

ASSOCIATION MANAGEMENT INTERACTIVE WEBSITE AND BACK-OFFICE SOLUTION



Professional organizations and business associations face a unique challenge in our data-driven economy: to attract and retain members through fresh, industry-specific content; to offer networking opportunities that enhance both social and professional goals; and to facilitate professional development credits that directly relate to career development and salary growth.



In an era where professionals are constantly being “pushed” information by numerous news outlets and media groups, an association requires a website presence that is both dynamic and engaging. In addition, associations must also have an intuitive back-office that enriches processes associated with membership, dues, events and financial management while ensuring secure practices are employed on all e-commerce transactions.

Associations typically face three primary challenges when undertaking the design of a new website:

1. Ensuring that the association brand is consistent with their message and membership needs.
2. Providing access to a back-office administrative tool that easily manipulates membership data, calculates dues, offers convenient payment options and provides robust reporting capabilities.

3. Maximizing online visibility through search engine optimization (SEO).

Bluestone understands most associations are “staffed” by a board of trustees who volunteer their time. They have limited resources to determine the direction of their website while ensuring the appropriate functionality and security is in place.

We have developed a comprehensive solution that uses WordPress, a relational database and Open Source tools. Our solution meets each association’s administrative needs while easily integrating with the front-end, public-facing side of their website. At Bluestone, we offer both marketing and technology services, so our team is always on the same page when working on your solution. Our unique approach accelerates your time to market, lowers your development costs and improves your association’s brand and market presence.

How to Tell if Your Organization Should Consider a New Website:

- Are you attracting new members?
- Are you maximizing your online presence?
- Are you receiving the hosting and level of support that your association desires?
- Are you (unknowingly) storing credit card data insecurely on your website, putting your organization at risk for lawsuits?
- Does your current back-office/ administrative system produce the type of reporting you need to fulfill your development and marketing needs?

Today’s Association Websites Must Be:

- Engaging
- Informative
- Intuitive
- Social
- Dynamic

Experience | Innovation | Collaboration | Methods | Results

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WEBSITE DESIGN: FORM & FUNCTION

Capturing the brand of an association digitally can be a striking visual accomplishment. As it has been said time and time again, first impressions are lasting impressions. If your website fails to be compelling, you lose credibility... quickly. Organizations need to identify what is important to the longevity of their mission and their member base. Creating a website that utilizes clean lines, white space, and appropriate imagery to maximize messaging and content is essential. The ability to post videos and educational materials is also a powerful option. An easy-to-access online membership directory (with or without restrictions) is a component that could equate to future connections or opportunities for members which will ultimately drive membership revenue for your association.

Our creative team works with each association to discuss – and, in some cases, define – their brand and capture key messaging. In addition to the creative aspect of the website, we build the necessary architecture, ensuring that each page is properly designed, positioned and populated. The outcome is a stunning combination of beauty and functionality that speaks to an association's goals and objectives within their specific industry.

WEBSITE ADMINISTRATION

Behind most functional websites is a robust back-office/administrative system. A well designed administrative system functions seamlessly, processing online applications, creating unique member IDs and usernames, and integrating secure and convenient payment processing options with vendors.

Bluestone's Association Management Interactive Website and Back-Office Solution provides "out of the box" public facing, back office, electronic notifications and administrative reporting features that can be configured for each association. Our robust solution and agile approach facilitate rapid deployment while reducing administrative costs associated with day-to-day operations. For example, the workflow improvements and automated messaging eliminate errors and manual notifications resulting in a significant time savings for operations.

Our team also provides hosting and ongoing application support to keep your website running while providing key enhancements at your request to ensure your investment continues to benefit your association.

Contact Bluestone today at 781.454.6034 to learn more and schedule a demo of our intuitive Association Management Interactive Website and Back-Office Solution.

Association Back-Office Capabilities Must Provide:

- Dynamic Member Profile and Robust Search Capabilities
- Online Application Processing
- Track Memberships and Annual Dues Generation
- Secure Conference Registration and Dues Payment
- Integration with PayPal
- Financial Management – Updated Ledger Systems
- Integration with Accounting Systems
- Integration with Social Media Sites
- Administrative/Reporting
 - Export to Microsoft Excel
 - Member Balances
 - Registrations / Attendees
 - Sponsor Management
 - Event Management Reporting



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