

## RE:Member® for Membership Management

**RE:Member** offers advanced membership management tools that are easy to use.

**RE:Member** allows your organization to increase new memberships and protect your year-over-year retention rate. It gives you the ability to manage multiple memberships, produce reports to analyze member activity, print lists and directories of members, and automate specific mailing functions, such as preparing membership cards and renewal notices. In addition, you can renew memberships, locate lapsed members, and drop members who have not responded to renewal notices.

### SETTING UP YOUR MEMBERSHIP PROGRAM — YOU MAKE THE RULES

**RE:Member** allows you to easily organize your memberships beginning with “membership programs” — high-level groups to which membership “categories” and “subcategories” belong. For example, a zoo might have membership programs called “individual,” “corporate,” and “educational.”

Within each membership program, you can assign membership categories — different levels of membership at which your constituents may participate. Using the zoo example above, the “individual” program might have categories called “contributor,” “patron,” “benefactor,” etc. Then, for each category, you can set the rules — minimum and maximum dues, the maximum number of members per membership, category benefits, expiration dates, renewal information, and the time frame for dropping a membership.

For organizations with more intricate programs, subcategories allow you to take the organization of your membership one step further by providing a secondary list of categories to choose from, such as “adopter” or “sponsor.”

### ADDING, RENEWING, OR UPGRADING MEMBERSHIPS — MAINTAINING YOUR RELATIONSHIPS

Once membership categories are established, entering and maintaining the information is a breeze. You can easily view and access membership data from the constituent, membership, or gift record. In addition to individual memberships, you can maintain joint memberships, memberships with multiple card holders, and memberships with multiple children. You can also keep detailed membership information such as associated solicitors, and if the membership was given as a gift, you can track specific information, such as the name of the giver and related notes.

**RE:Member** also makes entering and tracking renewals simple. With the click of your mouse, you can renew members at the same level, upgrade them to a higher membership level, or downgrade them to a lower level.

If members do not respond to renewal notices, you can drop their memberships and still keep important data. Dropping a membership allows you to keep a record of the



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“Memberships are an important aspect of our growth, so we chose RE:Member to help manage our program. It gives us the ability to manage groups of members at different levels on a national scale, eliminating the need for a larger staff to handle membership servicing.”

— Marilyn McGunigal,  
Sierra Club of Canada

constituent's past membership activity but no longer consider them an active member. In addition, the "drop lapsed members" function allows you to drop groups of members from your active membership list by expiration date or other criteria, saving you the hassle of searching through records and dropping members individually. Plus, if dropped members wish to become active members again, you can easily rejoin them at any time.

If necessary, you can delete a constituent's membership, which permanently removes all membership information from that particular record and leaves no indication that he or she was ever a member.

## MEMBERSHIP CARDS AND RENEWAL NOTICES — VALIDATING AND RENEWING COMMITMENT

Membership cards give your members a tangible symbol of their commitment to your organization. Using **RE:Member**®, you can specify membership card information, such as the name to appear on the card, the type of membership, card validity dates, and whether or not to print the address on the card. For joint memberships, you define who receives membership cards in addition to the primary member. You can also choose the number of cards to print for each membership. Blank membership card stock is available from **Blackbaud Forms**™.

**RE:Member** also supports barcode scanning. Print bar codes on membership cards and then scan members' cards at exhibits, events, and even at the gift shop. With each scan, membership information — including status and benefits — is displayed along with a picture, if desired.

And when the time comes, you can prepare renewal notices to provide your constituents with a timely reminder to renew their memberships!

## YOUR MEMBERSHIP PROGRAM ONLINE — BUILDING A LOYAL NETWORK OF MEMBERS

Working hand-in-hand with **RE:Member** and your Raiser's Edge database, **Blackbaud**® **NetCommunity**™ enables you to engage your members and build stronger relationships by creating a personalized online experience. Use **Blackbaud NetCommunity** to create an online community that allows members to join and renew, view their benefits, change their profiles, register for events, activate member resources, support your mission through integrated advocacy, recruit their friends with **TeamFundraising**™, and make convenient donations to your organization.

**Blackbaud NetCommunity** also allows you to improve communication with your members by giving you the ability to send electronic reminders, renewals, acknowledgements, receipts, newsletters, and targeted emails. You can also offer exclusive content, web pages, and features for each secure login membership level.

To learn more about Blackbaud's RE:Member module, visit [www.blackbaud.com](http://www.blackbaud.com), or contact your Blackbaud account representative.

**RE:Member** includes summary and detailed reports to help you analyze membership trends, produce lists and directories, identify lapsed or first-time members, report income generated by memberships, and much more. This information is useful in determining strategies for attracting and maintaining current members.

**Membership Summary** — Access a complete membership history of a member.

**Comparative Membership Statistics** — Compare membership categories.

**Dropped Member Report** — See all memberships dropped.

**Expired Membership Report** — View memberships that have expired.

**Joint Member / Card List Report** — View joint members and card recipients.

**Membership Dues Report** — Access all membership dues that have and haven't been paid.

**Membership Given By Report** — See memberships that have been given as a gift.

**Membership List/Directory Report** — Access a list of members by category and type.

**Membership Statistics by Category** — See a snapshot of activity within a membership level.

**Month/Year Statistical Analysis** — Compare membership levels and activity by month or year.

**New Member Report** — Produce a list of all new members, join dates, expiration dates, and more.

**Rejoin Report** — Produce a list of memberships that have rejoined.

**Renewal Projection Report** — See a general projection of income for a specified date range.

**Renewal Report** — Produce a list of all memberships that have been renewed during a certain time period.