



The Assistant Manager™

MEMBERSHIP AND DEVELOPMENT



Increase Memberships

Offer memberships in all business units. Process memberships in transactions with all other offerings including food, merchandise, donations, and tickets.



Gift Memberships

Offer and effortlessly track and manage giver and recipient information, while allowing renewal to either party.



Instant Activation

Whether a member acquires their membership on the Web, or at POS, the member can redeem benefits immediately, even in the same transaction as the purchase.



Digital Benefit Tracking

Track all membership benefits across all business units without the need to produce hard copy vouchers or look up and verify status again.

Enhance Every Member's Experience

Know what makes each member important and unique to your organization. Nurture each relationship with your members to improve their experience while saving time and effort.



Ease of Access

Securely make membership information available wherever needed. Easily identify and validate members, dramatically reducing wait times.



Be a Know-It-All

Make sure the right hand knows what the left hand is doing and save time when interacting with each customer. Always know what has or will be happening regardless of the business unit involved.



Cross Sell Offerings

Never ask your customers to go from one area to another in order to take advantage of any events, product, or service. Let them take advantage of any offering, anywhere, and anytime!

Flexibility Built In

Set up your organization's membership levels, categories, and benefits how you want and as many as you need.



Level Tracking

Set up and maintain an unlimited number of membership levels and types with different pricing.



Benefit Tracking

Establish any number of digital benefits from reduced pricing on merchandise, events, parking, and free admission. Benefits can vary between different membership levels.



CRM Documents

Author user defined digital and hard copy communications including membership welcome notices, expirations reminders, gift membership notifications, and follow-up communications.

Know Your Members

Distinguish how each member interacts with every business unit of your organization. Record each time a member visits, makes a purchase, attends an event, or gives a donation.



360° View

Automatically record and save all member information and historical activity, regardless of business unit, in a single data store.



Be Informed

Know each member's purchasing habits, events attended, interests, gifts given, and each time anyone in the organization has communicated with them.



Save Time and Effort

Centrally record and maintain key metrics on each member including any demographics, interests, preferences, and relationships.



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Keep In Touch with Your Members

Eliminate repetitive tasks, manage to-do lists, and communicate with patrons promptly, professionally, and automatically.



Advanced Digital Marketing

Schedule automatic personalized (digital or hard copy) customer communications triggered by their memberships including welcome notes, expiration notifications, and survey invitations.



Manage Action Items

Assign scheduled member follow-up tasks or action items and never miss a commitment or opportunity again.



View Member History

Always be informed. Instantly view the details of all past interactions with any member.

Membership and Development Adapters

Plug ins that increase this option's capabilities. Adapters can be purchased initially or added later.



MemberSync

Two-way integration to Blackbaud's RE donor application.



MemberLink

One-way integration of donors and members with well known 3rd party donor applications.



3rd Party Donor Integration

Import integration support of donors and members for any 3rd party donor applications.