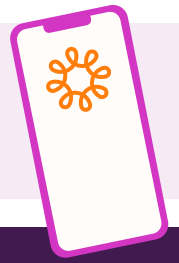
Unlike many other MMS providers, WildApricot includes all features with every plan — no nickel-and-diming. And if you do decide you want even more features, WildApricot plays well with other solutions via integration.

You'll save money

Enjoy a simple, transparent pricing structure with ZERO setup costs and NO hidden fees.

Getting started is hassle-free

You can open your WildApricot account right away and upload your contacts in the same day. There's no gatekeeping. No mandatory sales calls. You can even take WildApricot for a test drive first with a free trial — no credit card needed.



PLUS, WildApricot offers 2 mobile apps — one for admins and one for members!

Both apps are automatically included and 100% FREE for you and your members.

Personify WildApricot

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Benefits, Functionality & Cost

WildApricot

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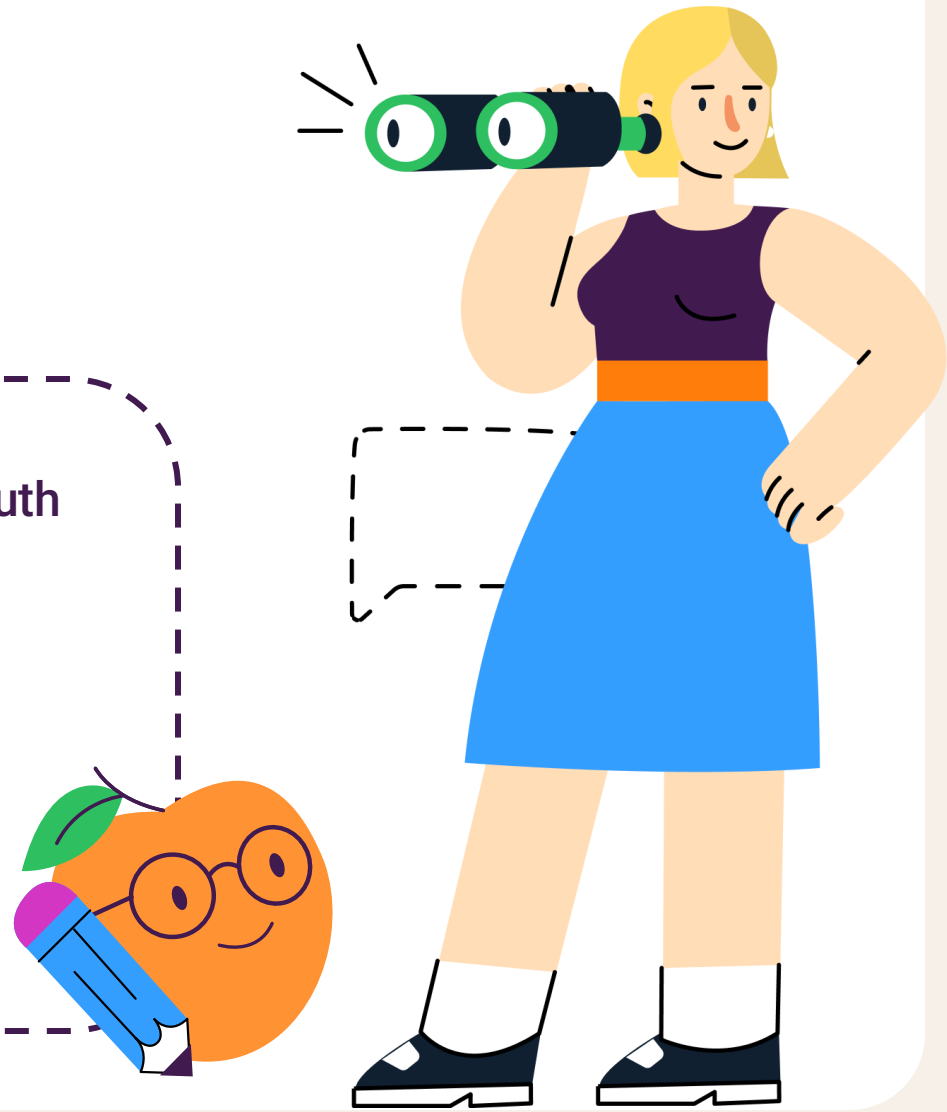
Top Benefits of WildApricot

- Manage your organization with a single, reliable source of truth
- Keep important data secure, accessible and backed up
- Automate time-consuming tasks like renewals, confirmation emails and data updates
- Build and update your own website with no coding needed
- Integrate with WordPress and other useful tools



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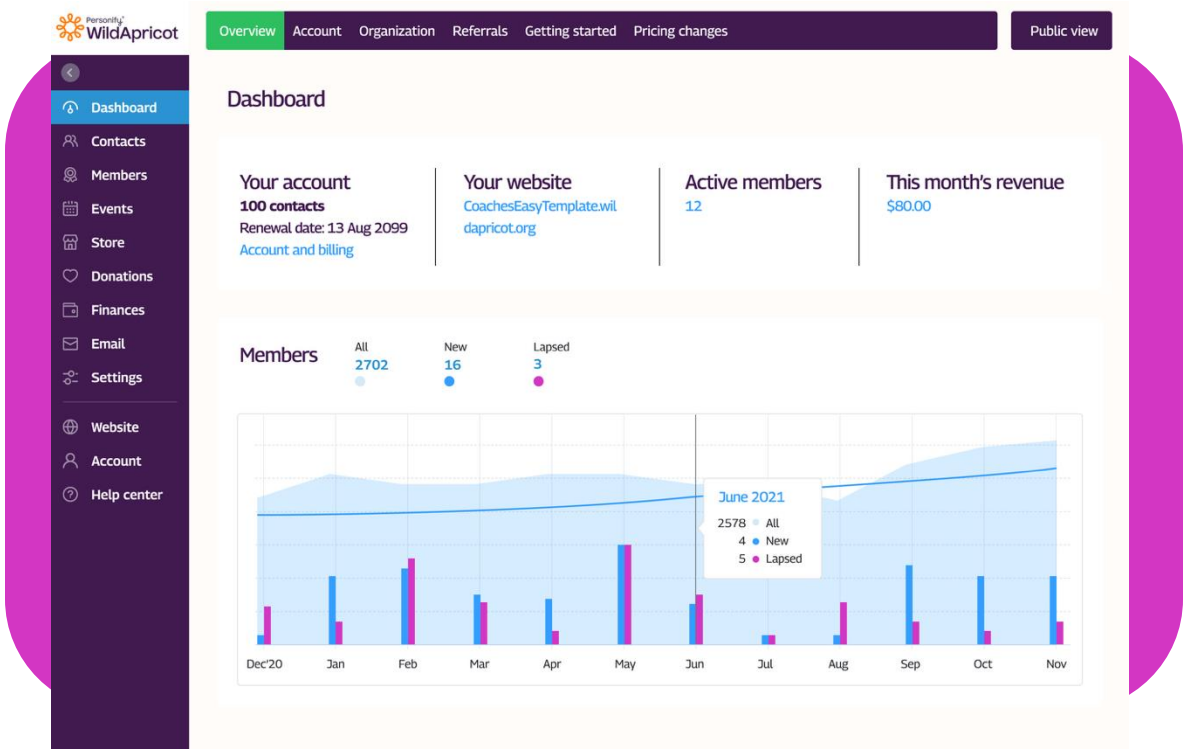
Included Feature

Member Management

Ditch the spreadsheets and attract, renew and organize members with powerful membership management tools.



- Automate membership applications, renewals and payments
- Automate and schedule renewal reminder emails and actions for members who are late to renew
- View and update your membership database securely online
- Encourage members to utilize self-service options like independently updating their own profile information
- Create unlimited membership levels and groups

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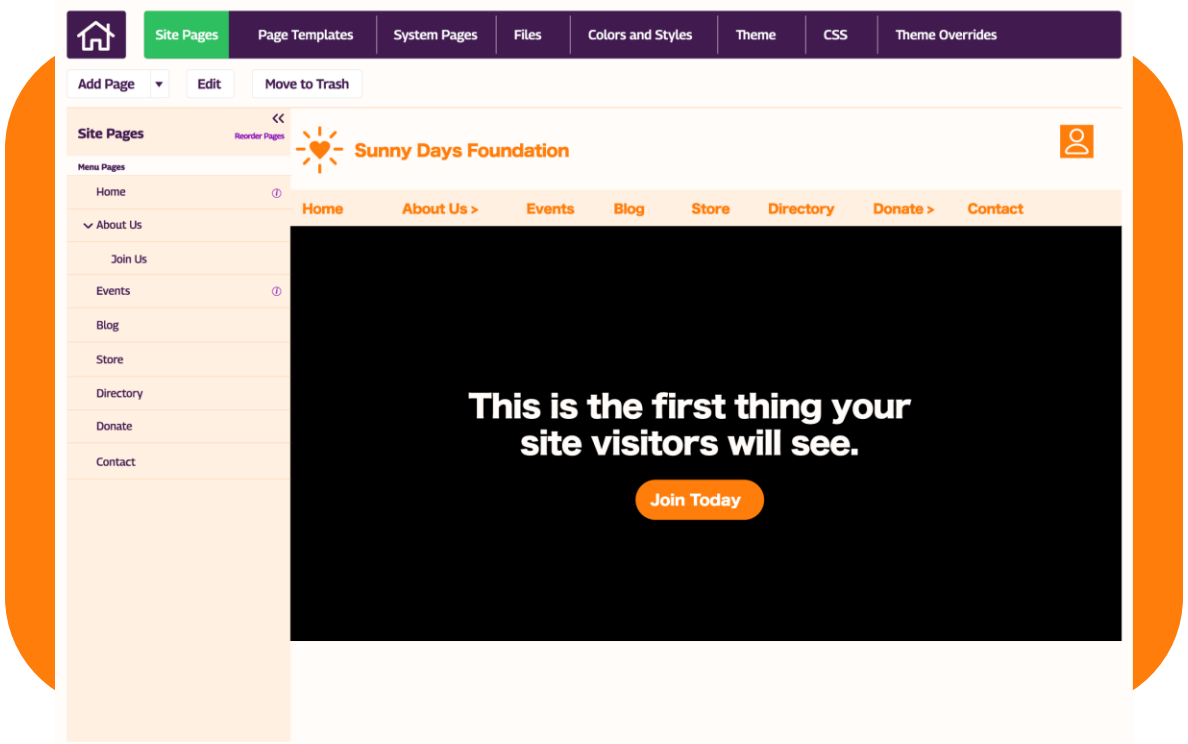
Included Feature

Website Builder

No need to outsource website work! You can build and manage your own mobile-friendly website without being a techie.



- Build a website with WildApricot and pay zero additional web hosting fees
- Create and update web pages using an easy drag-and-drop builder – no coding knowledge needed!
- Create members-only content accessible by active members only
- Enjoy online community features like a dynamic member directory and discussion forums
- Alternatively, embed interactive WildApricot widgets into your existing website

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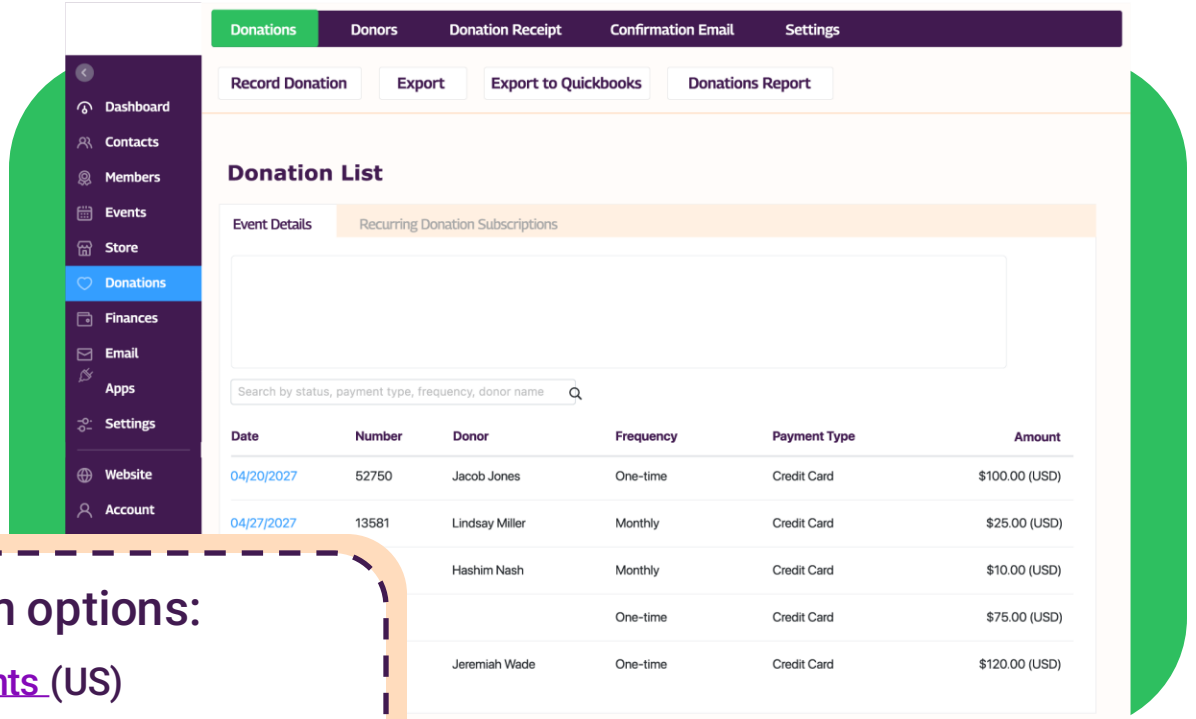
Included Feature

Payments

Securely collect and track all your payments and invoices in real time.

- Accept credit/debit card payments for membership applications, renewals, registrations and donations
- Automatically charge recurring membership renewal payments and recurring donations
- Automatically reconcile invoices for online payments
- Generate instant income reports



Payment system options:

- Personify Payments (US)
- AffiniPay (Canada)
- PayPal, Stripe, Authorize.net (global)

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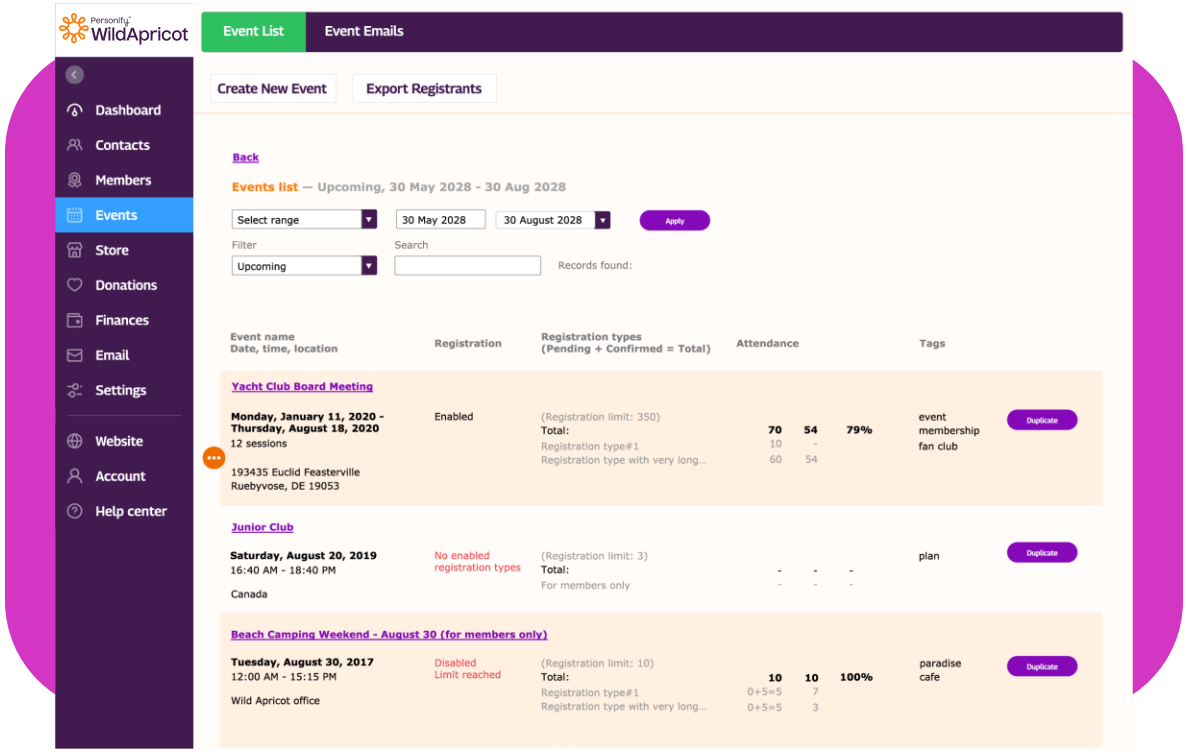
Included Feature

Events

Take the hassle out of organizing and promoting events with online registration and automated messaging.



- Customize your ticket options, including early bird discounts and special member pricing
- Share a dynamic events calendar on your website
- Automatically send out event announcements and reminders to your registrants
- Automatically issue event tickets that include a QR code for easy check-in and attendance tracking
- Manage registrations and check-in on the spot with the mobile app

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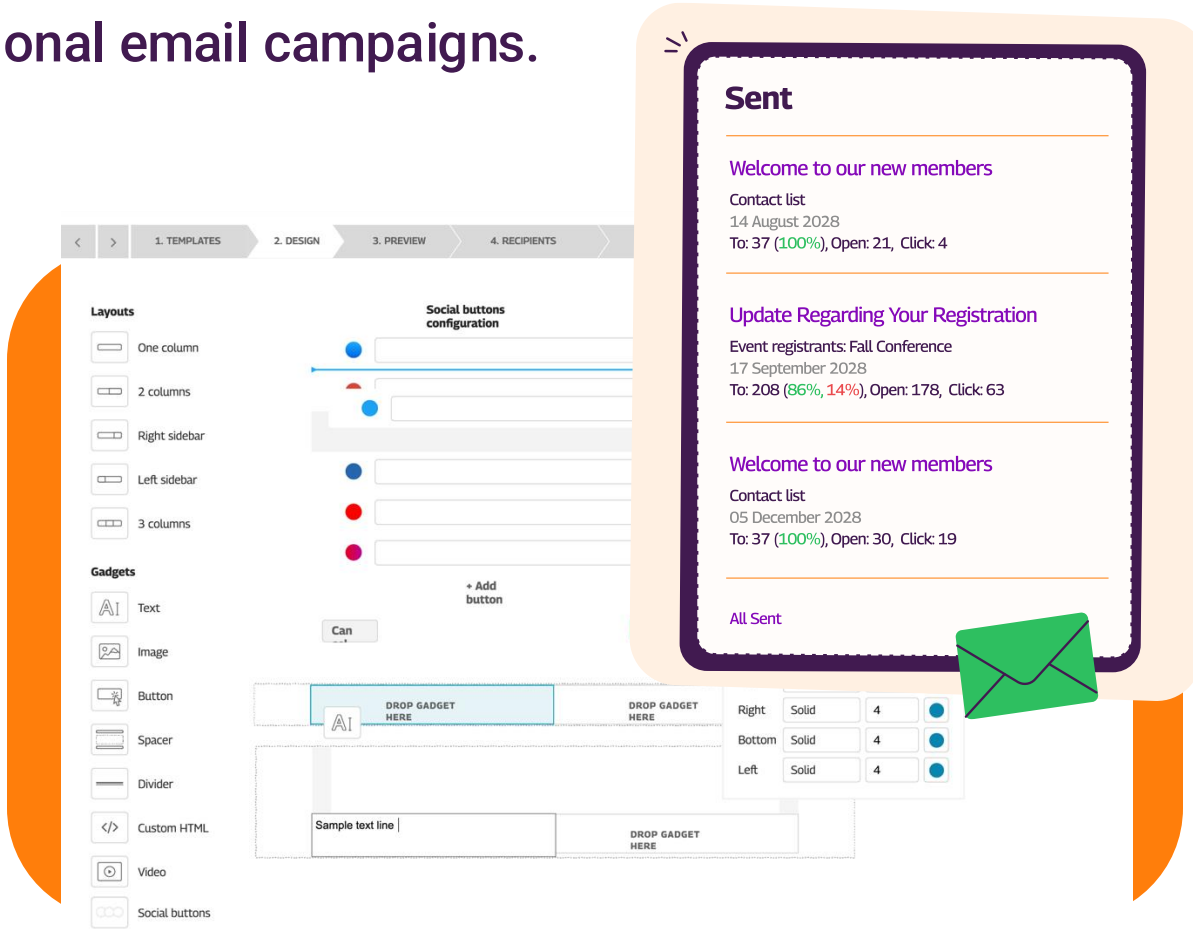
Included Feature

Email & Contact Database

Keep your network engaged with professional email campaigns.

- Send unlimited emails and newsletters
- Create your emails using a simple drag-and-drop email editor
- Track metrics such as email opens and clicks to fine-tune your communications
- Automate email receipts and confirmations for membership renewals, donations and more



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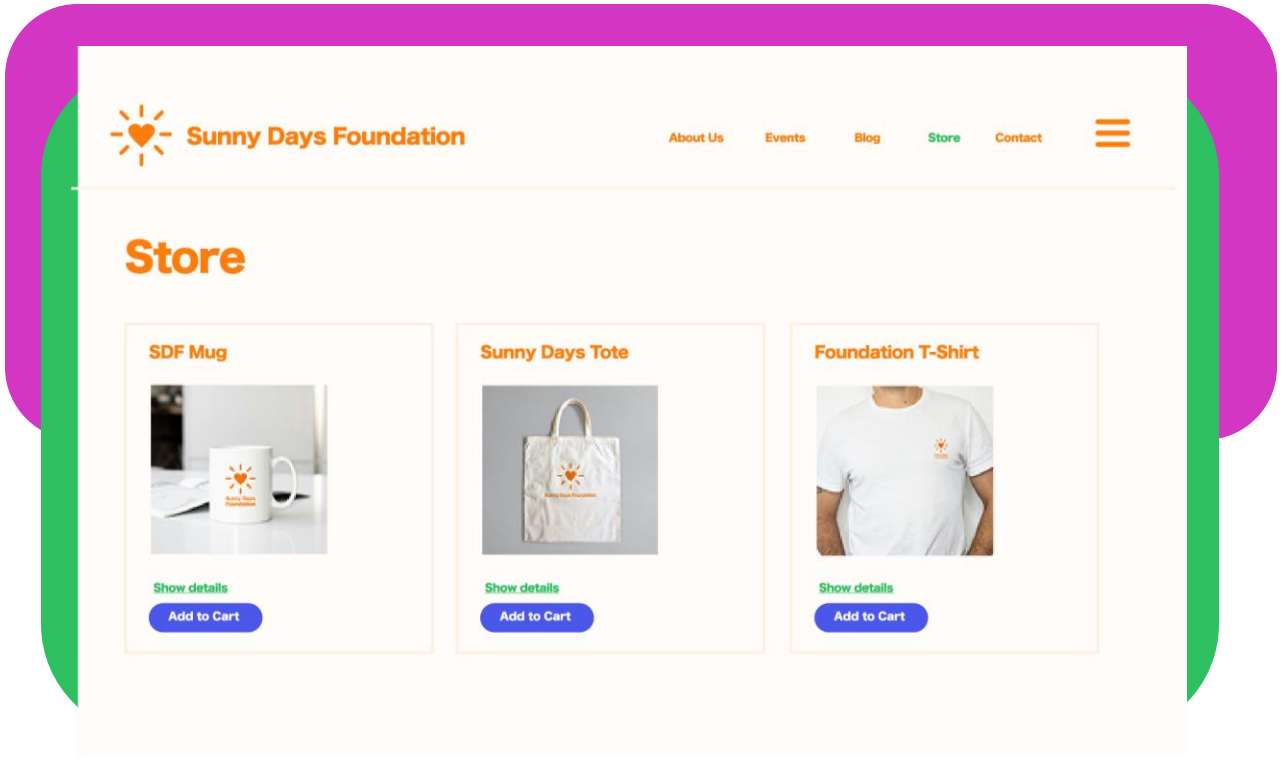
Included Feature

Online Store

Generate extra revenue by selling products directly from your website, without the complexity of an ecommerce platform.



- Add unlimited products to your online catalog
- Set prices, including member-only discounts
- Customize automated store email notifications and receipts
- View, process or cancel existing orders
- Manage taxes and delivery options

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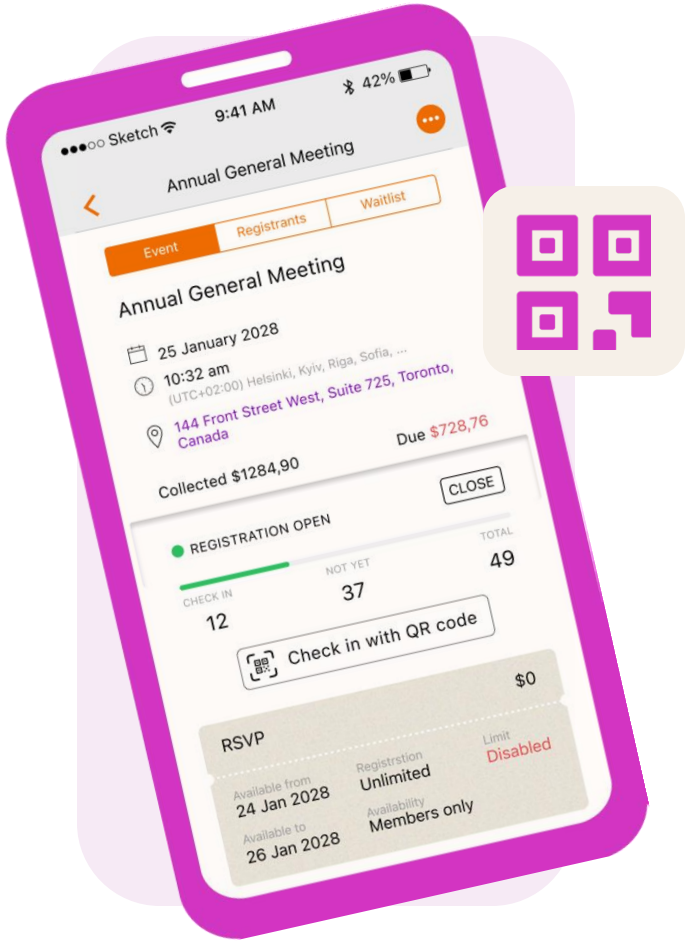
Included Feature

Mobile Apps | Manage membership on the go



Make it easy for members to stay connected with the App for Members

- Search member directory and view profiles
- Renew membership
- Browse and register for events
- View event tickets (scannable QR codes!)

Keep up with admin tasks when you're on the go with the App for Admins

- Check in event attendees and view/edit/add registrations on the spot
- View invoices and record credit card payments
- Search and update member details

Free to download on iOS and Android!

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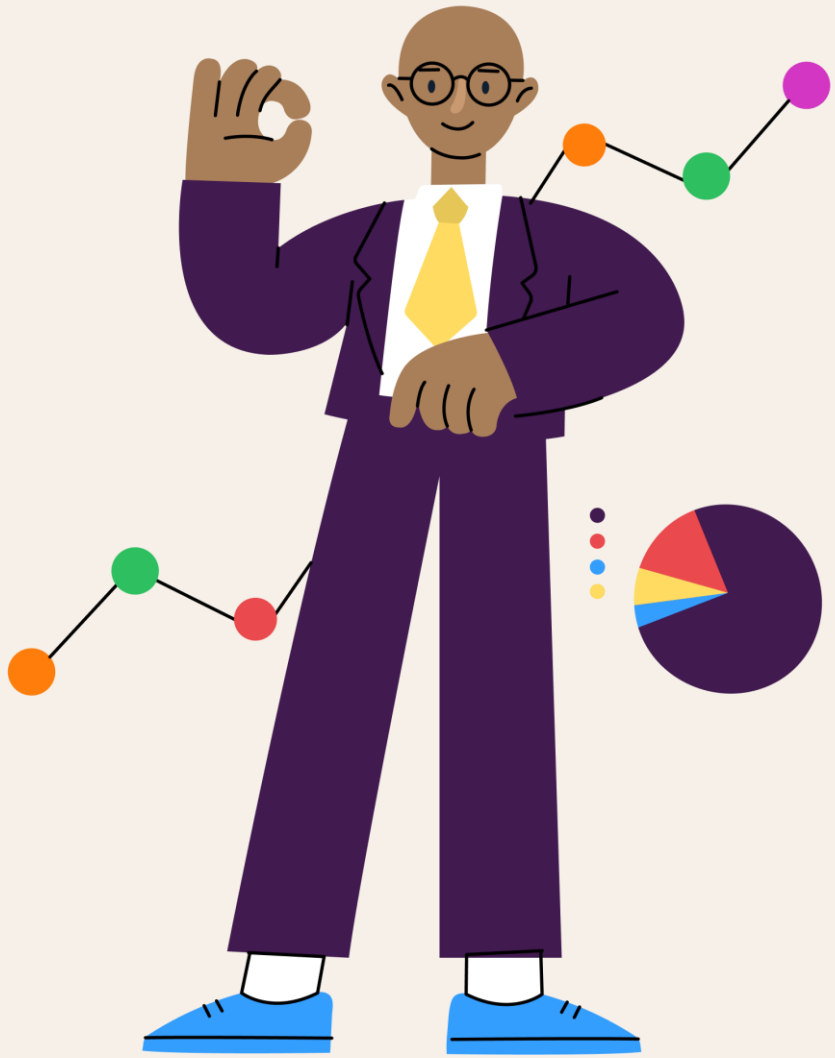
Even More Functionality…

- Engage your members with included community features like polls/surveys and discussion forums
- Export financial data to QuickBooks
- Create digital membership cards
- Connect with thousands of other apps through third-party connectors Make and Zapier
- + much more!



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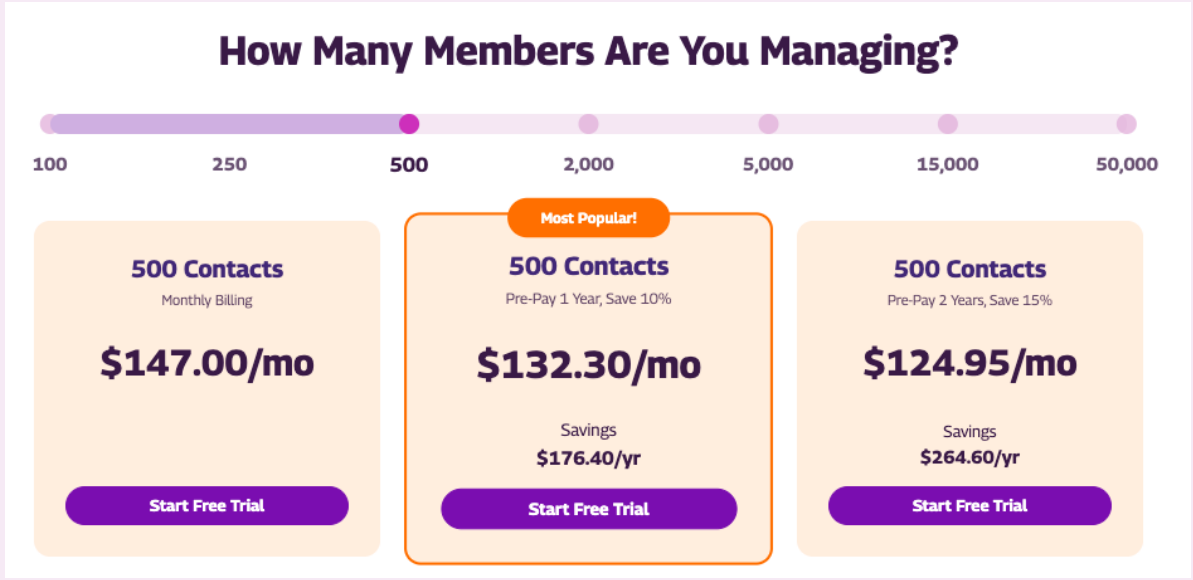
WildApricot Cost

- All plans include full functionality
- Free support + education resources
- Save 10% if you pre-pay 1 year or 15% if you pre-pay 2 years
- Multi-chapter discounts available

Check out our handy website tool to get an accurate price based on your organization's size

Click here to calculate your cost



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Supercharge Your WildApricot System

Add-Ons

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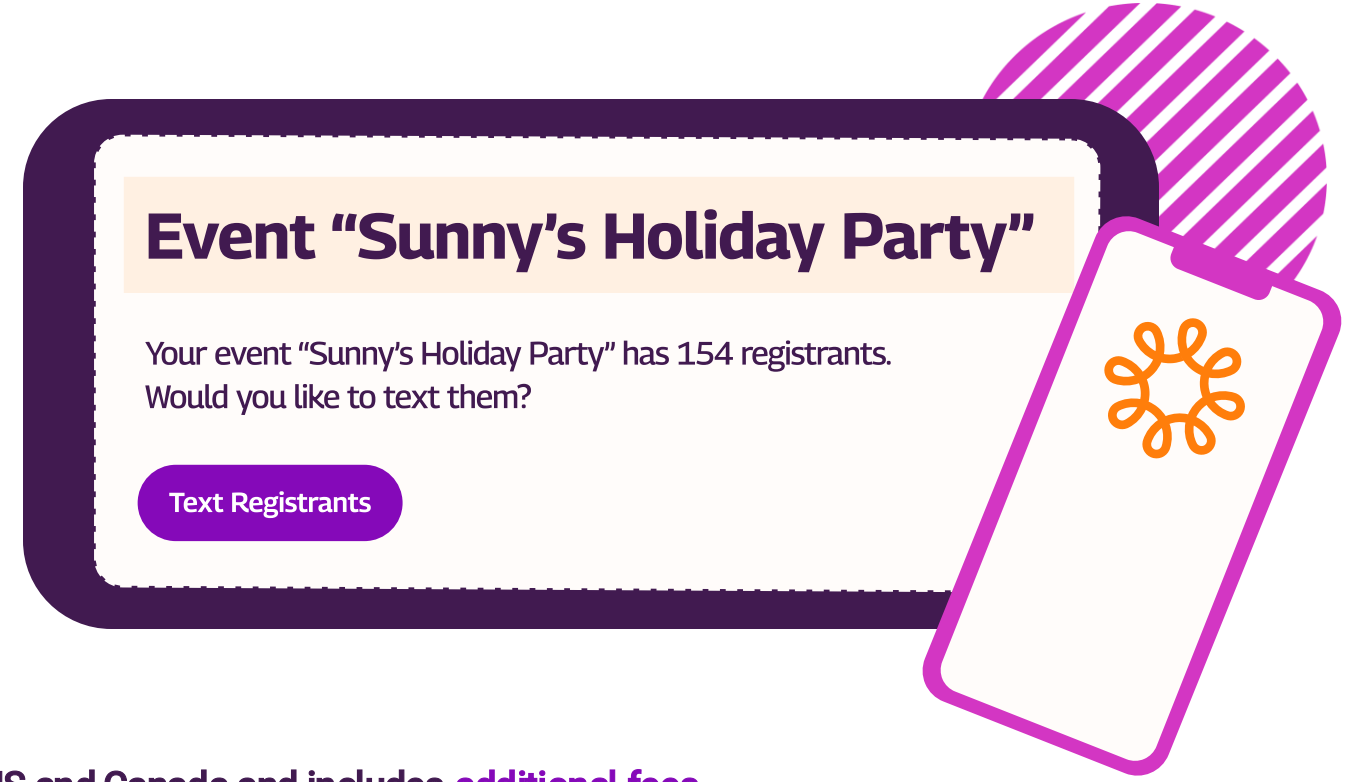
Add-On Functionality

WildApricot® Text Messaging

Increase awareness and engagement and keep members up to date on events, renewals + more.

- Remind members about their upcoming renewals
- Send important updates to event registrants to ensure they are informed and engaged
- Create a custom campaign to suit the needs of your organization
- Boost email open rates by sending text reminders to members who have not opened a particular email



Note: WildApricot Text Messaging is only available in the US and Canada and includes additional fees.

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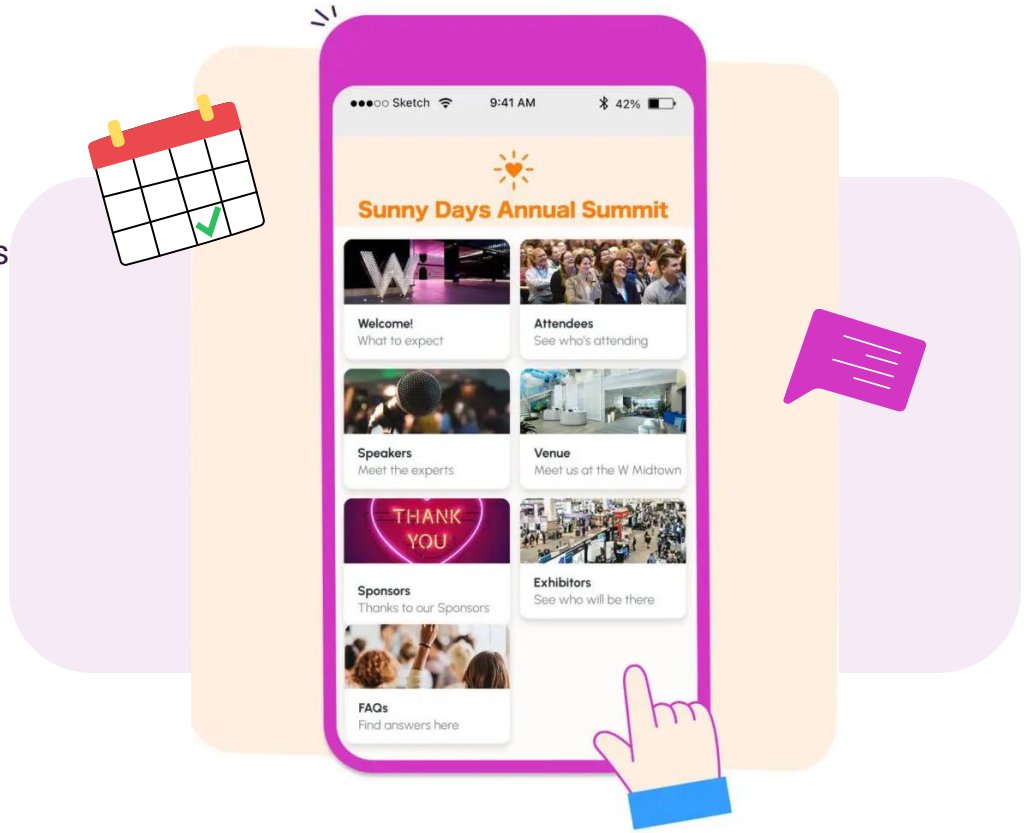
Add-On Solution

Personify® Conference App

Run smoother, more professional events & empower members with convenient self-service in our flexible, easy-to-use app.

- Connect the app with WildApricot to sync the attendee list and define/secure attendee-only areas of the app
- Boost engagement with messaging, surveys, push notifications + more
- Help members maximize their experience with personalized itineraries and venue directories
- Highlight speakers, sponsors and exhibitors with dedicated pages and profiles
- Customize with your organization's branding



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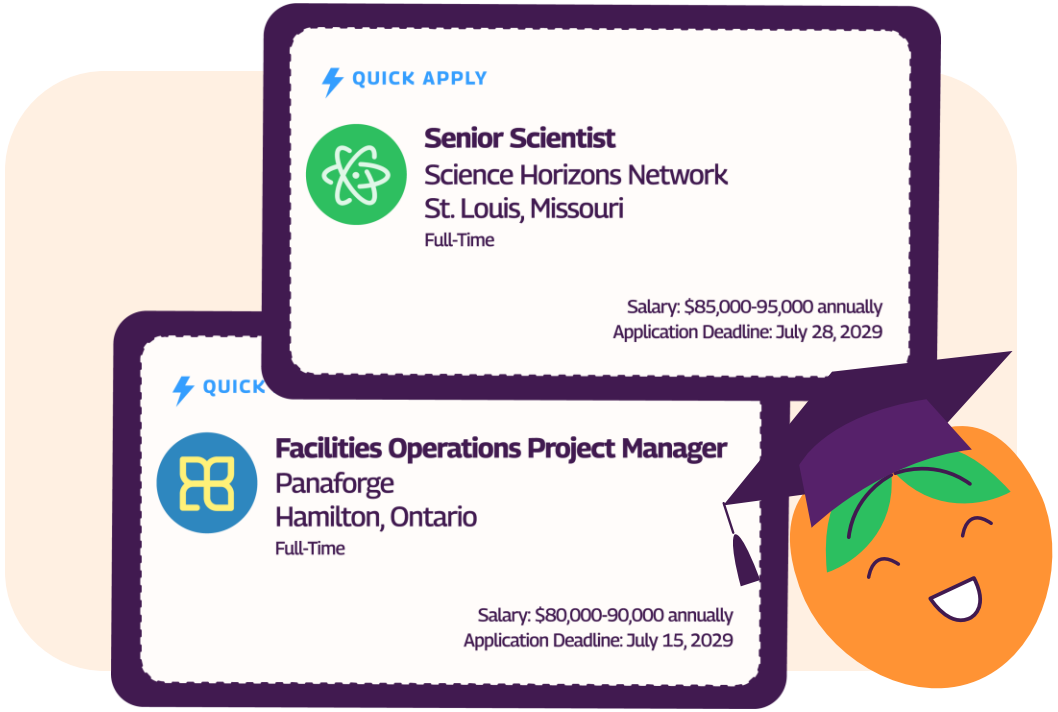
Add-On Solution

Personify® Job Board

Generate non-dues revenue for your organization and provide career opportunities for your members with a simple set-it-and-forget-it system.



- Build and host your own job board
  - Employers pay your organization to list their job opportunities
  - Jobseekers submit applications through your site
- Enjoy convenient single sign-on
- Offer special pricing, including member discounts and premium featured listing options
- Explore our revenue share model with the option for ZERO upfront cost to you

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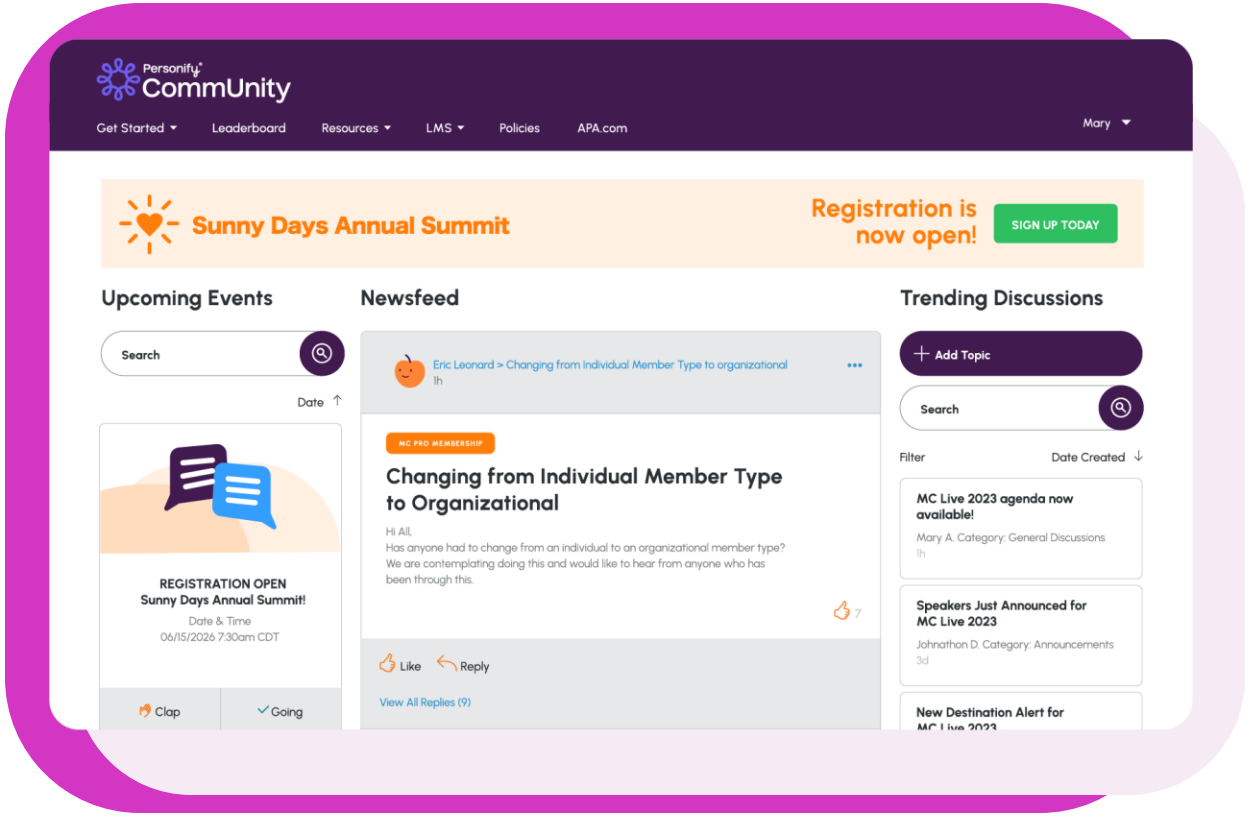
Add-On Solution

Personify® CommUnity

While WildApricot does have some built-in community features, you can add on our CommUnity solution for even more robust functionality.

Build stronger relationships and help members feel more connected to each other and to your mission with an exclusive online space.

- Reach your members with a wide variety of multimedia tools — messaging, forums, small groups, videos + more
- Inspire conversations and engagement among like-minded members, building meaningful experiences and collaboration
- Track trending content and member activity with reporting and analytics to deliver more of the content and programs your members love



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We're Here to Help

Support & Resources

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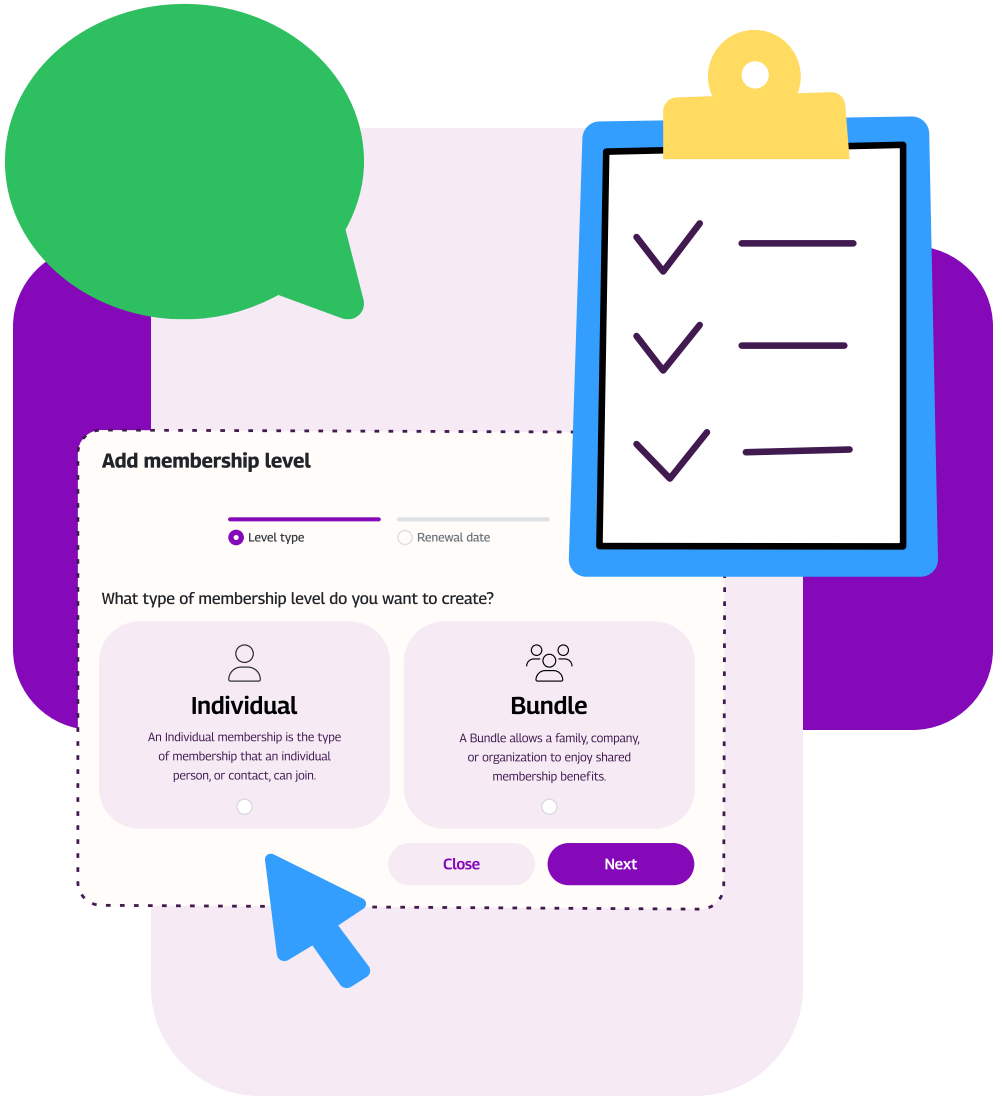
WildApricot Coaching

During your free trial, get the help you need from our knowledgeable onboarding coaches — all at no cost!

- Book free 15-minute consultation calls
- Learn how to set everything up right the first time
- Jump on a live 1-on-1 chat with a coach to get help with any of our features



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Free Resources to Help You Learn & Grow

We provide more than just software to help you achieve your mission. You'll have access to essential resources to help your organization thrive and grow.

Help Center

Follow the detailed how-to guides for every feature in the Help Center.

Resource Library

Browse our robust library of eBooks, research reports, templates and more.

Blog

Check out expert blog posts and articles on best practices.

Training Videos

Watch the New Administrator's Training Guide or bootcamp series to get familiar with all the core functionality of WildApricot.

Webinars

Join our live and on-demand webinars to maximize your knowledge of the platform.

Email Newsletter

Sign up for our email newsletter to learn what's new in WildApricot.

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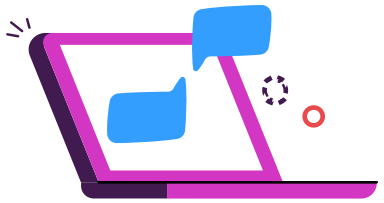
Speak with Us Directly

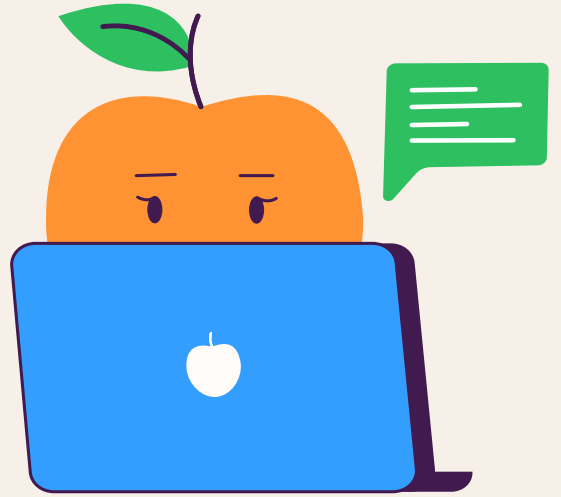


Live chat available in-product for paid accounts

- Mon –Thurs: 9AM - 7PM EST
- Friday: 10AM - 5PM EST

Email support available weekdays for billing questions and plan changes.

You can also let us know what software improvements you'd like to see by commenting in our Wishlist Forum!



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Security & Reliability

- WildApricot was launched in 2006 and is now part of Personify (founded in 1996)
- Average up-time of 99.9%
- WildApricot is hosted on Amazon Web Services (AWS), the world's leading cloud provider
  - Using the same infrastructure that powers Netflix, AWS allows WildApricot to deliver secure and reliable service worldwide
- PCI DSS (Payment Card Industry Data Security Standard) Compliant with a focus on enhancing cardholder data security
  - This means WildApricot adheres to the policies and procedures set by the major credit card companies to keep credit, debit and cash card transactions secure and to protect cardholders against misuse of their personal information

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See for Yourself

Testimonials & Examples

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See Why Our Customers Love WildApricot

"With WildApricot we have been able to grow our membership over 40%. It has made running our nonprofit a pleasure."

Marvin Hancock

Treasurer, Webmaster and President-Elect

Returned PeaceCorps Volunteers of South Florida Inc.

WildApricot has given us a professional looking website and an easy way to manage our member communication. It's a lifesaver for us..."

Joseph Purdy

Communications Chair

Capitol Hill Garden Club, Washington, D.C.

15,000 organizations use WildApricot

>6K have been with us for >5 years

More testimonials HERE

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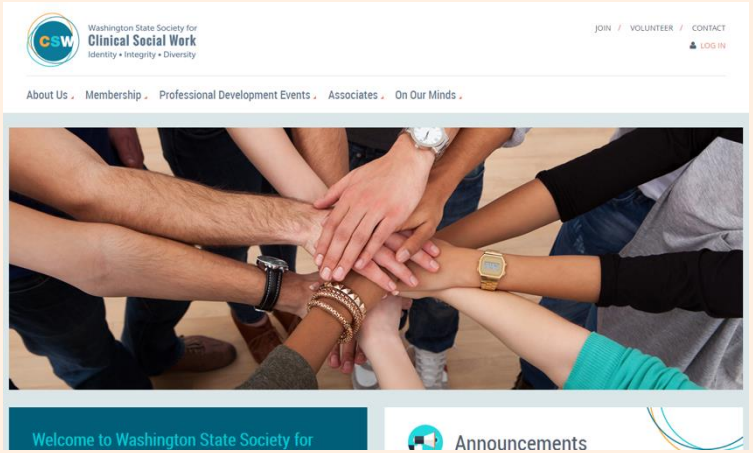
Here's What You Can Create with WildApricot



See more examples HERE

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Give WildApricot a Try

How to Get Started

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Next Steps

Sign up for a free trial account HERE

For a little more guidance, book a call with an onboarding coach HERE

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