

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 well-planned 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

Join student or local association chapter

Search for and apply for an internship

Match with a mentor

Subscribe to student association newsletter

Begin certification or accreditation program

Commence job search

Build professional network

Join a professional association

Set up recurring dues payments

Map out career path options

Search and apply for jobs

Earn first certification

Register for and attend annual meetings

Attend career fairs

Engage in online community platform

Subscribe to customized job search emails

Prepare for board exams

Take continuing education courses

Volunteer at events and serve on committees

Make donations to association foundations or other causes

Continue along certification path, completing additional training

Recruit and hire highly qualified staff

Speak at annual association meeting

Complete leadership courses

Post thought leadership content to online community platform

Become an admin or routine contributing member in online community platform

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

Contribute as SME to association publications or professional development courses

Volunteer on special committees

Donate to fundraising initiatives

Mentor members from all stages of the membership journey

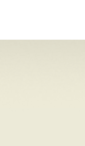
Speak at association annual conference

Choose NimbleAMS to enhance the entire membership journey

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

[Learn more](#)

NimbleAMS offers leverage-leading technology designed to empower staff and deliver a superior member experience. Built entirely on the Salesforce platform, NimbleAMS 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.

 **NimbleAMS**

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