

Proposal for Michigan Radiological Society

April 14, 2021

Prepared for:

Shannon Sage
shannon@michigan-rad.org
Michigan Radiological Society-

Prepared by:

Kristen Dennis
kdennis@personifycorp.com
MemberClicks

Pricing and Included Discounts are valid through April 23, 2021.

Oasis Level 3 includes up to 2,500 member profiles and 7,500 prospect profiles. Job Board is a 70/30 revenue share.

Product	Type of Fee	Price
Oasis Setup	One-Time	\$3,000.00
Setup Discount	One-Time	(\$1,500.00)
Oasis AMS	Annual	\$7,452.00
Service Discount	Annual	(\$1,952.00)
Job Board	Annual	\$0.00

Recurring Fees: \$5,500.00

One-Time Fees: \$1,500.00

Total Initial Payment: \$7,000.00

The quoted pricing is based on the exclusive use of our preferred payment processor, Payroc. An annual integration fee of \$600 applies for use of [Authorize.net](#). **All fees are non-refundable.**

Payroc pricing *for MemberClicks clients*

About Payroc

We're an Atlanta-based company that offers low-cost, fully-integrated solutions that make it seamless and easy for you to process credit and debit card payments for dues, donations, events, resource sales and more. And unlike most payment processors — we're made specifically to meet the needs of non-profits.

The all-inclusive solution includes the following:

- Ability to accept all major credit and debit cards
- Personalized and stress-free setup
- Friendly, US-based customer service around the clock
- Easy-to-use Gateway and Virtual Terminal
- Robust online access to account statements and reports
- Quick deposits to your account

Fixed Fees

Set-Up Fee	FREE*
Monthly Fee	\$16.95

**This fee has been taken care of by MemberClicks!*

Variable Fees

VISA/MasterCard/Discover Merchant rates:

Qualified	2.29%
Mid-Qualified	2.29%
Non-Qualified	3.74%
Transaction Fee	\$0.30 per transaction
AMEX	3.14% + \$0.30 per transaction

Questions?



Email payroc@memberclicks.com



Oasis is our robust, all-in-one association management software, built for professional associations

Oasis

by MemberClicks

Read on for an in-depth overview of all features and capabilities Oasis has to offer.



Oasis

by MemberClicks

Oasis, a MemberClicks software solution for professional associations, is a membership management system designed to create a refreshing, streamlined experience for both your staff and your members.

MemberClicks is here to save you time, be an extension of your staff, and to help you elevate your organization to the next level. We want to be your trusted technology partner!

Table of Contents

Introduction	3
Oasis Product Features	4
Membership Database	4
Dues Renewals & Membership Applications	4
Individual & Organizational Memberships	5
Event Registration	5
Email Marketing	6
Accounting & Payment Processing	6
Member Website & CMS	7
Member Community	8
Additional Tools	9
Learning Management System	9
Job Board	10
Conference & Event App	11
Stand-Alone Event Registration & Website	12
ePly Virtual Venue	12
Bundle & Save with Combined Solutions	13
Success Stories	14
Next Steps	15

Are you:

Using a handful of software tools to manage your membership? Storing data in one database, sending emails through another platform, and processing paper dues renewals manually?

If so, you can eliminate the need for multiple systems with MemberClicks! MemberClicks is a software solution designed to make your organization run smoother and your job simpler.



“We switched three years ago from a number of different providers to only using MemberClicks and I honestly couldn’t be happier that we did. There’s less headache this way instead of trying to figure out where something is. I do it all from the website, events, registration, database, and everything in between. I don’t think I would want to go back to using multiple providers again. It’s a one-stop shop.”

Julia Beglane

Virginia Head Start Association

Our membership management software enables you to:

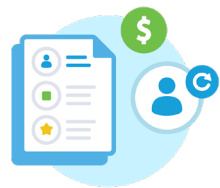
- Store and search through custom member profiles and prospects in a secure online database.
- Automate your membership applications and dues renewals.
- Support both individual and organizational memberships.
- Engage your members with an online social community.
- Promote, accept, and manage event registrations.
- Send personalized, targeted, and broadcast emails.
- Manage your website with a powerful, easy-to-use CMS with a responsive design.
- Generate comprehensive reports on membership, form submissions, and revenue.
- Securely accept payments and easily export financial data as needed.
- Manage and track CEU credits.
- And more!



Membership Database

The membership database conveniently stores all member and prospect data and puts it to work for you.

- View a breakdown of membership by member type and dues status for a snapshot of the health of your membership.
- Track member activity (email opens, form submissions, event registrations, etc.) and prospect activity (emails sent, meetings attended, etc.) in detail, over a given period of time.
- Quickly find profiles using multiple search criteria, and save that criteria for even quicker searches in the future.
- Merge duplicate records while keeping important transactional data.
- Track an unlimited number of completely custom fields in profiles (including images and attachments).
- Set access permissions based on user groups.
- Enable members to login and update their own profile information.
- Perform mass and partial updates as needed.
- Allow membership discount codes for particular memberships.
- Track continuing education on a profile level, empower individuals to self-report credits and house certificates, and allow learners to export transcripts.
- Examine member engagement based on login activity.



Dues Renewals & Member Applications

All submitted member applications automatically create a profile in the database, telling the system to enable automated dues renewal management features.

- Add custom member application forms to your website.
- Set deadlines for dues, and automatically update member status as deadlines pass.
- Allow members to enable automatic recurring renewals or make one-time dues payments through your website.
- Quickly configure grace periods with intuitive settings that automatically update member username and password privileges, or leave them pending until verification and approval.
- Increase retention by enabling reminders for lapsed members.
- Send out automated, personalized emails about deadlines and scheduled payments.
- Automatically generate invoices for dues payments.
- Enable quick renewals with “one-click” capabilities.
- Offer membership discounts to reward loyalty or promote deals during certain times of year.



Individual & Organizational Memberships

If your membership is comprised of both individuals and organizations, our system is powerful enough to handle both member types.

- Link individual member profiles to associated organization profiles.
- Allow key contacts to quickly register multiple member profiles for events.
- Assign key contacts the permission to add, remove, or update profiles linked to the organization.
- Offer flexible dues pricing that can be calculated from multiple selections.
- Use consolidated invoices for easy accounting.
- View all individual activity from within the organization profile and vice-versa. (Data cascades from organization profile to linked individuals.)



Event Registration

Collect event registration information and payment with our customizable, online forms. Once registrants enter the system, managing and gathering that data is a breeze.

- Allow website visitors to register, pay, and receive an automated, customized confirmation email to help ease the event registration process.
- Capture memberships on your event registration forms by giving registrants a join option.
- View how many form submissions are in progress and contact those users directly to encourage form completion.
- Enable registration for break-out sessions all in one form.
- Create discount codes that registrants can apply for special pricing.
- Build an unlimited number of event registration forms with as many fields as you need.
- Enable “early bird” and other date-based pricing tiers that automatically apply as dates pass.
- Email all (or specific groups of) registrants with just a few clicks.
- Allow one person to fill out multiple registrations at once.
- View event dashboards which provide quick insights into registrations, revenue, and form selection.
- View event registrations and attendance directly on member profiles.
- See new members acquired through any type of form submissions so you can track the recruiting effectiveness.
- Allow flexible guest registration with the ability to control whether guests get member or nonmember pricing.
- Enable an online review process, and allow designated reviewers to collaborate on submissions through comments and ratings.



Email Marketing

It's never been easier to communicate with your entire database – or send targeted, personalized emails to any of the specific groups within it.

- Allow administrators to send emails – including attachments.
- View results for all email marketing efforts, including open rates, bounces, clicks, and more.
- Automate your efforts by composing messages and scheduling them to automatically send on a specified date and time.
- Track message history, read rates, bounces, and other important stats.
- Design attractive emails, complete with images and formatted text – great for newsletters, event promotion, association content, and more!
- Give members the control to easily opt-out of emails, making your association compliant with email marketing regulations.



Accounting and Payment Processing

Whether it's setting up payment processing, processing invoices, or exporting financials for use in an accounting program, we've got the tools to meet your financial management needs.

- Compliant with the highest standard for security – rest easy knowing we're certified as PCI-DSS Level 1 compliant.
- Accept credit card and EFT / E-Check payments with integrated payment processing from Payscape Payments.
- Manage transactions quickly with a searchable list of invoices.
- View transaction information and invoices on member profiles.
- Track, manage, and export revenue account data for use in accounting systems. (Data can be exported as an IIF Quickbooks file or as a CSV for import into other accounting packages.)
- View reports on revenue, receipt, and member data over time with customizable start and end periods.
- Use separate revenue accounts for different types of payments using the same form. (For instance, one account for dues and another account for donations.)
- Automatically generate invoices for every transaction.
- See the total of all payments processed.



Member Website & CMS

Elevate your organization's brand and reinforce its credibility while effectively engaging your members and prospects with a modern and responsive website. Our easy-to-use content management system empowers your team to effortlessly maintain an industry-leading site that integrates with your database.

- Build pages from scratch, or transfer content to work off of with easy editing tools. (No coding experience required!)
- Store documents and images online for easy access for staff and members.
- Use integrated Google Analytics functionality to get comprehensive website statistics.
- Tag all of your images, documents, and other media to keep them organized in folders.
- Use the sponsor advertising component to display and track any type of sponsor ads.
- Customize content delivery by creating pages and sections that display based on permissions: public vs. private, member vs. non-member, board member only, etc.
- Create a dynamic, engaging home page with options to include only the most important and relevant information.
- Build forms of all kinds to collect information from website visitors.
- Offer surveys and perform certified elections directly on your website with real-time reporting.
- Add and manage relevant RSS feeds.
- Strengthen membership value with a password-protected portal that houses restricted content and information.
- Give committees their own private area where they can collaborate with messages and file sharing, complete with email notifications when new information is posted.
- Provide valuable referrals to members by allowing website visitors to search by address or zip code to find local providers.
- Display event information in a calendar on your website that links directly to registration forms.
- Enable on an online review process, and allow designated reviewers to collaborate on submissions through comments and ratings.



Happy with your current site?

Keep it! We can still give you the freedom to easily add and edit new pages by integrating it with your database and forms.



Member Community

Drive member engagement with our online community, but customized specifically for your organization!

- Offer members-only online networking, allowing members to make their own connections, share photos, and send member-to-member messages.
- Encourage networking with the searchable online directory.
- Allow members to interact in special interest groups via user-created circles.
- Display upcoming events to further drive registrations.
- Use discussion forums to post messages and share files.
- Moderate access and activity with permissions of your choice.
- Offer topic-specific email subscriptions that allow members to actively discuss their specific interests – members can access these messages and options directly in their user profiles.
- Notify members when their connections post, send e-list messages, and much more via the activity stream.



“The help desk is wonderful. The response time is quick and the MemberClicks staff is incredibly friendly. The whole process, from speaking to the sales team to the onboarding process has been a breeze. Everyone has been extremely helpful and a pleasure to work with.”

Amanda Lane, *former Executive Director*, Pennsylvania Society of Association Executives



“Over the last seven years almost all of our clients have moved to MemberClicks for more efficient, streamlined services. Working with MemberClicks has been a fabulous partnership because there has been a lot of reciprocal help. We recommend them to nearly all of our clients, and it’s easy to train our people on the software.”

Lindsay Jennings, *Director of Marketing and Events*, SBI Association Management



“The dashboard gives us an excellent snapshot of where our numbers are and makes it easy for us to navigate to all the different areas we need. I can’t say enough about how wonderful it is to work with MemberClicks. This is one of the best database management systems I’ve ever worked with and the staff is truly incredible.”

Robyn Silvey, *Chief Operating Officer*, Missouri Pharmacy Association

Looking for **more?**

Do more with connected software from MemberClicks! Discover how our integrated software solutions can streamline your work and elevate your mission.

Have a need for more than one product? Learn how you can bundle and save with **Combined Solutions!**

Visit memberclicks.com/combined-solutions to learn more.



MC | LMS

With our full-scale learning management software, manage certification programs, track continuing education credits, store documents, host on-demand webinars, and more.

- Seamless integration between MC | LMS and your MemberClicks association management software.
- Enhance user experience and save administrative time with a seamless integration between MC | LMS and your MemberClicks association management software.
- Manage, organize, and safely store your documents and videos.
- Admin dashboards provide high-level insights into course packages, users, and overall course completion.
- Provide aesthetic continuity from your website to your learning management system with a branded, user-friendly solution — whether accessed from a desktop, phone, or tablet.
- Customize payment on courses and packages, and create even more flexible pricing options for different members with the Oasis AMS integration.
- Robust reporting capabilities to pull reports at the user or course level to track completion and progress of everything from certificates, CEUs, and beyond.
- Have authored content? MC | LMS supports modern industry interoperability standards, such as SCORM and xAPI, to drop in your files and get learners started simply.



“[We’ve gotten] more paid listings in a matter of weeks than we see in a year!”

Kiri Stroh, *Operations Director*,
New Hampshire Providers Association



MC | Job Board

MC | Job Board gives associations the power to build membership value and generate revenue through an easy-to-use, branded job board that integrates with your Oasis AMS.

- With a friendly user experience for posting new jobs and managing existing ones, earn more revenue from posters who value getting in front of the high-quality candidates in your audience.
- Easily create a job board that will attract eager candidates with sought-after skills. Encourage repeat use through helpful tools such as alerts, keyword search, and resume bank exposure.
- Build a job board that showcases attractive opportunities in jobseekers’ specific fields that are more likely to align with their criteria and advance their careers.
- Highlight featured posts and enable them to automatically push to the Google Jobs Network.
- Personalize your job board for your organization and ensure responsiveness on all screen sizes for a seamless experience on any device.
- Allow candidates to post their resumes, while giving employers with job posting permission to view the collection of resumes.
- Enable automatic sharing of jobs on Facebook, Twitter, LinkedIn and email with the click of a button, easily expanding your job site’s reach and effectiveness with job seekers, as well as attractiveness to employers.



Conference & Event App

Take your event to the next level with a mobile solution designed to engage your attendees and vendor partners before, during, and after your event. Impress your attendees with an app customized with your organization's or event's branding!

- Allow attendees to access the schedule, venue map, a variety of directories, and more from their fingertips.
- Sync the app to your MemberClicks database so registrants are automatically added to the event roster.
- Send push notifications to update attendees in real time.
- Collect survey feedback during and/or after the event.
- Promote event sponsors throughout the app to increase their visibility.
- Display directories of attendees, sponsors, and speakers for easy searching.



“Giving attendees the ability to plan ahead was a tremendous benefit!... It's essential for our event moving forward.”

Tom Downard, *Executive Director*,
Greater Avon Chamber of Commerce



Stand-Alone Event Registration & Website

If your event or conference management process is more robust or has some complexity to it, and you're interested in a stand-alone event management solution, we've got you covered! Plus, consider a dedicated website to really make your event stand out!

- Promote your event with a mobile-friendly registration form and event website.
- Customize your site and registration form to your organization's or event's branding.
- Track payments and other financials in one system.
- Manage the status of attendees status and access real-time reporting.

“Unbelievable support. Beyond comparison. Now all my data is integrated through one input portal... saving me countless hours.”

Randy LaBonte, *Chief Executive Officer, Canadian eLearning Network*



ePly Virtual Venue

Create the ultimate online conference experience for your virtual guests and generate revenue while providing new opportunities for education and engagement. Extend the reach of your live multi-session events and conferences to more attendees, regardless of where they are.

- Transform an in-person event to virtual experience in days.
- Track and give access to registrants through ePly.
- Customize the look and feel of your Virtual Venue according to your organization's brand.
- Protect the value of your event with login credentials and permissioned access.
- Engage attendees with an ever-present lobby bar showcasing important details.
- Support single and multiple Zoom sessions in a day-of conference destination, avoiding the overhead of manual Zoom management.
- Host as many exhibitor spaces as you can sell with an ever-scrolling page design to give ample visibility to all exhibitors.
- Showcase exhibitors' company information, contacts and promotional videos with ease.
- Connect your exhibitors with attendees looking to purchase with the built-in lead retrieval tool.
- Promote sponsors with a dedicated space for sponsor recognition.
- Gain insight on event performance with reporting available through ePly.

Unlock more value with Combined Solutions from MemberClicks.

For you and your member-based organization, it's certainly common to have to do more *with* less. MemberClicks believes in designing better technology that is easy to use and has connected functionality so you can start doing more *for* less.



MemberClicks

Base



MemberClicks

Conference



MemberClicks

Virtual



MemberClicks

Learning



MemberClicks

Complete



Use one vendor; get one bill; and connect with one, friendly support team committed to your success.



Ditch all the disconnected systems in favor of one, connected platform of the solutions you need.



Get more for your money through bundling solutions critical to your mission-focused activities.

We offer integrated tools and solutions for associations to maximize efficiency and unlock value on a consistent basis — all within the harmonious MemberClicks ecosystem! The path to member growth starts with a Combined Solution by MemberClicks.

	MemberClicks Base	MemberClicks Conference	MemberClicks Virtual	MemberClicks Learning	MemberClicks Complete
Manage membership database	✓	✓	✓	✓	✓
Automate dues payments	✓	✓	✓	✓	✓
Target & track communications	✓	✓	✓	✓	✓
Administer event registration	✓	✓	✓	✓	✓
Collect onsite payments via app	✓	✓	✓	✓	✓
Optimize abstract management processes	✓	✓	✓	✓	✓
Maintain organization website & content	✓	✓	✓	✓	✓
Maintain continuing education transcripts	✓	✓	✓	✓	✓
Facilitate e-ticketing & badge scanning		✓	✓		✓
Check attendees into in-person sessions		✓	✓		✓
Monitor virtual event attendance		✓	✓		✓
Track session-level continuing ed credits		✓	✓		✓
Promote event with a branded website		✓	✓		✓
Engage attendees with branded app		✓			✓
Host virtual conferences & events			✓		✓
Integrate Zoom for single & concurrent session delivery			✓		✓
Offer virtual exhibit hall & sponsorships			✓		✓
Automate virtual session check-in/check-out			✓		✓
Organize and deliver content on demand				✓	✓
Manage online certification & CEUs				✓	✓
Administer online exams & assessments				✓	✓

We love a good success story.



“With MemberClicks, we’ve grown from a database of about 2,000 contacts to a database of more than 5,000 contacts. MemberClicks is easy on your checkbook, easy to start up, and easy to learn. The team is helpful, knowledgeable, and with you all the way!”

Susan Brinkhaus, CAE, *Executive Director*
Salon & Spa Professional Association

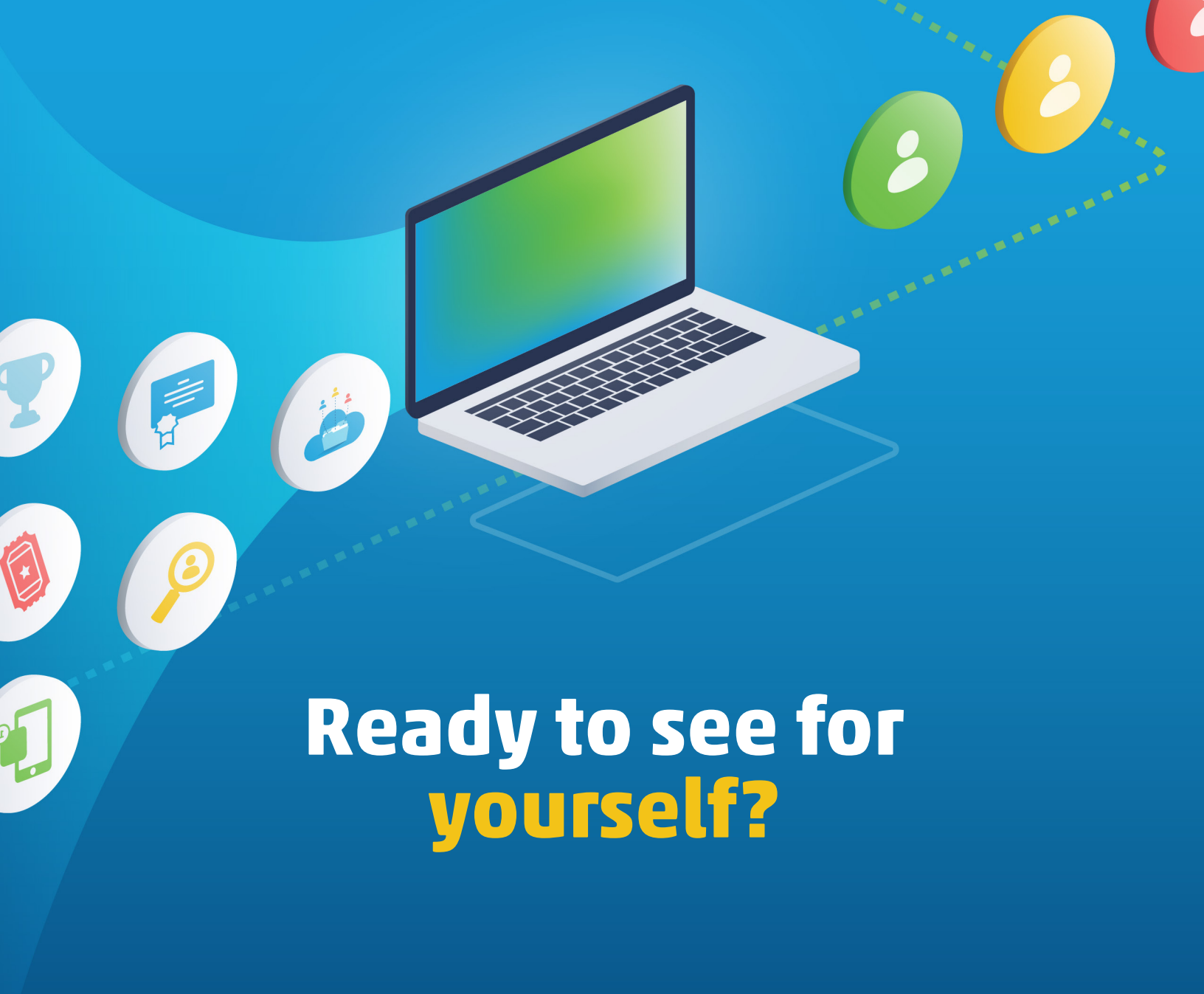


“Using MemberClicks has enabled our AMC to effectively and efficiently manage our clients... The constant updates to the platform honestly let me know that MemberClicks actually listens to the suggestions of its users. The support staff is one of the most diligent and responsive groups of individuals that we’ve had the pleasure of working with.”

Kalu Azu, *Financial Coordinator*
Clemons & Associates, Inc.



Read more customer stories at blog.memberclicks.com/case-studies



Ready to see for yourself?

The best way to assess whether MemberClicks is a good fit for your organization is by seeing it in action on a free demo. A demo gives you the opportunity to discuss your specific needs with a Sales Executive, obtain immediate answers to your questions, and see how our solutions can solve the problems you face most. Let us show you how it all works!

**You can see it in action at
no cost or obligation!**

**To schedule a demo, email
sales@memberclicks.com
or call **800.914.2441**.**