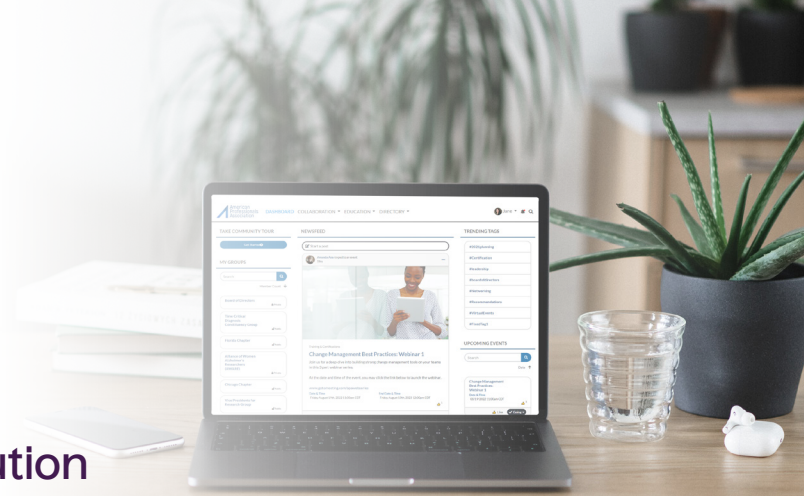# Personify® MC Trade
+
Personify® CommUnity

Robust member management & engagement in one integrated solution

Create relationships and loyalty through meaningful conversations, forums and connections in a dedicated space tailored for your members, volunteers and donors.

Benefits of CommUnity

BOOST CONNECTIONS

Inspire conversations that foster engagement among like-minded members, building meaningful experiences and collaboration in an environment designed specifically to create valuable member outcomes.

REACH YOUR MEMBERS ANYTIME, ANYWHERE

Whether you are emailing, posting in forums, creating small group discussions, embedding a video or hosting an event, CommUnity offers multimedia tools to reach your audience in a variety of ways.
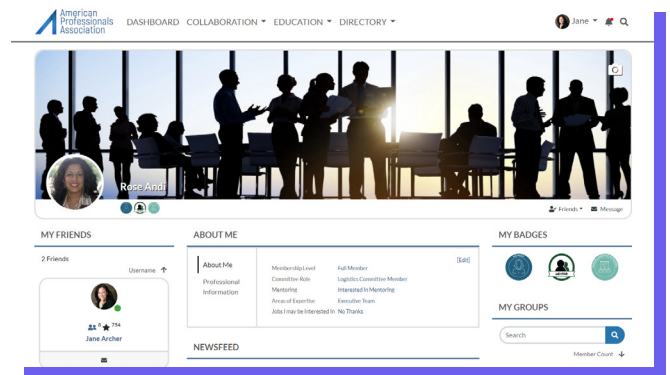
GAIN ACTIONABLE MEMBER INSIGHTS

Reporting and analytics allow you to track trending content and engaged member activity that empowers your team to deliver meaningful content and programs.

A Seamless User Experience

- Single sign-on provides a streamlined member login experience from your AMS
- Synchronized profile information ensures your member database is always up-to-date
- Provide a personalized community experience by mapping member roles and affiliations that unlock gated resources and apply member badges
- Automate member access to permission-based collaboration spaces that connect them with committees, chapters and special interest groups

personifycorp.com

Premium CommUnity Package

- ⊘ Member Profiles & Directories
- ⊘ Real-Time Newsfeed Posts
- ⊘ Groups With Newsfeed, Events, File Sharing
- ⊘ Activity Reporting & Community Health Check
- ⊘ Private Messaging
- ⊘ Customizable Tour Manager
- ⊘ Automated Email Digests
- ⊘ Customizable Logo & Colors
- ⊘ Single Sign-On With MC Trade

- ⊘ Profile & Collaboration Group Integration Between CommUnity & MC Trade
- ⊘ Gamification With Leaderboards & Badges
- ⊘ Sitewide File Gallery
- ⊘ Organization/Company Profiles
- ⊘ Video Gallery
- ⊘ Full Discussion Forums With Voting & Q&A
- ⊘ Events With Embedded Video, Q&A and Comments
- ⊘ Open API Access

Extend Your Functionality

Make MC Trade more powerful with API access and our family of integrated solutions

Classroom

Make member onboarding, professional certification and continuing education easier than ever.

DISCOVER CLASSROOM

Job Board

Help your members find the job of their dreams (and earn extra revenue for your organization).

DISCOVER JOB BOARD

Conference App

Take events to the next level with a mobile solution designed to save time and boost engagement.

DISCOVER CONFERENCE APP