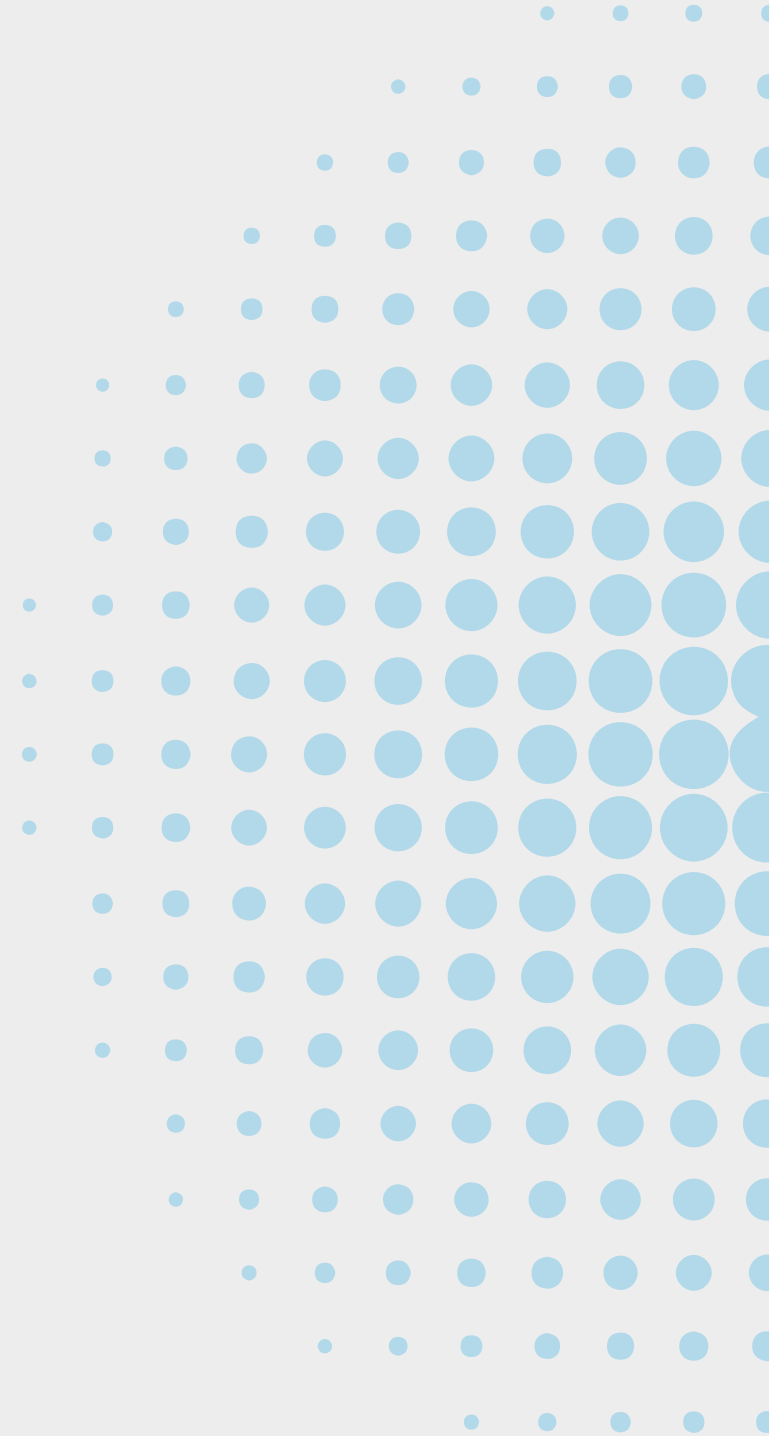


Member 

Case Study

**Membership
Software That
Makes Things
Better & Easier:
Association Of
Fire Ecology**



Membership Software That Makes Things Better & Easier

The Association for Fire Ecology (AFE) is a **US-based non-profit organization** with an international following, dedicated to **improving the knowledge and use of fire in land management**. They have a **core membership of about 500**—mostly **scientists, educators, policymakers** and others with a stake in fire ecology. But they also have an **extended audience of over 10,000 contacts**—all of whom require **engagement**, but in **different ways and at different intervals**.

That was the initial challenge AFE had to solve, says Annie Oxarart, the group's Administrative Director. ***“We needed software that could organize all these contacts, segment them into various groups for emailing, track their activities and manage membership payments, as well as event registration for some.”***

Ten years ago, they chose **WildApricot** as their **software solution**. ***“But as our organization grew, it just wasn't working for us anymore,”*** Oxarart explains. ***“It became too expensive and was creating more work for us to manage our data—inefficiently at that—rather than it solving our underlying problem.”***



More tasks...and where's the solution?

AFE is a **small-sized non-profit: time and money are precious**. They needed software that could **simplify their workflow: not create more of it**. Despite this, Oxarart describes the **frustrating task burden** they dealt with for years in **managing their membership and contact lists via WildApricot**.

Download a spreadsheet. Then download all the contacts. Then delete some contacts from the solution provider's database to keep costs down. Then store the segmented lists in other ways. **And then rely on entirely separate software—Constant Contact—for that purpose.**



“In the end, Constant Contact became our only source for contact management! When we needed a report, we couldn't pull it from one place...instead, we had to chase after it from various sources. None of that was okay...or sustainable.”



Enter Member365: A Better Solution That's Easier To Use

AFE switched to Member365 because it was a better solution at a reasonable cost with **much more capable member pinpointing abilities and contact segmentation**. Plus it has a **powerful, easy-to-use payment gateway**. An **all-in-one solution** that **solves problems rather than creating new ones**.

But switching anything in a business is risky, as Oxarart explains. *“I was hesitant at first because we needed something better than what we had. It was a big deal for us. Once we made the decision and did the prep work, it went well and was really worthwhile.”*

Their next challenge was to undo the consequences of all that legacy, inefficient workflow. *“Because we had all that data spread all over the place, it took us a while to clean up everything to make it uniform so we could upload everything and finally have a membership and contact-management solution do what we needed it to do all along.”*



Member365's Onboarding Process To The Rescue!

Oxarart credits Member365's onboarding coach—***"a real person on the phone,"*** not an **AI chatbot or a how-to manual**—for making the **onboarding process smooth and successful.**

She explains that the live **onboarding coach correctly understood the exact nature of the challenge at-hand and developed a simple-to-follow template** so all the data could be made consistent for uploading... once and for all.



“Once we got everything ready to go, it took us just a couple of days to make the switch to Member365.”

Annie Oxarart
Administrative Director

Measurable Results Matter

Next, AFE put **Member365** to the test: **segment the contacts, boost readership, manage membership renewals and dues...and keep costs down.** Two years later: **success** on all counts.

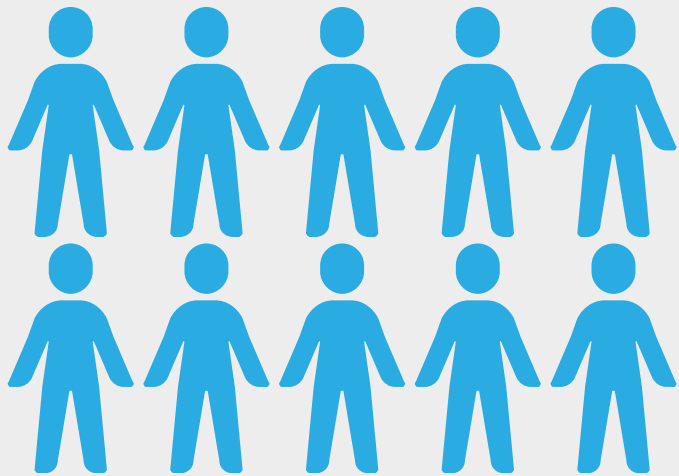
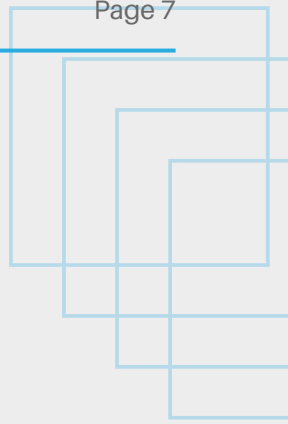
As Oxarart reports: ***“Our old email open rate was 35%. Now it’s 40%. The segmentation we struggled with before now performs for us and it generates an average 65% email open rate, because now all the messages are tailored, targeted and are done in a more efficient way while reaching specific lists.”***

On top of that, she credits **Member365’s** powerful tool for weeding out duplicate contacts to help keep costs down and ensure tidy list management.

A better workflow, fewer tasks, better engagement, efficient, easy segmentation, a powerful payment gateway, live coaching and support and better results.

That’s Member365’s promise...delivered every day to AFE.





Learn More About Member365

[Find out today](#) how Member365 can help your membership-based organization grow faster, connect better and serve more.

member365.com

