

## Membership Management Solutions

Doubleknot's integrated membership management solutions are designed to help admission-based nonprofits and member-based organizations recruit and retain members. We support your unique membership structure and make it easy for visitors to purchase, renew or upgrade their memberships while enjoying their benefits immediately. With Doubleknot, you can:

- **Increase memberships:** When a visitor buys a membership online, member benefits are automatically applied to everything else in the purchase including registration for camps, programs and special events. Our clients report major spikes in new and renewed memberships during summer registration!
- **Create meaningful incentives:** Discounts aren't the only kind of perk that drives membership and delights your members. In addition to our discount and promotion features, Doubleknot supports a range of other member incentives like priority registration members-only events, early admissions and more.
- **Sell memberships anywhere:** In addition to online sales, Doubleknot supports on-site membership sales at the register with the Sales Station POS. And, with the Sales Station Mobile app for iPads (included at no extra cost with your membership management subscription) and our secure credit card reader, you can sell memberships inside your site and even apply the visitor's admission cost to their membership purchase.
- **Deliver benefits everywhere:** When a member logs on to your web site, the entitlements for their membership level are automatically applied to their purchase. And, with Doubleknot's Sales Station POS and mobile POS, you can look up members and apply their benefits to all of their on-site purchases. If a visitor buys a membership in person, their benefits are immediately applied to everything in the purchase.

Features of Doubleknot's membership management solution include:

- **Automatic onboarding messages and materials** to welcome new members.
- **Automatic renewal reminders on the schedule of your choice**, with **different custom messages** for upcoming renewals and recently expired memberships.
- **Gift memberships** with personal messages and option to choose delivery date.
- **Custom communications** to any group of current members, renewing members and/or lapsed members. In addition, you can query the database and send targeted messages to everyone who matches your criteria, like offering a discounted membership to visitors who attended an event, or promoting a new attraction to current members.
- Support for **print-at-home and mobile membership cards** (including support for Apple Wallet®).
- **Flexible discounts** on purchasing a membership including time-based discounts, discount codes or offers based on another purchase. You can also apply member discounts to any Doubleknot item—including registration, reservations, tickets and more—based on membership level.
- **Customized membership hierarchy** to consistently manage entitlements, upgrades and downgrades.
- **Every member purchase**—whether online or through Sales Station—is **automatically recorded in Doubleknot's integrated database**. With built-in reports and a custom report writer, you'll have a **360-degree view of your members and operations**.

*Print-at-home and mobile membership cards*



**To learn more about our solutions, call us at (408) 971-9120.**

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