



# Personify

WILD APRICOT

All-in-one membership  
management made  
easy



# What is Wild Apricot?

Wild Apricot is an all-in-one membership management software for small associations, clubs and non-profits.

## A bit about us:



Ranked the #1  
Membership  
Management Software  
by Capterra, an  
independent review site.



Trusted by  
over 25,000  
organizations



Our software is cloud-  
based, so it's accessible  
by board, staff, and  
volunteers anywhere with  
an internet connection



We support you  
with comprehensive  
online training and free  
technical support via email,  
telephone or online chat

# In this presentation, we'll cover:

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- 01 What is MMS?
- 02 Why switch?
- 03 How Wild Apricot can help you
- 04 Support and education
- 05 How much does it cost?
- 06 What customers think about Wild Apricot

# What is Membership Management Software (MMS)?

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MMS is a cloud-based tool designed to automate 90% of the administrative tasks of membership organizations.



# Why use MMS?

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The right MMS can save your staff and board members 20+ hours of admin work every week, so you have more time to focus on providing value for your members and growing your organization.

Many organizations see these improvements (and more) when they start using MMS to simplify their processes:



Events sell out in record time



Membership renewals increase



30% more members in the first year

# Why switch to Wild Apricot?

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1

You'll get more features

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Unlike many other MMS providers, with Wild Apricot you get:

- All features included as standard with every plan
- Regular improvements and upgrades to the software
- Unlimited technical support for free

2

You'll save money

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Save up to 75% each year with our simple pricing structure.

3

Switching is hassle-free

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You can open your Wild Apricot account right away and upload your contacts in the same afternoon.

# How Wild Apricot can help you

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With Wild Apricot, you can:



Manage your organization with a single, reliable source



Keep important data secure, accessible and backed up



Build and update your own website with no coding needed

# How Wild Apricot can help you

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Automate time-consuming tasks like confirmation emails and data updates



Integrate with WordPress, QuickBooks, and more – contact us to ask about a specific software



Fulfill all your key admin duties with these comprehensive modules:

- Members
- Website
- Finances
- Contacts
- Store
- Email
- Events
- Donations



# Manage members

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Ditch the spreadsheets and attract, renew and organize members with powerful membership management tools.



View and update your membership database securely online



Search records and view full member history



Automate membership applications, renewals and payments



Create unlimited membership levels and groups

[Click here to learn more](#)

# Create a website

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No need to outsource your website work – you can build and manage your own mobile-friendly website without being a techie.



Build a professional-looking website using predesigned templates



Create and update web pages without needing to know coding



Or get technical and fully customize your site with CSS



Alternatively, embed interactive Wild Apricot widgets into your existing website

[Click here to learn more](#)

# Run events

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Take the hassle out of organizing and promoting events, with online registration and automated messaging.



Share an automatically updated events calendar on your website



Simplify signing up with online registration and payment



Customize your registration options, including early bird discounts and special member pricing



Automatically send out event announcements and reminders to your contacts



Manage registrations and check-in on the spot with the mobile app

[Click here to learn more](#)

# Send email campaigns

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Keep your network engaged with professional email campaigns.



Send unlimited emails and newsletters



Customize professionally-designed email templates – or create your own



Track metrics such as email opens and clicks to fine-tune your communications



Automate email receipts and confirmations for membership renewals, donations and more

[Click here to learn more](#)

# Sell products in an online store

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Generate extra revenue by selling products directly from your website, without the complexity of an ecommerce platform.



Add unlimited products to your online catalog



Set prices, including member-only discounts



Customize automated store email notifications and receipts



View, process, or cancel existing orders



Set up taxes and delivery options

[Click here to learn more](#)

# Accept online payments

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Securely collect and track all your payments and invoices in real-time.



Accept online payments for applications, registrations and donations



Receive payments securely and without waiting to cash checks



Automatically charge recurring membership renewal payments



Generate instant financial reports

We recommend using our built-in payment processor, Wild Apricot payments, but we also support integrations with several other popular third-party payment processors.

[Click here to learn more](#)

# Wild Apricot payments

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If your organization is **based in the USA or Canada**, you can use Wild Apricot Payments, our built-in payment processor, for added features and easy support.

With Wild Apricot Payments:



Our in-house Support team will handle your payment queries



You'll have access to exclusive features like one-click checkout and recurring donations



No setup fees



No payment system servicing fee\*

\* If you're based in the USA or Canada and choose to use a payment system other than Wild Apricot Payments, you may be subject to [an additional fee](#).

[Click here to learn more](#)

# Manage your membership on mobile

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Never miss an opportunity to engage your members by using the Wild Apricot mobile apps.



Make it easy for members to stay connected with the **App for Members**

- Search member directory and view profiles
- Browse and register for events
- View event tickets



Keep up with admin tasks when you're on the go with the **App for Admins**

- Check in event attendees and view registrations
- View invoices and take payments
- Search and update member details

Free to download on iOS and Android.

[Click here to learn more](#)



# Additional features

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Grow your organization using a wide range of features.



Engage your members with polls and surveys



View, download and print membership cards



Connect with over 370 other apps and services using Integromat



Export financial data to QuickBooks

And much more.

# Help and support

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With Wild Apricot you get access to unlimited free technical support.



During your free trial, our Expert Coaches are on hand to answer your questions



When you subscribe to Wild Apricot, you'll have access to our Support team



Whether you're in a trial or are a paying customer, you'll be able to chat with support in the way that suits you best:

- Send us an email ticket
- Live chat in the product



The Wild Apricot Partner Network is available for customization, migration and integration support.

# Free resources to help you learn and grow

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We provide more than just software to help you achieve your mission. You'll have access to essential resources to connect with your peers and grow your organization:

## Academy

Check out the Academy for Expert blog posts and articles on best practices

## Facebook group

Join the Facebook group to connect with your peers

## Live webinars

Follow detailed how-to guides for every feature on the Help Site

## Boot camp

Watch the Boot Camp video series to see how to complete common tasks

## Live webinars

Join our regular live webinars with industry leaders

## Email newsletter

Sign up for our email newsletter to learn what's new in Wild Apricot

# Security and reliability

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- Wild Apricot has been around since 2006
- 24/7 system monitoring
- Average uptime of over 99.9%
- Compliant with PCI DSS, and following industry best-practice security methodologies
- Committed to ongoing development
  - In 2019:
    - Released more than 20 new features and updates
    - Resolved over 280 votes on the Wishlist Forum
    - Fixed over 94 bugs
    - 80,000+ hours of development work

# How much does it cost?

Plan	Pricing	<u>Max. Contacts</u>
Personal	\$48/mo	100
Group	\$60/mo	250
Community	\$110/mo	500
Professional	\$190/mo	2,000
Network	\$350/mo	5,000
Enterprise	\$420/mo	15,000
Global	\$720/mo	50,000
Free	Free	50

- Note: All prices in USD
- Other payment systems are available [for a fee](#)
- Some exclusions apply. Learn more [here](#)

# How much does it cost?

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- Every subscription plan includes full functionality:
  - Unlimited administrators
  - Free support
  - Unlimited emails
  - Education resources
- Save 10% if you pre-pay 1 year, or 15% if you pre-pay 2 years
- Multi-chapter discounts are available – [contact us](#) to learn more
- If you're based in the USA or Canada and choose to use a payment system other than Wild Apricot Payments, you may be subject to an additional servicing fee. [Click here to find out more.](#)

# What customers think about Wild Apricot

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- Over 25,000 nonprofits, clubs and associations use Wild Apricot
- More than 6,000 of our customers have been with us for over 5 years



Average Ratings (492 Reviews)

★★★★☆ 4.5/5

Overall ★★★★★ 4.5

Ease of Use ★★★★★ 4.3

Customer Support ★★★★★ 4.5

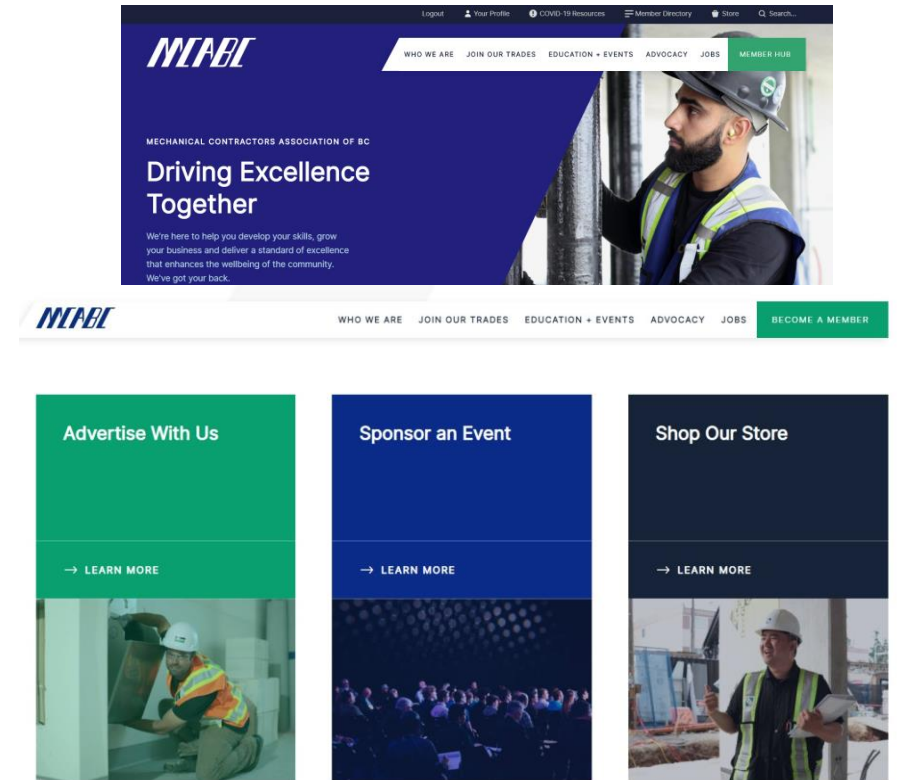
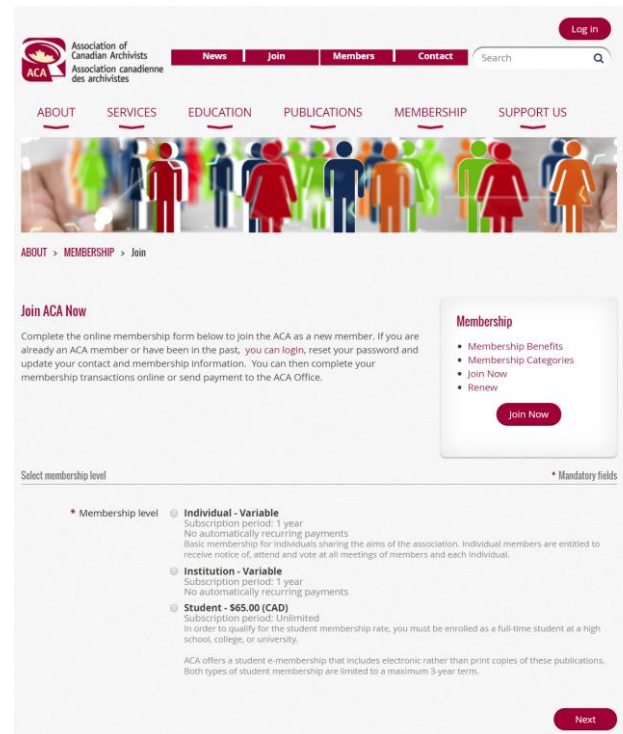
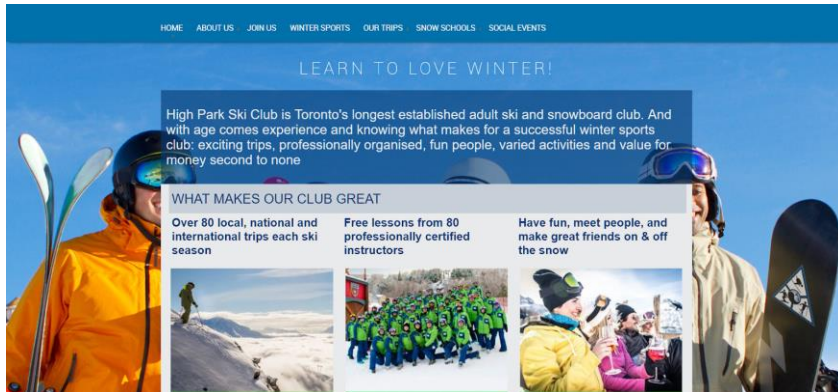


Excellent (133 Reviews)

★★★★☆ 4.5/5

# Here's what you can create with Wild Apricot

Ready for some real-life examples? These websites were all created by organizations using Wild Apricot:





# NewPath Consulting is a Wild Apricot Partner

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If you have any questions or would like more information, please get in touch with our expert Consultants at NewPath.

[Newpathconsulting.com/contact](https://newpathconsulting.com/contact)

The logo for NewPath Consulting features the word "NEWPATH" in a bold, grey, sans-serif font. The letter "T" is replaced by a green arrow pointing upwards and to the right. Below "NEWPATH" is the word "CONSULTING" in a lighter, grey, sans-serif font.

NEWPATH  
CONSULTING