%NimbleAMS

Membership journey 101:

How a modern AMS enhances the entire member experience

What is your association's membership journey like, and how can it set up your entire organization for success? A membership journey encapsulates a member's entire experience at your association, from the moment they join, to the day they retire.

Understanding your organization's membership journey is vital in comprehending the current successes and pain points in your member experience.

When you improve your member experience, you can increase member engagement and retention, helping you meet organizational goals and boost revenue.

Read our infographic to set up your members (and association) for success with a wellplanned membership journey.

The 5 membership journey stages

During each member's experience at your association, you can expect them to go through a similar journey. Consider leveraging modern association management software (AMS) to offer the membership benefits your members need:



Student/ New graduate

Community Brands Research found that the top 5 reasons members join an organization are networking, job opportunities, certifications/ credentials, career advancement, and training.

Join student or local association chapter

> Search for and apply for an internship

Match with a mentor

Attract Gen Z members to your association with Nimble AMS and the online platform, Nimble <u>Communities</u>. With Nimble Communities, you

Subscribe to student association newsletter



Community Brands Research discovered that the top 5 priorities for mid-career members are—job opportunities, representing interests, career advancement, code of ethics, and certifications.

Take continuing education courses

Volunteer at events and serve on committees

Continue along certification path, completing additional training

to association foundations or other causes

Make donations

Recruit and hire highly qualified staff

Integrate Nimble AMS and Crowd Wisdom to level up your learner experience, offering accessible and engaging ways for members to earn their next certification. Seamlessly sync Crowd Wisdom with Nimble AMS to personalize learning and drive member engagement.

Speak at annual association meeting

Complete leadership courses

Post thought leadership content to online community platform

Community Brands Research learned that the top 5 priorities for late-career members are code of ethics, industry news and information, industry-specific information, representing interests, and certifications.

Late Career

Maintain certification credentials

Become an admin or routine contributing member in online community platform

Serve on board of directors

Teach continuing education courses

Help build employer brand within

association's recruitment guide

> Become a mentor to student or early-career member

Lead on various committees

Retirement

After a lifelong membership journey, retired members have accumulated a wealth of industry experience. Give back to your members for their years of dedication with a lifetime member status.

Contribute as SME to association publications or professional development courses

Donate to fundraising initiatives

Volunteer on special committees

Mentor members from all stages of the membership journey

Speak at association annual conference

Choose Nimble AMS to enhance the entire membership journey

Are you ready to create an impactful and meaningful member journey to increase retention? Leverage Nimble AMS to offer an excellent member experience throughout the entire membership journey.

Learn more

Nimble AMS offers leverage-leading technology designed to empower staff and deliver a superior member experience. Built entirely on the Salesforce platform, Nimble AMS will help you easily manage every aspect of your enterprise association. Expect continuous upgrades, AI and predictive analytics, robust reporting and dashboards, and online communities to advance your association.



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