

BuilderFusion

– Online association member management

By taking association management to the Web and providing a single point of administration for member records, event registrations, and e-mail and fax messages, BuilderFusion allows trade and professional associations to virtually eliminate redundant data entry, drive down operating costs and communicate more effectively with members.

The Database Dilemma

For most trade and professional associations, membership data and other important information are stored in numerous, unconnected systems: Excel spreadsheets, faxing software, Word documents, different accounting packages and internal databases. That lack of integration leads to inaccurate information, inefficient processes and a lot of redundant data entry. Every time a member record is added or changed, that change has to be entered numerous times in numerous systems.

In contrast, with the BuilderFusion member management system, association staff is no longer required to waste time and money entering the same information into systems that should have been integrated in the first place. The BuilderFusion software seamlessly combines membership maintenance, event management, e-mail and fax communication, and Web site integration into a single, fully automated system accessible on the Web.

As the technology platform for an association's most important functions, BuilderFusion offers a wide range of integrated features:

Membership Maintenance

Association membership records stored in the BuilderFusion software are detailed and easy to administer, allowing staff to capture everything from contact information to renewal dates to education transcripts, and then search those records based on hundreds of different data fields. Association members can be quickly added and organized into committees, councils, leadership roles and other functions. They can even be granted the ability to update their own personal and company information online.

BuilderFusion also provides invoicing and payment options for a variety of financial transactions, including membership dues, sponsorships, event registrations and council dues. Once processed, those transactions can be exported to many widely used accounting programs, including QuickBooks, Solomon and Peachtree.

Powerful reporting options allow association staff to quickly analyze membership trends, track new member activity or print name tags with just a few clicks. Staff can select from 40 standard membership reports and thousands of custom

reports that can be generated as PDF documents, Excel spreadsheets or a number of other formats.

Event Management

Rather than tracking event registrations in a separate spreadsheet or in hard copy, the BuilderFusion software allows association staff to simply select the registrant from the integrated member database – no dual entry required. The software is flexible enough to support golf tournaments, committee meetings, education classes, dinner meetings, small trade shows and a wide range of other event types.

To simplify event management even further, and eliminate all those faxed registration forms, BuilderFusion provides online registration and payment. Association members and their guests can go online, select the appropriate event and provide a credit card for payment. The process is fast, secure and more accurate than paper forms.

E-mail and Fax Communication

Maintaining strong relationships with members is essential to a successful association, and those relationships depend on regular communication. The BuilderFusion software can dramatically simplify and improve the effectiveness of member communication. Once a message has been composed and its recipients designated, BuilderFusion can automatically send it via e-mail, by fax or by printing mailing labels for hard-copy mailers. In addition, BuilderFusion allows associations to communicate with their members based on how those members prefer to be contacted. A single group communication can be automatically e-mailed to a portion of the association membership, faxed to another part of the group, and printed and mailed to the rest.

Composing professional, attractive e-mail

messages is also easy with BuilderFusion thanks to integrated messaging templates. Mail merge capabilities allow association staff to personalize e-mail messages using hundreds of fields contained within BuilderFusion records, from first and last names to login information and renewal dates. And message-tracking features provide detailed reports on e-mail delivery rates, including how many e-mails were sent, how many were received, who opened them and who clicked on any Web site links within the messages.

Web Site Integration

One of the greatest challenges of operating a Web site is keeping it up to date – particularly for a trade or professional association that has a constantly growing membership and a busy events calendar. The BuilderFusion software eliminates this time-consuming and expensive process by incorporating a dynamic member list, events calendar and other features directly into an association's existing Web site. Once a record is updated in the member database or an event is added, those changes are immediately reflected on the Web site. Plus, the member directory can be upgraded to include a featured listings option, where members can pay the association for more prominent placement.

The BuilderFusion Difference

Designed to meet the unique needs of trade and professional associations, the BuilderFusion software delivers membership maintenance, event management, e-mail and fax communication, and Web site integration in a single system accessible anywhere there is an Internet connection. With BuilderFusion, associations gain not just another product, but powerful, dependable technology that gets the job done. For more information, visit www.builderfusion.com.