

## Tirelessly keep members tied to your YMCA throughout the membership cycle

### What

- Automated Membership Assistant that tirelessly keeps members tied to your YMCA throughout the membership cycle

### How

- Uses Artificial Intelligence to engage potential members and donors in natural, two-way human conversations, and continues to engage and nurture them until they either express interest or specifically opt-out
- Increases membership, contacts recent cancels, inactive members and seasonal upsell to members by persistently and politely handing each one over at the very time they are ready to engage so your membership specialist can focus on providing excellent service instead of chasing dead leads
- Reaches out and follows up with donors and potential donors during and after events and specific campaigns
- Keeps members tied to your YMCA throughout the membership cycle

### Why

- The ability to keep members engaged is critical to a YMCA's revenue and its ability to retain those members is critical to sustainability
- But contacting and engaging members takes time, effort and close monitoring, and that's impossible for the typical membership specialist when there are hundreds or thousands of members to work
- So good opportunities get dropped, and membership revenue and future opportunities are missed
- Further, the Development Team requires an efficient and effective means by which to invite and follow up with your targeted donors during campaigns for capital projects or general use funds



### AI-driven membership engagement software. Only from Conversica.

The ability to engage members – and keep them engaged – is critical to your association's revenue and, even more important, your ability to retain those members. And that membership is worth a lot: An average membership is worth \$4770 over its lifetime, not counting donations, classes and services. So it's clearly worth the effort.

But contacting and engaging members takes time, effort and close monitoring, and that's just not possible for the typical marketing team when there are hundreds or thousands of members and guests to contact. Not surprisingly, good opportunities get dropped. But now an Artificial-Intelligence based solution has emerged that can take over that engagement process economically and at far greater scale than is possible by the typical membership specialist.

The typical membership team, membership specialist or Membership Development Center may send a handful of emails or place a few phone calls to a potential member or guest before moving on. In contrast, the Conversica® Artificial Intelligence-based membership assistant engages potential members in natural, two-way human conversations, and continues to engage and nurture them until they either express interest or specifically opt-out – which could be in one day, a few months or even a year. The Automated Membership Assistant tirelessly keeps members engaged with your association.

For your Development Team, Conversica can work through your member lists to help invite potential donors to events and follow up after to help your team contact the right members to grow both your Capital Fund and General Use Fund. With details from the AI conversation, your Membership Specialists and

## MESSAGES FROM CONVERSICA

Sunday, 9:58 a.m.  
Hi Emma,  
I see that you signed up for a complimentary guest pass on our website. I just wanted to reach out to see if you are interested in learning about our membership programs.  
  
Can I help set up a call to learn more?  
  
Thanks a lot,  
Ashley  
Member Engagement Assistant

Monday, 10:56 a.m.  
Hi Emma,  
Rick can help and was hoping to give you a call soon. What is the best number to reach you during the day?  
  
Thanks a bunch,  
Ashley  
Member Engagement Assistant

Wednesday, 11:30 a.m.  
Hi Emma,  
I just wanted to make sure you were all set.  
  
Did you talk with Rick?  
  
Thanks,  
Ashley  
Member Engagement Assistant

## RESPONSES FROM LEAD

Sunday, 10:45 a.m.  
Hi Ashley  
  
I am definitely interested in learning about membership options at the Y.  
  
Thank you!  
Emma

Monday, 11:03 a.m.  
Ashley, the best number is (212) 555-1212. But I work in a school and can't be reached immediately. Please have him text to that number, and I will call back at my next break.  
  
Thank you.

## ALERT SERVICE REPRESENTATIVE

Thursday, 4:11 p.m.  
Yes Ashley.  
Thank you very much for being so diligent about helping me. Rick was great and I will be coming in for a tour this Saturday.  
  
Thanks again,  
Emma

AI-driven email conversations allow you to focus your efforts on retaining members and providing excellent service.

Development Team will be prepared to engage each Member/Donor when, where and how that person prefers. Best of all, Conversica always engages, always responds and always ensures that everyone who expressed interest is contacted.

If your association depends upon members and donors for revenue and growth, Conversica will boost your ability to increase both. That's because the Conversica automated membership assistant is always persistent, always polite, never has a bad day or gets sick, and – best of all – alerts you to members and

donors at the very time they are ready to engage so you can focus on providing excellent service.

## How to use your Conversica Automated Service Assistant

A Conversica automated service assistant easily and effectively handles many situations such as:

- Reengaging past members
- Engaging recent cancels
- Engaging inactive members

- Seasonal program outreach
- Real time guest follow up
- Donor outreach
- Event organizing and follow up

## Scales with your needs

Conversica does the work of one, ten or a hundred Engagement Specialists and Development team members, so overnight you can grow to maximize follow-up. With Conversica you can ramp up your team to engage every one of your current, past or prospective members and donors.

## Integrates easily with your technology

Select the leads for your automated membership assistant in your existing in-house system. Simply select the dialogue you wish to run and start the AI outreach.

## Subscription and Implementation

Conversica is a cloud-based, software-as-a-service application so no onsite installations or upgrades are required. Implementation can be completed in hours, depending on your requirements. In addition, Conversica can be accessed by any mobile device. Conversica is a subscription service with a variety of tiers to meet your needs.

## For more information

See for yourself how Conversica is revolutionizing lead engagement. To learn more call +1 (888) 778 1004, email [sales@conversica.com](mailto:sales@conversica.com) or visit [www.conversica.com](http://www.conversica.com) to set up a product demonstration.

## About Conversica

Conversica is the only provider of lead management software for marketing and sales organizations leveraging artificial intelligence. Presented as a customized online persona, Conversica engages and nurtures leads through natural email exchanges until the lead converts into an opportunity or opts out. Conversica is used by more than 14,000 sales representatives worldwide.

Founded in 2007, Conversica is a portfolio company of Kennet Partners and Toba Capital, and is headquartered in Foster City, California. To learn more, visit [www.conversica.com](http://www.conversica.com) and follow us on [LinkedIn](#), [Facebook](#), [Google+](#), [YouTube](#), and [@myconversica](#) on [Twitter](#).