



# Managing your member based association just got easy.

## Solutions for Member Based Associations

Your time is best spent planning and developing value-add initiatives that benefit your members, but at the same time you have to manage an entire association. That's a tall task given the administration of member data, sign-ups and renewals, events, an online presence, and ongoing, effective communications.

That's where we come in. SilkStart's association management software (AMS) streamlines operations through one platform.

Using SilkStart means associations don't need to piece together several applications. One platform that connects everything means member management, online signups/ renewals, event bookings, invoicing, and communication are made simple.

**SilkStart:** a powerful solution that will allow you to focus on what's most important – **Providing value to your members.**

## Client Benefits

### Easy Setup

Three simple steps: website configuration, data migration and training.

### All-in-one system

Manage everything in one place through one integrated platform.

### Save time and money

Automate administrative functions. Access current data, anytime, anywhere.

### Build your brand

Create a mobile friendly web-presence with social media integration.

### Personal service

A dedicated account manager to support you along the way.

### Room to grow

A scalable solution that grows as you grow.

*Silk Start not only provided the answers to all of my needs; they exceeded expectations by weaving database management into an integrated website. I finally have control over my database and I manage my own website, instead of outsourcing the website to a third party.*

**- Keith Knight, Executive Director, Canadian Christian Business Foundation**

# SilkStart Product Features



## Member Management

Easily create and maintain profiles for people, companies, current or prospective members. Categorize membership types as you choose. Support online and offline membership signups, renewals, event bookings, invoicing and payments with everything automatically synched with the database.



## Website

Use our website creator or integrate with your current website. Use our domain or yours. With our editor you get full control over your website's design and maintenance, plus you get integrated search engine optimization (SEO) so your website gets found online.



## Events

Create customizable event and conference tickets with dynamic pricing, member discounts, early bird rates and more. Easily register and track attendees and synch with your database.



## Online Signup & Renewal

Allow current and prospective members to quickly and easily sign up and renew online.



## Communication

Use our email tools or integrate with third party tools like Mailchimp. SilkStart includes an email wizard, transactional emails, the ability to print mailing labels and more.



## Social Networking

Offer members a forum and directory. Set-up a secure and private place for committees to collaborate and share information. Easily integrate your website with social channels like Facebook, Twitter, and LinkedIn.



## Payments

Accept all major payment methods online and offline, with real-time tracking of online payments. We support Authorize.net, Beanstream, Paypal and Stripe.



## Invoicing

Generate automatic or manual invoicing for both online and offline payments. SilkStart supports one-time and recurring billing. Export to Quickbooks for financial reconciliation.



## Reporting & Analytics

Create custom reports plus integrate with Google Analytics for powerful website analytics.



## Job Board

Make your association a hub for job seekers. Open up a new source of non-dues revenue by charging for job postings.



## Donations

Create compelling donation campaign landing pages. Collect one-time or recurring donations online.

