

## Membership Management Solutions

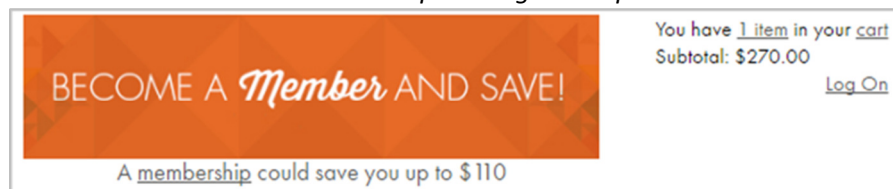
Doubleknot's integrated membership management solutions help recruit, reward and retain members. Doubleknot can support any membership structure and makes it easy for visitors to purchase, renew or upgrade their memberships while enjoying their benefits immediately. With Doubleknot, you can:

- **Increase memberships:** When a visitor buys a membership online, member benefits are automatically applied to everything else in the purchase including registration for camps, programs and special events. During registration, you can display the amount that the purchaser would save with a membership—our clients report spikes in new and renewed memberships during summer camp signups!
- **Create meaningful incentives:** Discounts aren't the only kind of perk that drives membership and rewards your members. In addition to discounts and promotions, Doubleknot supports a range of other member incentives like priority registration, members-only events, early admissions and more.
- **Sell memberships anywhere:** In addition to online sales, Doubleknot supports on-site membership sales at the Sales Station register. And, with the Sales Station app for iPhones & iPads, you can help eliminate ticket lines by selling memberships that are valid immediately. If a membership is ready for renewal, members can renew immediately and continue to enjoy their benefits.
- **Deliver benefits everywhere:** When a member visits your web site, their benefits are automatically applied. At your site, you can scan membership cards, look up memberships by name and apply their benefits to members' on-site purchases. If a visitor buys a membership in person, their benefits are immediately applied to everything in the purchase.

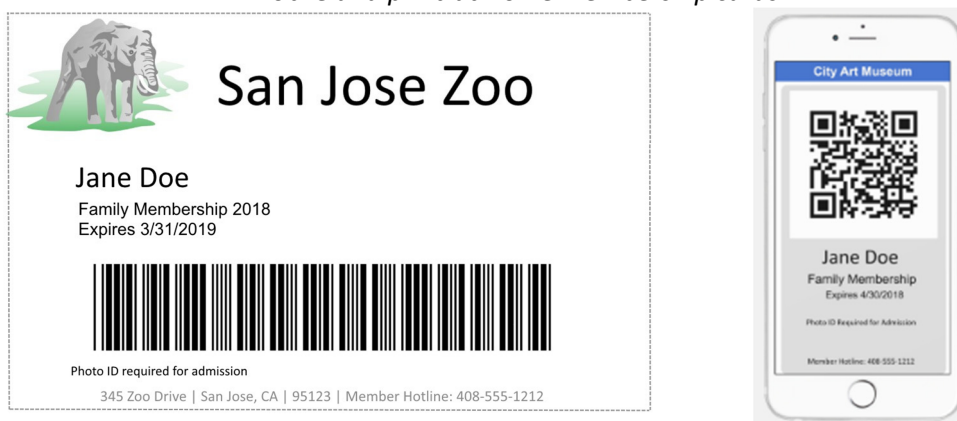
Features of Doubleknot's membership management solution include:

- **Automatic onboarding messages and materials** to welcome new members.
- **Automatic renewal reminders with different messages and timing** for renewals and expired memberships.
- **Gift memberships** with personal messages and options to choose the delivery date.
- **Custom communications** to any group of current members, renewing members, lapsed members or results of a saved query for any criteria.
- Support for **print-at-home and mobile membership cards**.
- **Flexible discounts** on purchasing a membership including time-based discounts, discount codes or offers based on another purchase. You can also apply member discounts to any Doubleknot item—including registration, reservations, tickets and more—based on membership level.

### *Promote memberships during online purchases*



### *Mobile and print-at-home membership cards*



**To learn more about our solutions, call us at (408) 971-9120.**