



# Dynamics for Membership

**The comprehensive digital solution  
for membership organisations**





### **Expand your target audience**

A major sports association suffered a shrinking membership base. Potential members preferred separate events organised without the association. In response, the association reinvented itself as a hybrid organisation – combining the traditional membership organisation with other types of relationships. With the robust support of DfM, the association managed to identify a sizeable target group (hundreds of thousands) and entice it with a varied offer.



# How future-proof is your member- ship organisation?

Your membership organisation is facing major challenges. People no longer commit themselves as willingly and make more demands. This trend puts a strain on you as manager(s). For example, how do you keep your membership organisation healthy without growth? Your organisation must continue to achieve its mission and retain solid finances.

The solution is to implement new service concepts for and innovative relationships with your members. You also want your primary processes to run smoothly and at 100% efficiency. To do so, you need a powerful IT platform which ensures that you have a full overview of your current and potential members. Such a platform will generate data that allow you to make them a suitable offer. This well-integrated platform is called Dynamics for Membership (DfM). KPMG will assist in the implementation and the realisation of all the advantages – whether your organisation has about 20,000 or over a million members.



# Six imperatives

Dynamics for Membership (DfM) empowers membership organisations in turbulent times to work on:



## 1. Recruitment

Facilitate the online registration process for willing and able potential members. Offer a handy interface where they can register quickly and choose between a range of service concepts as well as membership types. Also ensure your visibility on social media – for example, by enabling ambassador members through DfM.



## 2. Retention

You will retain members by paying specific attention to them at the right time. To this end, DfM helps you gather and analyse data. As a result, you can pinpoint when members consider quitting, among other things. You may link the insights gained by using digital marketing methods. One example is basing email flows on member life cycles so members will receive messages at a critical time for them personally.



## 3. Engagement

Your members want to be active and to receive optimal support in their activities. Examples include planning matches or events, or exchanging experiences with other members. DfM enables members to find each other on the platform and fully supports the processes surrounding your core activity or activities. Personalisation will make matters personal.



## 4. Visibility

You would like to offer your members more in order to keep them engaged and loyal. In addition, you want to be visible and relevant to the outside world. DfM facilitates the negotiation of alliances with other parties such as retailers, health insurers or other partners and their product range. They can integrate useful apps, offer products and services, and charge them directly on your platform.



## 5. Insight

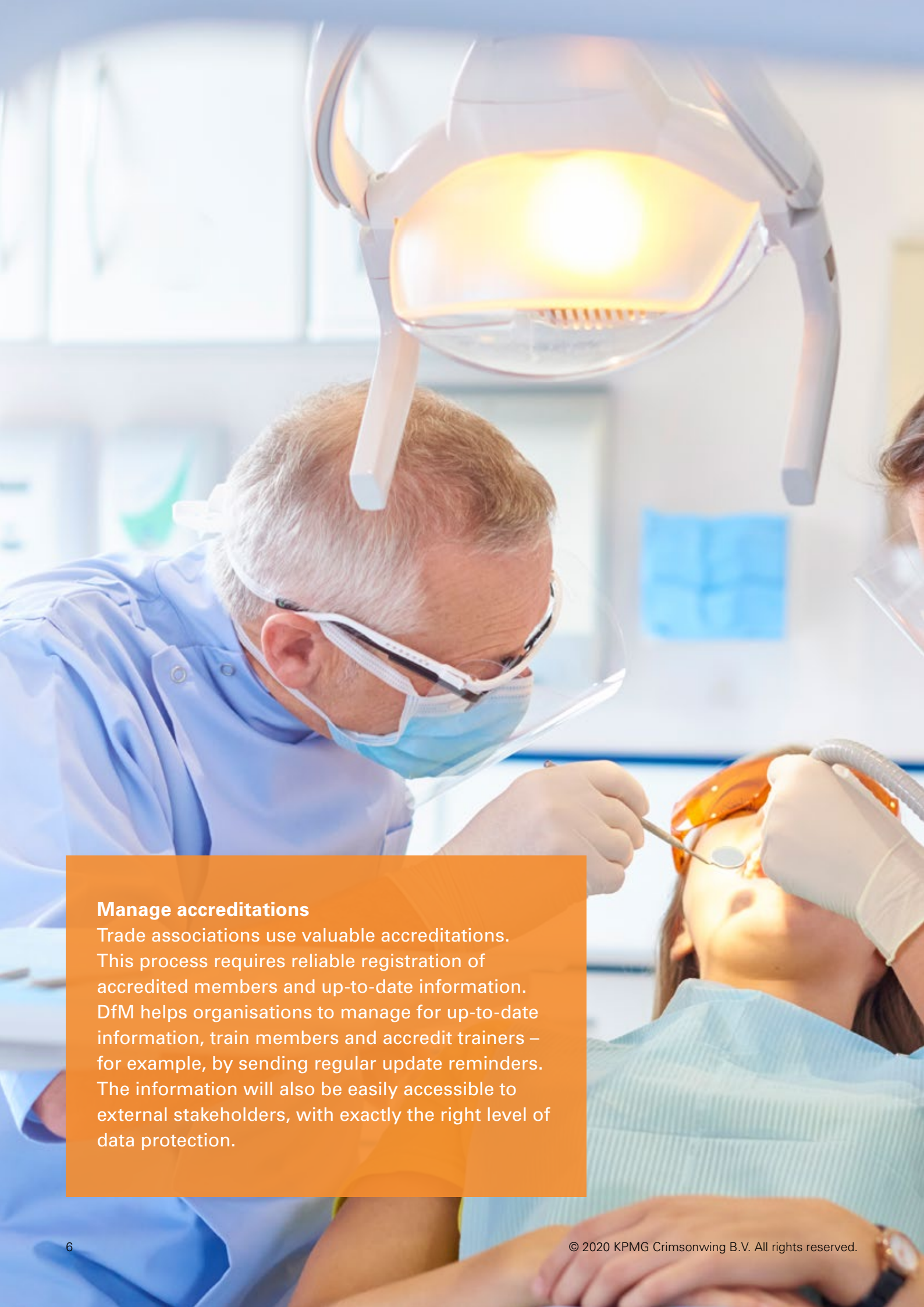
You require insight into your target audience and the effect of your activities in order to target them as well as make them effective. By integrating all aspects on a single platform, you will also combine all data. DfM lets you analyse these data, predict behaviour, identify opportunities and improve your service provision.



## 6. Sustainability

Existing membership organisations are threatened by many trends. It is therefore vital to be flexible and able to shift focus quickly. The best defence is a good offence. Make your organisation scalable by migrating your entire front and back office to the cloud. As an added benefit, this process will accelerate the implementation of new functionalities. Finally, DfM will facilitate your negotiation of new alliances and your introduction of new offerings.





### **Manage accreditations**

Trade associations use valuable accreditations. This process requires reliable registration of accredited members and up-to-date information. DfM helps organisations to manage for up-to-date information, train members and accredit trainers – for example, by sending regular update reminders. The information will also be easily accessible to external stakeholders, with exactly the right level of data protection.

A vertical photograph on the left side of the page shows a woman with brown hair tied back, wearing a blue surgical mask and safety glasses. She is looking down at a device, possibly a tablet or a piece of medical equipment, which is partially visible in the foreground. The background is blurred, suggesting an indoor setting like a laboratory or office.

# This is DfM

Dynamics for Membership is the comprehensive digital solution for membership organisations of all sizes. Its powerful ERP and CRM technology is based on the Microsoft Dynamics 365 cloud platform. This technology integrates all of your business processes, provides insight into your entire organisation and affords a 360° view of your members. It also offers much more: DfM adds a range of new functionalities that dovetail with the individual challenges of membership organisations. Whether you are a large sports club, a union, a trade association or a charity, DfM will enable you to achieve more.

## **DfM can help you in:**

- Gaining full insight into your members' needs
- Providing your members with appealing digital experiences
- Increasing the engagement of your members and enhancing your relationship
- Expanding your membership base
- Improving your collaboration with partners and their organisations
- Reducing IT costs via integration and cloud benefits (pay as you use)

# Functionalities



## **Thorough information on persons, groups and organisations**

- Registration of all relevant basic information and history
- Overview of mutual relationships (family or team members, etc.)
- Quick insight into positions and functions
- Data analysis



## **Range of relationship types on offer**

- Management of trials, subscriptions, contracts, memberships, carnets, etc.
- Management of related products and prices
- Donations, fund-raising campaigns and support of ambassadors
- Promotional campaigns and gift vouchers



## **Permanent, easy access via web portals and apps**

- Self-service or other portals for members, families and affiliated organisations
- Online training programmes, event calendars, registers, service overviews, etc.
- Online registration for memberships, qualifications, events, etc.
- Shopping basket and integrated facilities for online payment



## **Reliable management of qualifications and professional or other registers**

- Registration and management of personal qualifications
- Management of register(s) of professionals
- Registration and renewal of qualifications, registers and authorisations
- Registration of PE or other points





#### **Flexible options for invoicing and collection**

- Invoicing of various relationship types, products and services
- Easy digital invoicing and payment via member portal
- Facilitation of various contract and invoicing terms
- Collection and bank processing



#### **Efficient support for training programmes**

- Management of calendars, locations, trainers, registrations and classes
- Management of accredited training courses/trainers
- Management of training programmes and prices as well as registration of questions and à la carte options
- Management of waiting lists, exams and results, as well as registration of qualifications/credits



#### **Proper customer care in case of questions or complaints**

- Automated case management of questions and complaints
- Follow-up to questions and complaints
- Design of SLAs and reports on questions and complaints



#### **Booking of and access to facilities**

- Management of facilities, including access profiles and passes
- Search for and booking of facilities
- Management of prices as well as registration of questions and à la carte options
- Packages and promotional campaigns



#### **Smooth organisation of events**

- Support for organisation in various types of events
- Additional support for multi-day and recurring events
- Management of registrations, bookings and attendance (including waiting lists)
- Cancellations



#### **Effective raising of funds and donations**

- recording and managing repeat or incidental donations;
- establishing and managing fund-raising through objectives and sub-campaigns;
- targeted fund-raising through events (such as charity runs);
- targeted communication and campaigns towards backers/contributors.



### **Improve your cash flow**

A major membership organisation wants to manage for a reliable cash flow. It realises the vital importance of easy payment and strong communication with its members. DfM collaborates with the key payment platforms. As a result, enticing members and third parties to purchase online services becomes a breeze. The entire process of sending hundreds of thousands of invoices has also been digitalised, dramatically reducing payment arrears and improving the cash flow.





# Specialist in transformations

KPMG Microsoft Business Solutions is an expert in Microsoft Dynamics 365 and is keen to help you realise your transformation ambitions. The combination of our thorough technical expertise with our experience in business operations and change processes will raise your digital transformation to the next level. Our team also has specific experience in membership organisations. We will work together to create a strong foundation for your continuity and capitalise on your growth potential.

## **KPMG & Microsoft**

With our assistance, you will get the most out of Microsoft technology. Within our Global Alliance with Microsoft, we are a Gold Partner and member of the Microsoft Inner Circle. All of our professionals have been certified and receive ongoing training by Microsoft, are aware of the latest applications, and have unlimited access to development forums and ready-made code. As a result, we have the best position to ensure that Microsoft technology works for your benefit.





**Feel free to call or email us for an informal conversation and demonstration**

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