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EVERYTHING YOUR BOARD NEEDS TO KNOW ABOUT

MemberHub

Prepare for your best year ever.

Learn how MemberHub helps every role in your organization.

WELCOME, PTAS

Welcome to MemberHub. As a group leader, you are part of an amazing army of volunteers. We know it's a challenging job — our company is led by parents of young children who've spent countless nights in school gymnasiums trying to solve the age-old problems facing our schools. How to better engage parents? How to raise more money? How to recruit more volunteers? How to make it easier for your school to coordinate a hundred little things?

We know that running an organization is hard work. And that's why we started MemberHub. Our software is designed to make the life of volunteer leaders like you a little easier — one place where you can manage everything including creating newsletters, managing volunteer signups, processing donations and sales, raising money, tracking membership dues, and filing necessary paperwork.

You know your organization better than anyone. But we intimately understand the issues that volunteers like you are facing. MemberHub is working with over 13,000 PTAs & other membership organizations across the country to help solve those problems and make their groups more successful.

You may be wary about adopting a new software solution. You may already have too much on your plate, or you may not immediately see the value in doing anything different from what you're currently doing. We get that. And that's why we've put together plenty of training and support materials to help make the transition as seamless as possible. On the pages that follow, you will find an overview of MemberHub's benefits for every organization leader. If you still have questions, visit our support center, or if you're ready to start setting things up in MemberHub and need assistance, set up a 1:1 call with one of our customer success reps.

We can't wait to see how MemberHub helps you and your organization succeed.

Will Bowen, CEO
MemberHub

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BENEFITS AT A GLANCE

FOR PRESIDENTS AND OTHER LEADERS

☑ **You'll get a best-in-class online store.** When you sell memberships and more in your store, all membership data is automatically reported to your state, reducing tons of data entry and trips to the bank for you and your board.

☑ **Flexible fees settings** mean you can keep almost 100% of the funds you raise for your school.

☑ **Get up and running in half the time.** MemberHub's digital adoption engine makes it effortless to use your new tools right away. Proactive, step-by-step guidance eases the pain of learning a new tool and helps you complete tasks right when you need to.

☑ **Everything plays nicely.** No more uploading your contacts into five different platforms to accomplish a job.

☑ **Let your contacts build your list for you!** Supporters can easily buy memberships in your store and request site access, and they'll add their own information to fill out your database.

☑ **Leave a legacy and smooth yearly transitions.** Just by using MemberHub, you'll build an archive of communications, events, signups, fundraisers, and contacts that future leaders can reuse.

☑ **Delight your community** with one predictable source for your important information and requests.

☑ **Memberhub is not just for members.** Communicate across your community to recruit new members and volunteers.

☑ **Keep more and work less with a full suite of fundraisers!** Run live or virtual a-thons, auctions, crowdfunding campaigns, raffles, and more, all included.

> " *We must have parent support, involvement and engagement to fulfill our mission. MemberHub has helped our organization execute our mission this school year on every level! Through the online store, signups and communication capabilities, we have successfully leveraged our access to MemberHub to help us accomplish our goals."*
>
> - Laura S., PTSA President

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MEMBERSHIP

NO LONGER NECESSARY: KEYING IN CONTACT INFO & TINKERING WITH SPREADSHEETS.

☑ **In MemberHub, you get a dynamic contact list**, rich with information about your contacts' participation.

☑ **Let your contacts build your list for you!** Supporters can easily buy memberships online and request site access, and they'll add their own information to fill out your database.

☑ **Empower your contacts to manage their own data,** profile visibility, and notification preferences.

☑ **MemberHub is not just for members.** Communicate across your community to recruit new members and volunteers.

☑ **Provide a searchable directory** to connect your supporters.

☑ All memberships purchased in your online store are **automatically reported to your state** – eliminating the need for you to spend hours on manual data entry.

☑ **Also eliminated: The need to format and upload spreadsheets into cobbled-together tools.** One list in MemberHub is connected to all your tools – newsletters, fundraisers, and more.

☑ **Go virtual to raise money and grow membership.** Sell memberships in your online store to ensure broad PTA participation and support.
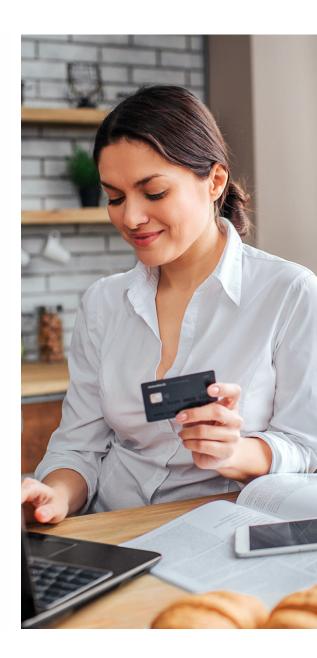
MemberHub PTAs that used their online store to sell memberships saw an average membership growth of 22%, with some schools seeing as much as 350% increases.

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FUNDRAISING

RAISE MORE MONEY AND KEEP MORE MONEY IN YOUR SCHOOL – WITH LESS WORK.

☑ **Create professional fundraising experiences with live or virtual audiences in minutes!** Run raffles, a-thons, events, crowdfunding, auctions, sweepstakes and more! You'll get the flexibility to create whatever you want.

☑ The **full suite of fundraisers is all included** in your MemberHub account - no need to buy more software.

☑ **Spend less time managing everything** and minimize the need for volunteers with online donations, communications, and self-management for participants.

☑ **Prewritten emails for every fundraiser** help you communicate without the guesswork.

☑ **You've already planned for next year.** Just duplicate the fundraiser next year and you're good to go.

☑ No setup fees! Plus, low processing fees and the option for zero platform fees make MemberHub fundraisers the **most competitively priced option on the market.**

☑ Sell memberships, spirit wear, create no-fuss fundraisers, and collect donations **in your online store.**

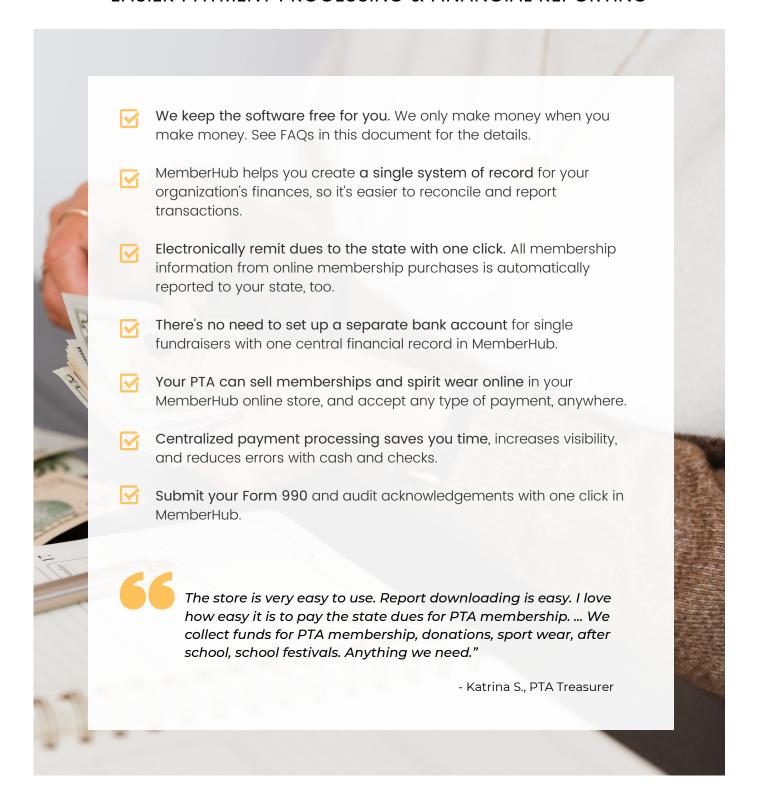☑ **Reward parents with great savings** while your PTA earns passive funds with Product Fundraisers.

> " *Our PTA did a virtual fundraiser through Memberhub in March. It was a huge success! We raised 145% of our goal.*
>
> Anne P., PTA President

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FINANCES

LESS MANUAL DATA ENTRY, FEWER TRIPS TO THE BANK, EASIER PAYMENT PROCESSING & FINANCIAL REPORTING

☑ **We keep the software free for you.** We only make money when you make money. See FAQs in this document for the details.

☑ MemberHub helps you create **a single system of record** for your organization's finances, so it's easier to reconcile and report transactions.

☑ **Electronically remit dues to the state with one click.** All membership information from online membership purchases is automatically reported to your state, too.

☑ **There's no need to set up a separate bank account** for single fundraisers with one central financial record in MemberHub.

☑ **Your PTA can sell memberships and spirit wear online** in your MemberHub online store, and accept any type of payment, anywhere.

☑ **Centralized payment processing saves you time,** increases visibility, and reduces errors with cash and checks.

☑ **Submit your Form 990** and audit acknowledgements with one click in MemberHub.

> *The store is very easy to use. Report downloading is easy. I love how easy it is to pay the state dues for PTA membership. ... We collect funds for PTA membership, donations, sport wear, after school, school festivals. Anything we need."*
>
> - Katrina S., PTA Treasurer

COMMUNICATION

GET YOUR MESSAGE ACROSS & MAKE YOUR LIFE EASIER.

- ☑ Use templates to easily send newsletters to your entire contact database.

- ☑ Send email and text messages all at once.

- ☑ Get better responses and cut down email fatigue by targeting messages to individuals, classes, grade levels, clubs, teams, and more.

- ☑ Create professional communication that gets your supporters' attention.

- ☑ Collaborate with other leads in the cloud to produce and approve newsletters.

- ☑ Simplify your schedule with automatic email distribution.

- ☑ Understand how many people are reading your messages with analytics like open rates.

- ☑ Delight your community with one predictable source for your important information and requests.

" *Memberhub is such a time saver! The weekly PTA newsletter used to take me 2 hours to put together, but with MemberHub I get it done in half the time! Plus, it looks professional and is easy to read. I'm so glad we switched to Memberhub!"*

- PTA Communications Chair

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SAFE & SECURE

TRUSTED BY 13,000+ PTAS AND OTHER MEMBERSHIP ORGANIZATIONS

Site access by approval only

Only people approved by site admins can access your organization's MemberHub site.

Users have control over their data

Users are empowered to manage all their personal information, notification settings, and visibility.

Maintains compliance with FERPA standards

Because users control their profile visibility, the system maintains compliance with FERPA standards.

We don't solicit your members

MemberHub doesn't solicit members of your organization. We only contact site admins about features, products, etc.

We never sell or share user data

MemberHub never sells contact lists, or shares personally identifiable information. See terms of use and privacy policy.

We secure your data

MemberHub takes every commercially available opportunity to maintain the privacy & security of user data & financial info.

Secure payment processing

Stripe is MemberHub's payment processor. Stripe uses bank-level security to protect financial information.

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PTA UNIT FAQS

Why did the state pick MemberHub?

MemberHub is a company that wants to support the PTA mission. The software has tons of capabilities that are built specifically for PTAs. Online stores, online fundraisers and communication tools, all integrated in the state membership system. The state PTA also switched to MemberHub so it can widely & inclusively provide all PTAs with the same level of efficiency and success. Because not all PTAs can afford to pay for technology solutions, your state is making a commitment to deliver technology to every unit in the state.

When all units switch to MemberHub, the state PTA can consolidate its member database to better serve the PTA mission. Practically, that means your state is better able to mobilize and advocate on behalf of education and children when everyone is using one consolidated system.

MemberHub not only provides a full suite of PTA-management tools, but also provides capabilities to help you engage families and raise funds. Your state is excited to bring this resource to you.

What are the hidden costs? What are the transaction fees?

MemberHub covers development costs by charging an industry-standard nominal platform fee of 1.3% plus $0.20 on credit card transactions.

Stripe, MemberHub's payment-processing company, charges MemberHub 2.2% + $0.30 per credit card payment (3.5% + $0.50 for American Express). So the total charge is 3.5% plus $0.50 per transaction (4.8% + $0.70 for AmEx).

The ACH fee for dues remittance is just $1, no matter how large the transaction -- almost the same price as a stamp. Currently, ACH is only for remitting state dues, but MemberHub is looking to expand its use in the future. It's a great way to save money on fees for any larger transactions.

Additionally, in your online store, you can choose who absorbs the fees -- the PTA or the buyer. Almost all PTAs that MemberHub works with pass the fee on to the buyer. For example, a unit with $10 PTA dues would charge buyers $10.85, and the PTA keeps $10. Other online payment processors charge PTAs for the transaction, so you'll save money with MemberHub.

You have additional flexibility when it comes to platform fees for online fundraisers. You can choose between free or percent-pricing options for your next fundraiser. Learn more.

How does MemberHub protect data?

MemberHub never sells membership lists or shares personally identifiable information with any outside party. MemberHub doesn't communicate directly with PTA members. Instead, the company reaches out to site admins about features, products & services, and provides them with tools and support to better engage school families, grow membership, and raise funds. For more information, please see MemberHub's:

- Terms of use (https://www.memberhub.com/terms-of-use)
- Privacy policy (https://www.memberhub.com/privacy-policy)

Are there privacy settings?

Yes. Only people who are approved can get into the site. PTA site admins have complete control and can grant admin access. Parents can manage all their personal information and notification settings.

What payment processor does MemberHub use?

MemberHub uses Stripe to process all transactions. Stripe is a trusted platform to accept payments online. Stripe handles payments for a variety of purposes, such as donation campaigns, online merchants, events, and more.

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STILL HAVE QUESTIONS?

PLEASE LET US KNOW.

LEAVE A NOTE:
MEMBERHUB.COM/CONTACT/

OR IF YOU'RE READY TO START SETTING UP AND ARE UNSURE OF ANY STEPS, SCHEDULE A CALL WITH ONE OF OUR COMMUNITY ENGAGEMENT REPS:

HTTPS://APP.HUBSPOT.COM/MEETINGS/MATTHARRELL/ONBOARDING