New Chapter Email System   - Funding Request.

- Chapters have been asking for a more robust/secure email system since the transfer to the new system,

- Improved GDPR Compliance
  - * Prevents downloading of personal data, aligning with strict GDPR standards
  - * Reduces the risk of data breaches and unauthorized sharing

- Enhanced Data Security
  - * Keeps member information secure within the app
  - * No direct access to email addresses or personal data by chapter leaders
  - * Opt -out capabilities

- Streamlined Communications
  - * Facilitates easy, centralized communication with members
  - * AOC can create email templates for the chapters for recruiting, expired members, and Nonmember attendees
  - * Eliminates the need for downloading and managing external lists

- Demonstrates Organizational Commitment
  - * Shows proactive approach to member privacy
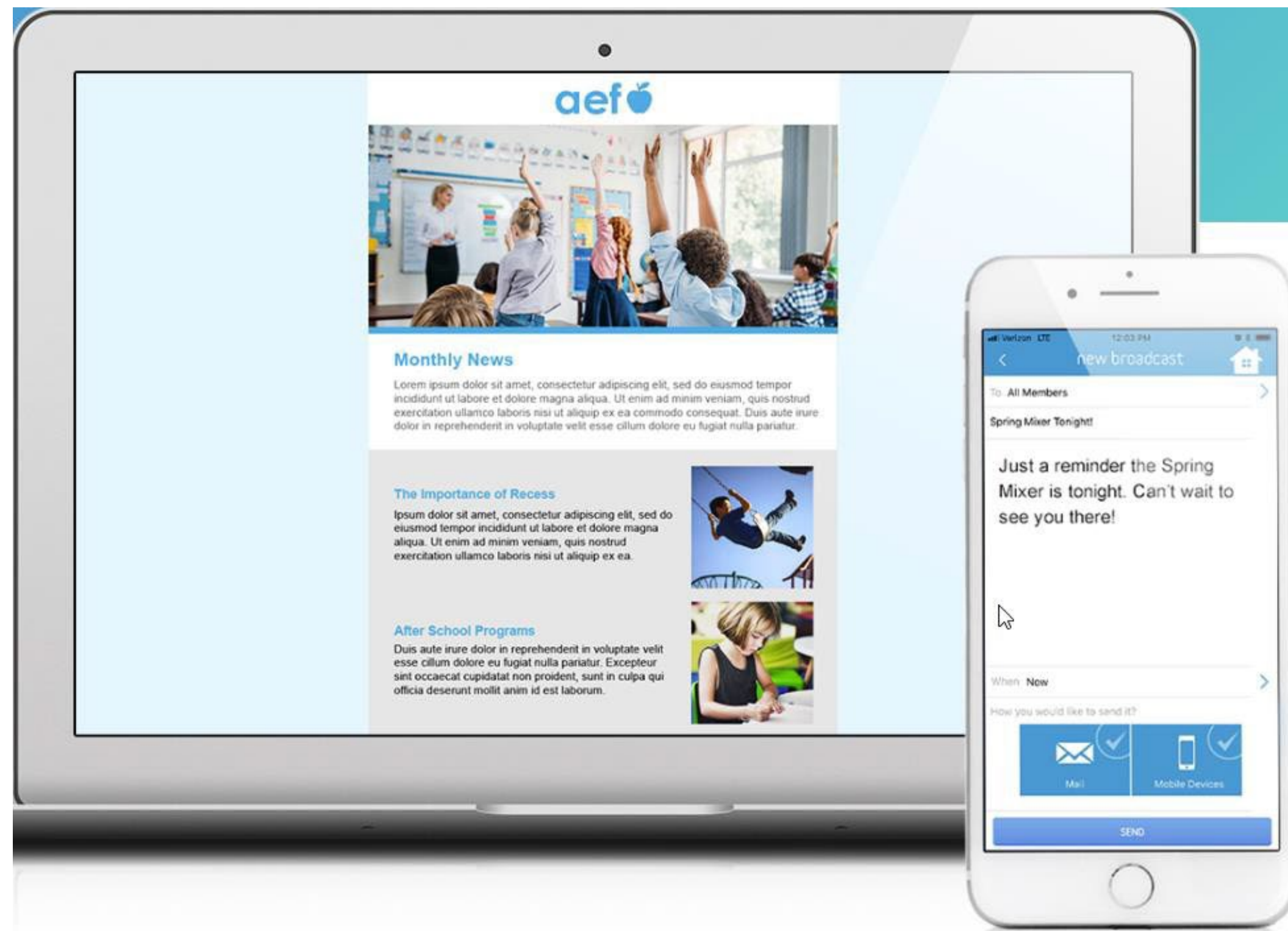 - * Strengthens trust and confidence in our association

Give Your Components the Tools They Need with a Fully Integrated Communications Module

Promote your group, your message, and your mission.

Communicate with your supporters how they want, when they want, and where they want.

Modern & Effective Chapter Communications Made Easy

Use templates to send professional, branded email newsletters and campaigns

Draft a message once and send via email

Dynamic distribution lists let you segment, and target contacts based on platform data

Let them know your message is from you - keep your branding front and center on forms, emails, and all other communications

Cut Chapter Leader Task Time

Set up auto-populating distribution lists once and reuse ever after – it updates itself

Customize and brand all automated reminders

Schedule emails to send at optimal times

Create and reuse email templates

Track Chapter Messaging Success in Real Time

Email Activity

66% Average opens

68 Sent
68 Delivered
0 Bounced

45 Opened
2 Clicked
0 Unsubscribed

View tracking data

First Name	Last Name	Email Address	Delivery Status	Opened	Clicked	Unsubscribed	Spam
Nina	McDonnell	nmcdonnell@memberplanet.com	Delivered	Yes	Yes	No	No
Patrick	Terrian	pterrian@memberplanet.com	Delivered	Yes	Yes	No	No
Alyssa	Clark	aclark@memberplanet.com	Delivered	Yes	No	No	No
Cassie	Braun	cbraun@memberplanet.com	Delivered	Yes	Yes	No	No

View Robust reporting the minute you hit "send" without being an analytics whiz

Track opens, clicks, bounces, and more

New Chapter Funding Request   - Cost

- $5000 implementation fee
- $21,000 per year

- Between spending $ 40,000 a year on Re   -Member (formerly   Billhighway   ) and adding $ 21,000 per year for the email System, we are spending less than $ 1,000 per chapter on the tools. If you add the Chapter rebates/Chapter Sustainment cost, then we are budgeting to spend about 2K