



Northern California Golf Association Powers Up Membership with memberplanet

185,000 members

1,500+ regular and associate clubs

The golf association realized it needed to give club officers the tools they need to be successful. It turned around a 15-year membership decline and now has **6% membership growth** year over year since 2016.

NCGA's challenges lead them to ask "How can we..."

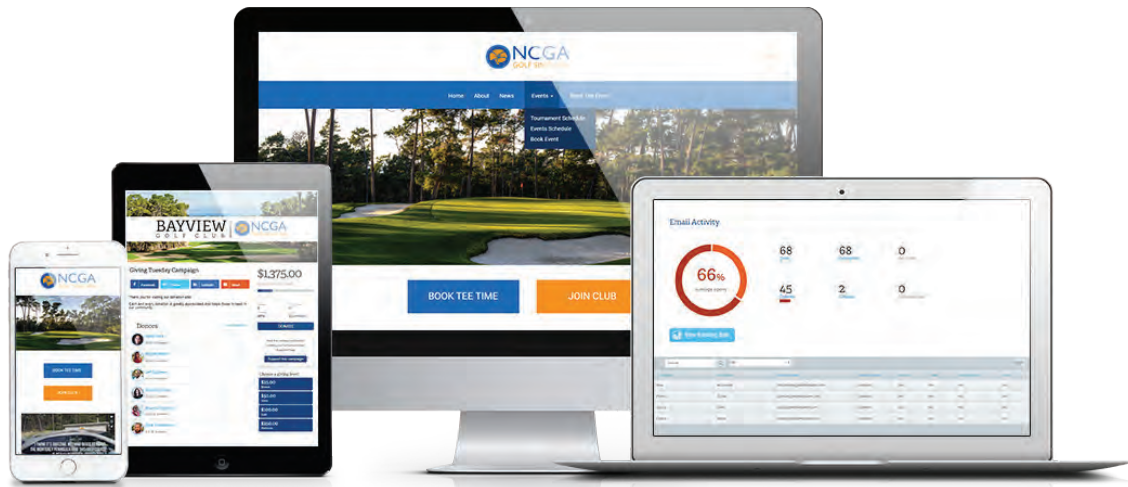
- ? offer a modern membership experience and improve member retention?
- ? achieve visibility and financial transparency with our clubs while boosting engagement?
- ? integrate new technologies to make the most of our leaders' time?
- ? build a community where members can interact and have an online place to call their own?
- ? make it easier for new people to register and get onboarded quickly?

memberplanet Answers with Supercharged Solutions to Increase Revenue and Growth

A frictionless membership experience helps build a member community which encourages growth

With the **memberplanet** Hub, NCGA enables new members to join in the way that is convenient by offering multiple channels to do so. Those members then have a true home for all their club and membership needs where they can:

- Submit secure payments
- View and register for events
- Update their profile
- View a customized member dashboard with data that matters to them, such as scores and handicap indexes



NCGA promotes national-chapter alignment while empowering clubs to engage members

The interactive member directory lets members search and engage with each other, which builds the true feeling of a community. The national level can control messaging with content management system (CMS) features for all its club sites, while empowering clubs to produce their own engaging content. The Hub makes it easy to:

- Create a professionally designed website for each club
- Maintain a consistent online branding experience aligned with the national level
- Enable mobile optimization for websites (including a mobile app)
- Empower members to access benefits, payment options, and other details on any device

Consolidated functionality and custom API integrations save that precious resource – time

Intuitive features minimize the learning curve during staff transitions and promote easy adoption for members to view and edit their own information. API integrations with NCGA technology partners provide a seamless, streamlined experience for leaders and members alike. The ability to automatically segment a dues payment and apportion it to

separate club and national accounts further alleviates the time spent on admin duties, which led to burnout.

A customized support site for administrators includes video and comprehensive how-to articles for navigating **memberplanet**'s all-in-one club AMS, as well as access to onboarding and engagement experts for on-call guidance, demos, and coaching as needed.

“ We are always looking for ways to support our clubs and help them engage and grow their membership. With our partnership with **memberplanet**, we are excited by the potential to provide our clubs with customizable websites and communication support along with billing options that better meet their members' needs. ”

- Joe Huston, CEO/Executive Director - NCGA