WE'RE HAPPY
YOU'RE HERE!

memberhub

WELCOME
Pta!

PtA volunteers are the best.

You help everyone. We're here to help you.

Welcome to MemberHub. As a PTA 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 PTA 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 across the country to help solve those problems and make their PTAs 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, helpful tips shared by other PTA leaders, and a step-by-step guide for getting started.

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

Will Bowen, CEO
MemberHub

THE MEMBERHUB MODEL:
YOUR SUCCESS IS OUR SUCCESS

When it comes to the PTA, MemberHub doesn't operate like most traditional software companies, which rely on annual subscription fees and charge extra for customized software and support services.

The PTA Council representing the largest school system in North Carolina challenged us to do something different: Find a way to give PTAs the software for free. Why? Because MemberHub addresses many of their greatest needs, but many schools can't afford to pay for it.

The result: a partnership with PTAs across the country that ties our success to the success of PTAs like yours. And that helps us continue to innovate and make the product better for you.

Here is how our partnership works:

- We work with states to provide software made for the PTA.
- States, regions, and councils drive onboarding and training, with plenty of help from MemberHub.
- PTAs use MemberHub features that generate revenue for the PTA, like selling memberships and fundraising online. MemberHub makes a nominal fee on those transactions to put back into the business. Most MemberHub PTAs pass transaction fees onto buyers, so the PTA's effective fee is $0.
- MemberHub uses that revenue to continue innovating and providing additional features that PTAs want.

That's how we keep our software free for the PTA. We are honored to help you further your mission.

Welcome to MemberHub!

GETTING TO KNOW MEMBERHUB

MemberHub is software designed specifically for the PTA! It helps PTA leaders to do their jobs with confidence - using tools to engage families, raise money, and stay in good standing.

Video: See how other PTAs use MemberHub!

HERE ARE SOME OF MEMBERHUB'S MOST POPULAR FEATURES:

Make it easy for people to buy and donate with your online store.

Your online store is super flexible, allowing you to sell anything and quickly promote items through social media. When you sell memberships in your store, all membership information is automatically reported to your state, and members receive an electronic membership card in their emailed receipt. Huge time-saver.
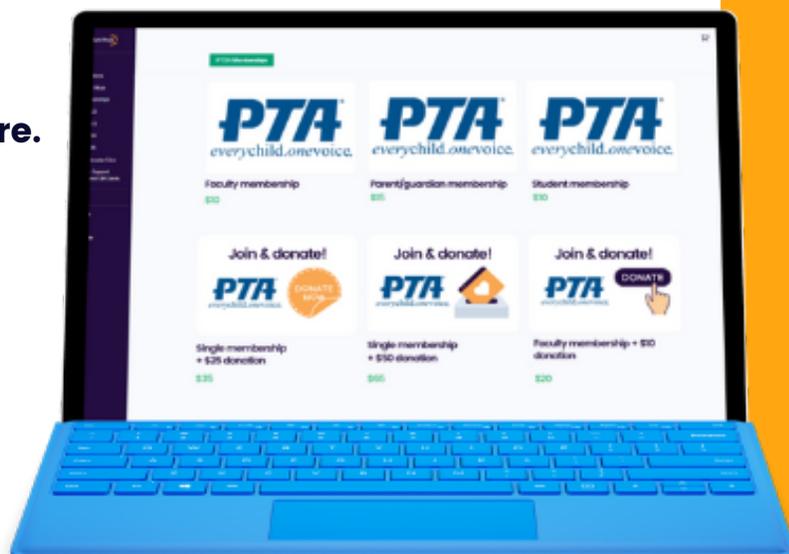
You can also sell spirit wear, event tickets, and more - and collect donations with preset and open donation fields. Manage it all with inventory controls and a performance dashboard.

> "The store is very easy to use, and report downloading is easy. ... We collect funds for PTA membership, donations, sport wear, after-school, school festivals. Anything we need."
>
> Katrina S., Thornton Creek Elementary PTA

MEMBERHUB WELCOME PACKAGE

Dues Payments

< Memberships Dashboard

Members   Membership Setup

You owe the State PTA $108.00 for 27 members

Send ACH Payment

Q Search by organization or refere
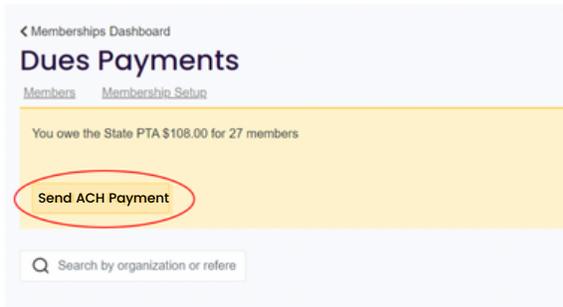
It's easy to stay in good standing.

With automated dues remittance, membership reporting and state PTA compliance, MemberHub makes it easy to stay in good standing without spending your valuable time on administrative headaches.

> " *Within 7 days, we had exceeded our $40,000 budget. And that budget was for computers for children. ... And now, we're able to give that gift to the children through the PTA and MemberHub."*
>
> — **PTA Leader**

Full suite of fundraisers, in person or online

With your free MemberHub account, you'll be able to run raffles, a-thons, events, crowdfunding campaigns, auctions, sweepstakes and more! These are all included with your account. You'll keep more, work less, and get expert help from end to end. There are NO setup fees, and you can keep almost 100% of what you earn. You can choose between free or percent-pricing options for your fundraisers.
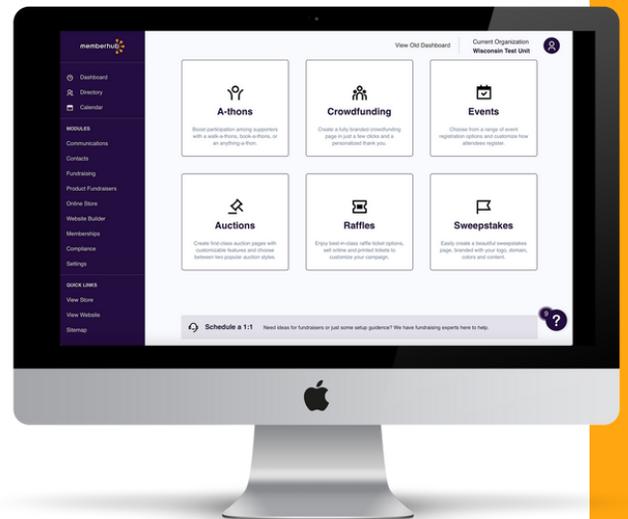
It's easy to do!

Set up a quick zoom call with one of our customer success reps, and you'll be up and running in minutes. Or if you prefer to do it yourself, there are step-by-step guides that walk you through building amazing experiences. Once you've launched your fundraiser, it's easy for supporters to participate and donate. Your supporters can give from any device by browser, text-to-give, and Apple Pay/Google Pay.

End of Year Virtual Auction!

$2,390 RAISED

1	04	46	51
days	hrs	mins	secs

Weekender
BOB (1)
CURRENT BID
$40.00

Product Fundraisers for the win-win

Feature special offers from businesses in your MemberHub online store, and get up to 20% of all sales donated back.

Log in to subscribe to Product Fundraisers.
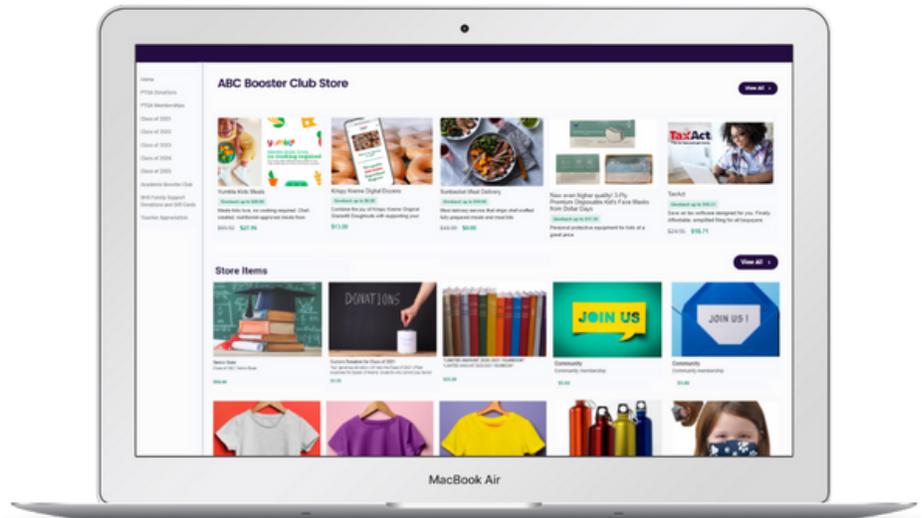
Keep them engaged and informed.

Keep families in the loop with email and text communication tools, targeted lists, calendars, volunteer signups through a partnership with signup.com, file-sharing, and directories. Schedule emails to automatically send at any time - and see how many people are opening and reading your messages with analytics.
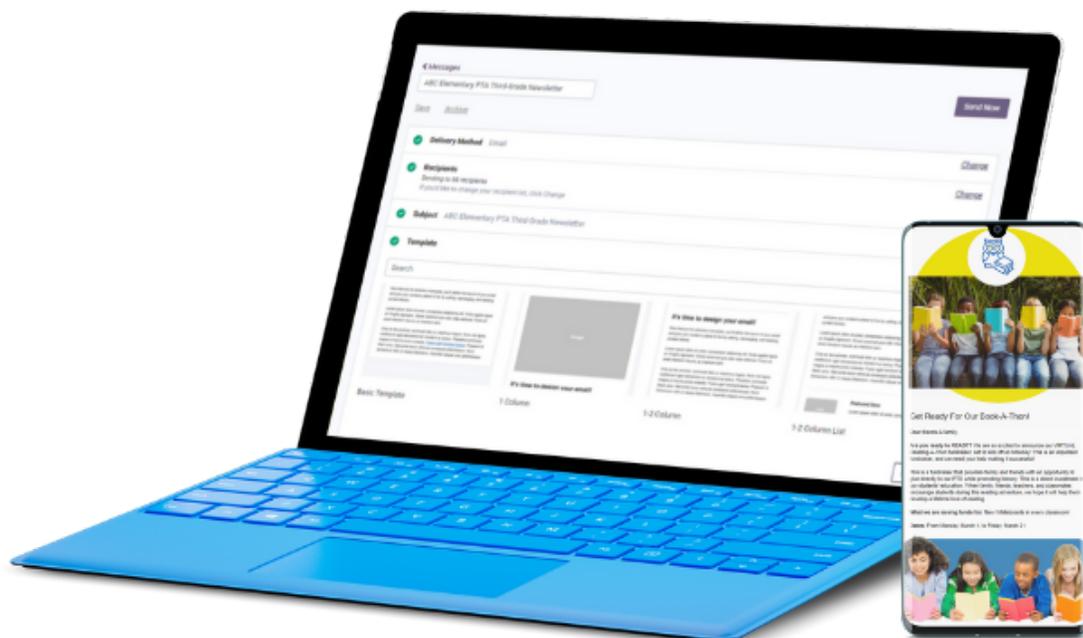
YOUR KEYS TO SUCCESS

We've worked with thousands of PTAs across the country and picked up some valuable tips along the way.

Here are some of the best practices to help you make the most of your MemberHub experience.

> *To make MemberHub effective for our parents, we had to give up the crutch of using [other cobbled-together free tools]. At our inception of adopting MH, we had a talk about going all in. ... We went all in."*

Lori L., Thornton Creek Elementary PTA

KEYS TO SUCCESS: SEIZE THE MOMENTUM AT KEY TIMES OF YEAR

DRIVE MEMBERSHIP GROWTH FOR BACK-TO-SCHOOL SEASON

First things first.
Set up your Stripe account to access all the great e-commerce and fundraising features in MemberHub - including online membership sales for your fall drive. Here's how.

BEST PRACTICES FOR INTRODUCING MEMBERHUB

Introduce MemberHub to the rest of your board and your families. Here are sample emails you can use to introduce and explain the value of your organization's new software tool.

Provide a "Join the PTA" flier to families at back-to-school night. Here's a sample flier - just add your school's information and your MemberHub store link!

Introduce MemberHub to school administrators and teachers. Then, set up teachers for success! We often see membership chairs, communications chairs/secretaries, and room parents build grade-level and classroom hubs for teachers to easily communicate with their classroom families all year. Here's how to set up hubs.

Use MemberHub for fall conference signups. It's an easy way to get your entire community used to a new experience. Here's how to make a signup.

GET READY FOR FALL FUNDRAISERS

- Take advantage of your suite of virtual fundraisers!
- Use your MemberHub online store for tickets, signups, spirit wear and more.
- Subscribe to Product Fundraisers in your online store. Your parents save with special offers, and your organization earns - no work required.
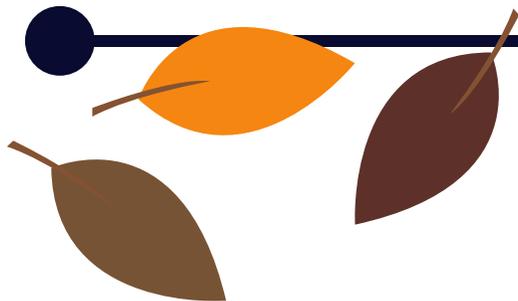
ONBOARDING PLAYBOOK: HOW TO SET UP YOUR PTA IN MEMBERHUB

1. Log in and activate your site.

Create your MemberHub account.
- Visit app.memberhub.com/login.
- Click on "Create or claim account," then enter your name, email, create your password, and click "Sign up."
- Check your inbox for a confirmation email. Click "confirm my account" and you are set!

Activate your site & set the domain name.
- Log in and update your school's MemberHub site address, if prompted. Only the first site admin to log in will need to complete this step. Example: "ABCElementary.MemberHub.com"

Update/add your officers (if needed).
- In the app, click on Compliance along the left. Then click on Officers.
- If you need to add officers, click the Add Officer button. In the popup, enter the officer's details and check whether to give them admin rights. Then, click the Save button.

2. Add people to MemberHub.

- Import a list to add contacts who aren't PTA members.

- Add PTA members individually, or contact your state PTA to import a list of members.

You can also invite families to join by:
- Setting up your Site Joins page, where families can sign up to receive communications.

- Asking families to buy PTA memberships in your school store. Then, they're automatically added to MemberHub and automatically reported to the state. Once everyone is in your site, start communicating!

3. Important: Get set up to take payments online.

This step is important so you can use your online store to sell memberships, collect donations, sell spirit wear, and more. An authorized signer on your PTA's bank account will need to complete this step. You'll also need your PTA's EIN and bank account information handy.

- From your dashboard, click on Online Store, and then Store Settings to set up your Stripe account.

- Once you're there, see the step-by-step guide for setting up your MemberHub Stripe account. Any issues or questions, let us know - we're here to help.
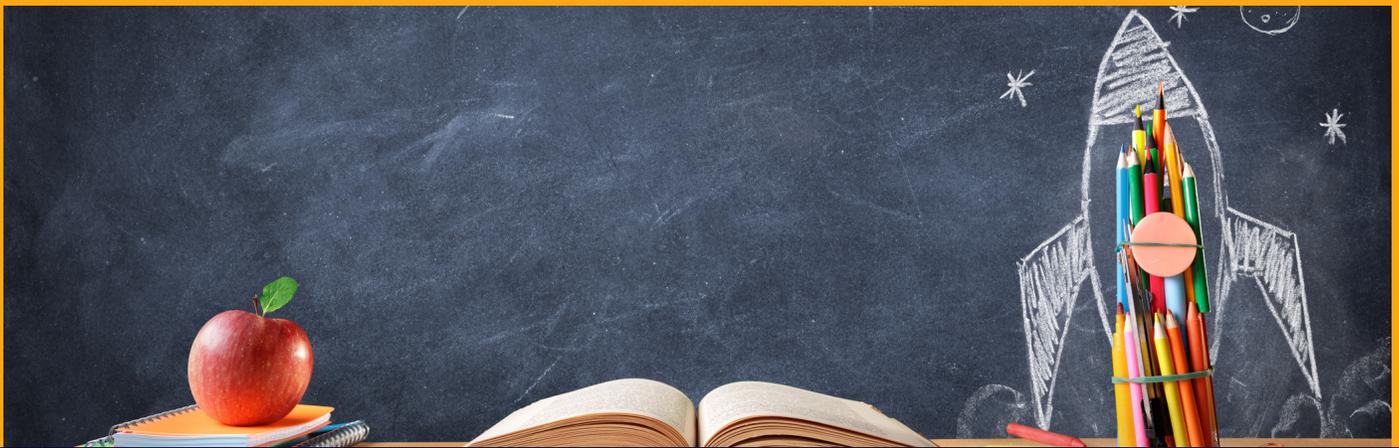
4. Start selling memberships and more in your school store.

Once you're set up to take payments online, you'll need to set up your store.
- Click Memberships from your dashboard and then click Edit Member Types. Here, you'll see your standard state member types. They're already posted in your store, so all you have to do is click on the three dots to the right and then Edit Membership to adjust pricing and other details. You can also add new membership types from this screen.

- From the Online Store tab in your dashboard, you can easily add items like spirit wear, open and fixed donations, event tickets, and more to get the most out of your store and provide the ultimate flexibility to parents. This is also where you can adjust your store settings and view metrics and orders.

- Tell everyone in your school community! Promote your store by email, newsletters, or social media!

5. Get started with an online fundraiser!

- From your dashboard, click Fundraising in the left navigation.
- Register your organization with MemberHub Fundraisers. Here's how.
- Easily run auctions, a-thons, crowdfunding campaigns, raffles, and more right from your MemberHub account. And with flexible pricing options, you can keep almost 100% of what you make!
- Here's everything you need to know about all the fundraisers available in MemberHub. And if you need help, you can always book a meeting!

6. Subscribe to Product Fundraisers!

- From your dashboard, click Product Fundraisers in the left navigation, and then go to settings.
- From there, you can subscribe to Product Fundraisers and choose what settings you would like. By doing this, you'll start receiving weekly offers from businesses to place in your e-store. Your PTA will get up to 20% of all sales donated back!

7. Build your hubs and start communicating.

Hubs are secure distribution lists for your school communities -- your PTA committees, grade levels, classrooms, clubs, teams and more. Learn how to set up hubs.

Did we mention you aren't alone?

MEMBERHUB IS HERE TO HELP

Every PTA volunteer we know is eager for help. That's why we have a dedicated customer success team — who are all PTA leaders themselves — to help you get the most out of MemberHub.

They'll help you set up your MemberHub site. Just schedule a call!

Here are some resources to help you customize your site and get families on board:

- **MemberHub support**: Email and chat support, plus articles and videos to help you get started
- **Live daily workshops**

Running the PTA is hard work.

Smart software makes it easier.