



Personify
COMMUNITY

Top Reasons to Use Community

Join. Engage. Unite.



Personify Community has proven to increase member retention, member acquisition & attendance at revenue generating events

Okay, so these are actually three solid reasons to use Community rolled into one. Community can transform offline events into online and offline experiences, which means more opportunities to engage your members and event attendees.

Online communities allow for unlimited opportunities for peer-to-peer interaction in the form of likes, comments, shares, discussion group posts, and more. Allowing this level of peer-to-peer interaction enables your organization to create "champions" of your cause, who then encourage others to become champions as well.

Here are some numbers that prove the true power of an online community: After the American Heart Association fired up their Professional Online Network, they saw a **78% increase in referrals** of new supporters, a **74% increase in membership** level upgrades and a **50% increase in attendance** at revenue generating events. That's huge!



Personify Community improves performance of individual fundraisers

Who wouldn't want to empower their top-tier fundraisers to raise more money? Gathering fundraisers and potential donors into an online community allows you to build a relationship beyond just an email appeal or an event postcard in the mail. Welcoming members into an "inner circle" of fellow fundraisers not only encourages them to become more aggressive fundraisers, but also increases the chance that they'll share your cause or appeal beyond the walls of your online community.



10x more
fundraising emails sent out



352% increase
in fundraising per person



Personify Community accelerates social sharing, encourages collaboration and appeals to various member personas

Community allows you to customize your community for different groups of people. Your community members come in a variety of personas – some are volunteers, some are staff members, and some are potential fundraisers just getting their feet wet with your organization. If we use the example of a disease-specific support community, you may have several different audiences interacting in one community – patients, family members and caregivers, and medical professionals. One piece of content is not likely to work for all of those different audiences, so personalizing the experience – from the content you provide to the look and feel of certain pages – will customize the experience and make each member feel like you built your online community just for them. Which you did!



115%

increase in new discussion topics

227%

increase in discussion replies

10x

increase in new members per month

Personify Community integration capabilities improve staff efficiency and free up staff time for other mission-critical activities

Community provides its clients with an online collaboration solution that can integrate seamlessly with common CRMs at multiple levels, to provide an online environment that:

- Boosts online engagement
- Promotes continued learning and training
- Automates onboarding and qualification
- Directs community members to appropriate collaboration groups
- Provides an enriched, personalized and relevant experience
- Increases new member referrals
- Captures additional constituent information

Clients also have access to the [Client Community](#) to share tips, trick, and recommendations with other Community client users. This level of integration, automation and unparalleled support means your time can spend less time managing your community and more time on other mission-critical activities.



Ready to learn more?

Request a Demo

or Call (877) 891-7681



© 2018 Personify, Inc. All Rights Reserved.

(877) 891-7681 | personifycorp.com