

Purpose:

- membership management
- subscription and finance control
- membership analysis

caring for your members

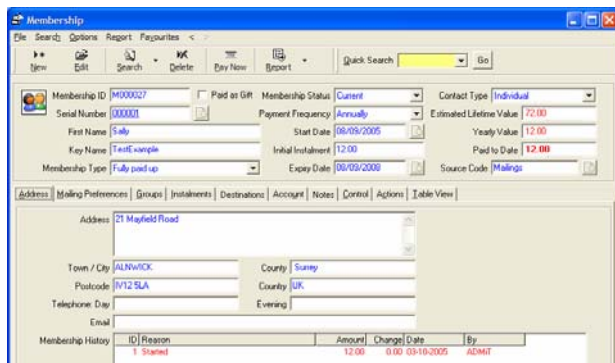
The **Membership** module builds on the strong relationship management functionality within thankQ, to manage and develop your member base.

thankQ's **Membership** module allows you to manage gift membership, or other forms of membership where an individual will pay for someone else's membership for a period of time (group membership, for example).

flexibility

The **Membership** module is fully integrated with the rest of the thankQ system, meaning that new members can be added in the same way as any other new contacts, providing consistency and ease of use.

In the competitive environment of attracting new members, thankQ also offers the functionality for managing any promotional discounts or offers that you may want to run periodically. This allows your membership operation to run alongside your marketing strategies now and in the future.



Membership form

renewals

thankQ handles membership renewals and payment frequencies in accordance with your own requirements. Tools for tracking subscription start and end dates within thankQ allows you to effectively manage your memberships. These tools are integrated with thankQ's **Action Manager** and **Mail Manager** modules to enable you to actively manage the renewal process.

mailing integration

The **Membership** module makes the most of thankQ's powerful mailing preferences functionality to enable you to manage your members' specific needs, from multiple address preferences to gift membership. thankQ uses specific rules that can be configured to your own unique needs to make your mailings and membership campaigns as rewarding as possible.

membership history and analysis

thankQ maintains a full membership history and coupled with thankQ's reporting ability allows you to gain a deeper understanding of your members, so that you can develop your services in line with their needs.

reporting

The **Membership** module comes with a range of standard membership reports, including a comprehensive membership statistics management report and a member demographics report, which help you to analyse important membership information for user selected date ranges.

types of membership

Your users can modify existing membership types and create new membership types, allowing you flexibility in the way that you run your membership operation.

thankQ – membership

For further information contact ESIT

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