

What to Expect Next from Your Non-Profits Software

You've done the research and, by now, you're familiar with the various software for non-profits on the market today. All solutions for YMCA, YWCA and JCC organizations can manage members, support fundraising efforts, and help you drive program registrations, but shouldn't your software do more than the status quo? Shouldn't it help you not only improve efficiencies, but also grow your brand, expand your reach, and improve your ability to effect positive change in your community?

Let's take a look at five features that you should expect from next generation non-profits software solutions.

- 1. Integration with social media channels.** Social media tools like Facebook, Twitter and Digg can increase visibility online, improve awareness through viral postings, and garner free marketing. In just one click, from your software, your organization's program information should post to relevant social networks, along with a link to their respective registration pages. Similarly, when a customer registers for one of your programs, his or her social networks should update as well to show friends and followers what programs he or she is participating in. How's that for a word-of-mouth referral?
- 2. Automated retention management tools.** These tools recognize changes in members' participation behaviours and alert you to 'at-risk' members, thereby helping to increase member retention. Save time on tracking membership statuses, and automatically communicate incentives to at-risk members via email. And imagine a system that does all of this for you, automatically; that's the next generation of non-profits software.
- 3. Increased access to services online for the Web-centric generation.** In addition to online registration, offer members access to online facility bookings, membership accounts, and dynamic event calendars. Reduce staff time spent on walk-in questions and registrations and, instead, give your customers information on-demand from anywhere with an Internet connection.
- 4. Automated program advertising of upcoming programs to target markets within your database.** Increase participation, send targeted communication, and save staff resources with dynamic content setup that groups participants based on previous activity behaviours. With dynamic content, your organization should automatically email program information, complete with an online registration link, to specific interest lists on a regular basis.
- 5. Integrated volunteer management.** This saves you time by centralizing data and cross-marketing memberships and programs to volunteers, as their information should all be in the same database. Easily maintain and access all of your contacts with a system that includes marketing tools, such as population segmentation and mass email capabilities.

If you're ready for the next level of features and functionality, start exploring what else your software can do for you. In addition to managing memberships, registrations and fundraising efforts, your software should automatically improve your marketing, member retention, customer service delivery, and volunteer coordination efforts. Your software, just like your staff, should exceed expectations, keep customers satisfied, and drive revenues, in order to remain employed at your organization.