

# e-ssociation working together effectively



**If you run an association, you need to stay close to your members to ensure that they can extract the maximum value out of their membership.**

**You also know how time consuming administration of day to day operations can be. e-ssociation™ streamlines tasks, freeing time and energy so that you can concentrate on members, service and growth.**

**e-ssociation™ is a comprehensive information and management solution created from years of experience in leading and managing membership organisations. e-ssociation™ is flexible, quick to implement and delivered with dedication and a passion for quality service.**

## Modular and Configurable

e-ssociation™ is delivered as a family of modular services so that you can pick and choose the functionality you need. Whether your organisation is large or small, e-ssociation™ offers flexible solutions to facilitate member interaction and improve efficiency. There is no hardware or software to buy or install. All you and your team need is web access, allowing secure connection from anywhere – office, home, on-site etc..

## Core systems and data

The importance of having data centralised, yet accessible from anywhere is well understood. We can provide a fully-integrated member database or interface with an existing system. e-ssociation will also link to your accounts and payment systems.

## Communications and Publications

Web content management allows authorised staff to change your web content quickly, easily and continuously without needing IT or web skills. Even if your current site is satisfactory we can project additional content into it.

Mailing members, groups of members or prospective members is best done by a system that works directly with the central database, can send mails in various formats and follows best practice so as to avoid being stopped by anti-spam filters. We provide powerful tools to do this.

Newsletters can be produced to a professional standard for reading online, emailing or printing and posting. e-ssociation templates enable you to produce and pub-



lish customised, branded newsletters.

## Membership and Sponsorship

Membership and sponsorship applications are processed online so that accurate data is easily captured. Workflows can be added to assist a multi-stage acceptance process.

The same is true for member renewals and reminders. Payments can be facilitated and tracked. A red-flag list helps staff chase up late payers or members who forget to renew.

The same membership and sponsorship data can be linked to online directories and on-site advertising.

## Organisation Groups

Member groupings are used to help organise committees, working groups, task groups and focus groups. The facility to mail a group rather than the individuals in it ensures that messages reach the correct recipients. An archive of these mails to groups helps members find what they need and is very useful for new joiners.

The same group structure is used to organise working documents of any type that are held centrally. Sub-folders organise significant numbers of documents. A hierarchical access system ensures confidentiality and security.

Other entitlements such as member event and conference fees can also be linked to different categories and groups of members and guests.

## Member Directory

An external member directory is easy to maintain when directly linked to the membership database. Professional presentation is achieved through templates.

An internal directory - a superset of the same data - can be used to assist networking by allowing members to publish information such as professional skills, personal interests or even golf handicaps.

## Knowledge Management

External knowledge can form an important part of building an association's public service image. Being able to engage members' contributions can make this much more valuable.

Similarly, internal knowledge needs to be contributed and organised. This can be a powerful factor in sustaining membership.

Any type of document can be stored online and retrieved on request. Access can be managed through groups. Print-ready documents can be stored and in some cases automatically generated from native web content.

## Event Planning and Management

An event master file maintains key details of all events past, upcoming and in the

Example of templated events page

planning stage. This valuable resource can source information for the public website and as well as for internal needs.

Event "micro-sites" are often required with separate sections for Programme, Speakers, Venue etc. These can be templated to provide a consistent presentation and make the setup process quick and easy.

Online registration is convenient for members and delegates and enables significant savings in administrative time. Tracking tools provide real-time information on registrations, speakers and payments to keep the event team informed in real time.

Further savings from automated receipts, online payment and banking free up staff time to focus on event planning, preparation and delivery.

## Advanced Features

e-association's additional options include:

- » Syndication of news feeds;
- » Member "blogs" for sharing information;
- » Discussion boards;
- » Surveys for influence and/ or feedback;
- » Secure mobile access including WAP;
- » Text message, Instant Message and Voice-over-IP integration;
- » Integration with other key systems;
- » Custom functions if required.

To contact e-association:

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