



FROM EVENTS TO MEMBER APPS:
**HOW TO MAKE YOUR ASSOCIATION
INDISPENSABLE YEAR-ROUND**

rdmobile.com

From Events to Member Apps: How to Make Your Association Indispensable Year-Round

Growing Your Association & Better Serving Members

If your association delivered virtual events in 2020-21, you likely found new audiences and expanded reach for your content, programs, and services. Have you successfully converted these new contacts into members and leveraged these opportunities to engage your members year-round?

Events provide a foundation for delivering personalized experiences and valuable content to members on an ongoing basis via their desktop and mobile devices. In the past 18 months, **associations also found that mobile apps have become indispensable to members** as a way to stay up-to-date, manage their professional development, and connect – and these apps have been downloaded in record numbers.

This guide focuses on leveraging mobile apps – specifically Event and Member Apps – for your association and includes best practices for launching a mobile app to transform your association by:

- **Engaging** increasingly dispersed and hard-to-reach members
- **Complementing** your existing website with mobile
- **Delivering** relevant, valuable content and events to your members' mobile devices
- **Growing** member engagement year-round

We bring the perspective of nearly **30 years of working in and for associations**. Our clients include more than 300 associations of all sizes and types from across the US, UK, and EU.

We look forward to sharing our expertise and **helping you launch an “indispensable” mobile app** for your association and members.



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Keys to a Successful Member Mobile App

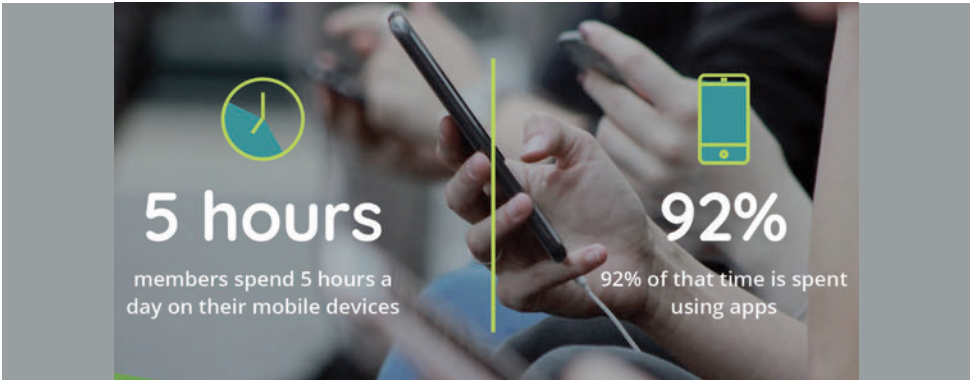
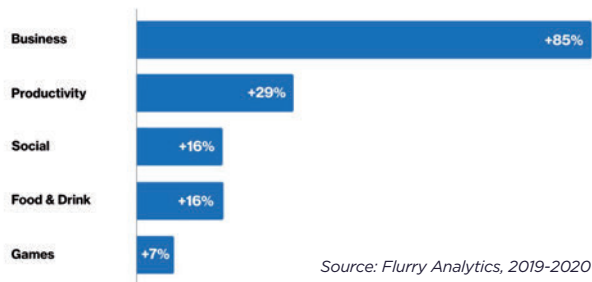
Why Associations Need a Mobile App

Making your association indispensable to your members means delivering value year-round – relevant, timely content and opportunities for members to connect – in an accessible way.

Survey data from Flurry Analytics and others show a consistent **rise in mobile app usage and decline in desktop usage** over the past several years. Most notable for associations is the **significant growth of business apps** from 2019-20, far outpacing social and personal-use apps.

More and more members are relying on mobile apps instead of websites to accomplish their professional needs. And the circumstances of 2020-21 showed associations just how vital direct communication with members was. Associations with **mobile apps were able to continue to serve their members** through this challenging time.

Top Mobile App Categories by Growth Worldwide
% Change in Sessions Per User from 2019 to 2020



Making Your Association Indispensable

Delivering a successful mobile app and year-round experience for your members means understanding **what your association has to offer that your members want**. In planning for your Member App, ask yourself these questions:

1. What does my association provide that members can't get elsewhere?
2. What unique member value proposition (MVP) do we deliver?
3. What are the Top 3 things that members come to our association to do?

Creating an app that members want and will use means understanding their needs and driving functionality around things that **members will want to do frequently and relatively quickly on their mobile devices**. If you can't answer the above questions, you can't deliver a successful mobile experience for your members.

Next is creating a guiding document for your mobile app that includes and prioritizes:

- Purpose and audience
- Key MVP
- Frequent, quick tasks that your members want to accomplish
- Desired experience for the mobile user
- Primary mobile app owner

Your guiding document provides direction for your association as you plan, roll out, and enhance your mobile app. Decisions about future functionality and direction should be made based on the vision set out in the document – which may change over time based on member feedback and shifting needs.



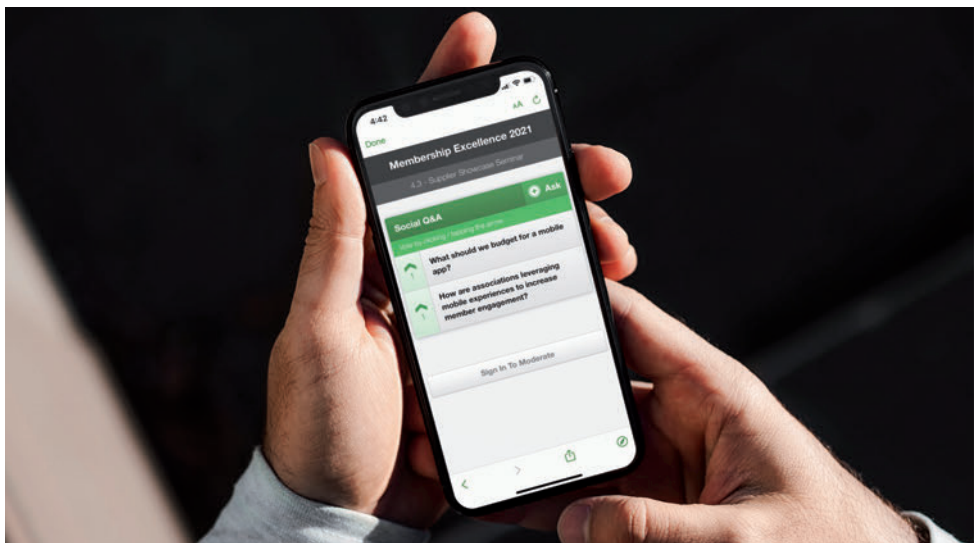
Event App or Member App?

The path to indispensability can be through a new or existing Event App or through the launch of a new or re-envisioned Member App. If your association has had success with an Event App, this is an opportunity to provide additional value to attendees, **convert virtual attendees and non-members to members**, and extend usage of the app year-round by providing pre- and post-event content and opportunities to connect.

Whether delivered in-person, virtually or hybrid/blended, **events are often used to drive adoption of a Member App** (when the events functionality is part of the Member App) and build a new channel for ongoing engagement with members.

If you'd like to include more functionality and value to members (and recruit prospective members), you can leverage a **Member App to provide high-value deliverables** as well as support your events:

- Alerts/notifications of interest
- Latest news/curated content
- Personalized/tailored content
- Micro-learning/CEU tracking
- Networking communities
- Job boards/career centers
- App-exclusive content/videos



Leveraging & Integrating With Existing Systems

With proper planning, a Member App can accomplish a myriad of outcomes:

- Recruiting new members
- Engaging and retaining existing members
- Deepening connections
- Delivering and enhancing event experiences (in-person, hybrid/blended, virtual)

A Member App can enable your association to **deliver rich, tailored mobile experiences for members by integrating** with the data and content in your Content Management (CMS), Association Management (AMS), and Learning Management (LMS) systems.

Integration with these systems enables, for example, re-purposing of existing content and resources for use not only on your website but also in your Member App, providing **personalized content, powering communities, and sending push notifications** based on member type or other demographics.

In cases where members are looking to maintain professional qualifications or meet specific training requirements, associations can use their apps to deliver content and training resources from their LMS that can be easily accessed wherever (and whenever) the member chooses.



Cost & Staffing Considerations

You **don't need a large budget or staff** (or member base) to succeed with a mobile app. The Mobile App Success Stories highlighted in this guide are from associations with 8, 15, and 120 total staff – and the apps are managed by a single staff member working with the team at **Results Direct | RD Mobile**.

Associations can choose to launch an Event App or a Member App that includes event functionality. Launching a Member App with events will save you money over the cost of separate apps, as well as help to increase adoption.

Mobile apps can range from \$2,500 to \$100,000 and up depending on whether you choose a licensed customizable app product or develop a custom app (normally only considered by the very largest associations). Use of an existing product enables you to leverage the full power of a platform that's been **developed specifically with associations in mind**. Ongoing product enhancements are normally included as part of your license, and the current generation of Member and Event App solutions offer custom functionality at a fraction of the cost.

Use of an existing product also speeds the time-to-launch over a custom approach. By using an app product, your association can **launch a mobile app in as quickly as 1-2 months** versus 6-9 months or more for the custom approach.

Additional/optional cost considerations include integration with your existing CMS, AMS, LMS, and other systems. These costs may be included (or very nominal) in a product model but may increase significantly with custom apps.



Marketing Drives Success


Once your vision has been captured and your mobile app built-out, you need to **communicate the value of your app** – to encourage downloads and use. Taking a multi-channel approach will greatly contribute to the adoption of your app and also be a means to capture input for future enhancements.

Pre-launch, launch, and ongoing marketing efforts should highlight app benefits, features, and instructions for downloading your app. Downloads and **adoption will grow exponentially when your app is also used for your events.**

App marketing channels can include:

- Member emails (app benefits, download links)
- Newsletters/publications (usage guides, house ads)
- Website (promo videos, quick-start resources)
- Social media (teasers, app tips/highlights, testimonials)
- Vimeo/YouTube (video tutorials)
- Webinars (app tours, Q&A sessions, new feature announcements)

Download the new year-round BOA App!



Keep up to date with all things BOA straight from your mobile, including:

- Latest News
- BOASTs
- Standards and Guidance
- BOA Annual Congress
- and much more!

Find out more at www.boa.ac.uk/boa-app



Introducing the New ASHRAE 365 App

3

3 Reasons to Download ASHRAE 365:

1. Available every day
2. Flexible and easy
3. Engaging and always up-to-date

6

6 Reasons to Use it During the Conference:

1. Create your itinerary
2. Provide feedback about speakers
3. Get important announcements & push notifications
4. Network with other attendees
5. See venue floor plans
6. Access area information

5

5 Reasons to Use it Year-Round:

1. Connect with ASHRAE on social media
2. Fast access to donate & volunteer
3. Easily search for resources
4. Get information on continuing education
5. Find industry jobs

Don't have ASHRAE 365 yet? It's not too late!

Get it now on the App Store or Google Play by searching **ASHRAE 365**

ashrae.org/365
Questions or Comments?
Email apps@ashrae.org

ASHRAE

Location

Members

Staff

Learn more

Atlanta, GA

50,000 Members in 132 countries

120 Staff

www.rdmobile.com/success-stories



Success Story

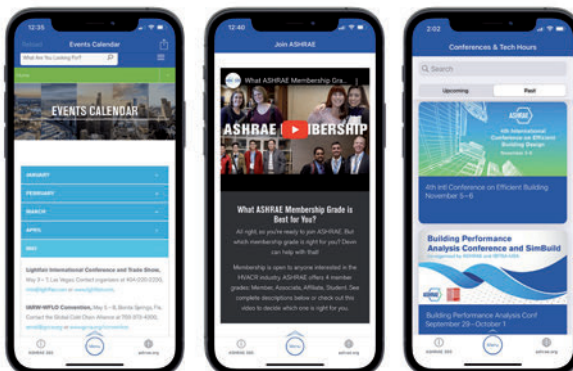
ASHRAE is a global society dedicated to advancing the arts and sciences of heating, ventilation, air conditioning, refrigeration and their allied fields. The Society focuses on building systems, energy efficiency, indoor air quality, refrigeration and sustainability.

ASHRAE 365 is a Member App providing year-round updates on all things ASHRAE, including events and opportunities for members to connect with one another, find resources and support the Society. The app includes:

- ASHRAE & Industry News
- Professional Development Courses
- Job Board
- Social Media Feeds
- Volunteer Resources
- Member-to-Member Messaging
- Exclusive Video Content for CEU Credit
- Events & Virtual Conferences

ASHRAE's app was launched several years ago and downloads and usage continue to grow as the association adds new features/functionality and incorporates exclusive app content and support for in-person and virtual/hybrid events. Member App successes include:

- 26,000 app downloads
- Revenue generation from sponsorships & ads
- AMS integration for member personalization



British Orthopaedic Association

Location **London, UK**
 # Members **5,000 Members**
 # Staff **15 Staff**
 Learn more **www.rdmobile.com/success-stories**



British
Orthopaedic
Association

Success Story

The British Orthopaedic Association (BOA) is the professional association for trauma and orthopaedic surgeons in the UK, providing national leadership, a unifying focus and charitable endeavor by caring for patients, supporting surgeons, and transforming lives. As an association, BOA cares for patients and supports surgeons by focusing on excellence in professional practice, training and education, and research.

The BOA Member App provides timely updates and year-round content for members and includes:

- Latest News
- Regulatory Updates
- Standards & Guidance
- Policy Information
- Access to CPD Records
- BOA Annual Congress Sessions

BOA has had tremendous up-take of its Member App within the first several months of launching. This success is the result of a clear vision for the app as well as focused, multi-channel marketing of the benefits to members and Congress attendees:

- 2,900 app downloads
- 100% attendee downloads at Annual Congress
- 9,300 app visits in 2nd month after launch
- CMS & LMS integration for app login & CPD record access



Institute of Quarrying

Location **Nottingham, UK**
 # Members **6,000 Members in 50 countries**
 # Staff **8 Staff**
 Learn more **www.rdmobile.com/success-stories**

IQ The Institute of Quarrying

Success Story

The Institute of Quarrying (IQ) is the international professional body for quarrying, construction materials, and the related extractive and processing industries. The objective of the Institute is to promote progressive improvements in all aspects of operational performance through the medium of education and training.

IQ Connect is a Member App and year-round mobile portal for IQ members to take control of their member experience and professional development. The app includes:

- Real-Time, Targeted Communications
- Personalized Content
- CPD Tracking & Updating
- On-Demand Micro-Learning
- Curated News (from IQ & other sources)
- Videos
- Exclusive App Content

IQ initially planned the launch of its Member App to grow international membership. When the pandemic hit, the Institute quickly pivoted to focus the app on serve existing members including providing a direct communication channel, enabling members to take control of their own CPD and providing highly-valued mental health content and support to members. App successes include:

- 2,400 app downloads
- 88% member renewals (exceeding target)
- CRM & LMS integration for member personalization & CPD tracking



How Results Direct | RD Mobile Can Help With Your Mobile App

Results Direct | RD Mobile has successfully delivered mobile Member and Event Apps for more than 300 associations with our Engagefully and Eventsential platforms.

The Success Stories throughout this guide are from associations that have chosen **Results Direct | RD Mobile** to plan and deliver their mobile apps.

Contact us to learn how we can help with your mobile app and make you indispensable to your members – regardless of the size of your association.

www.rdmobile.com
solutions@rdmobile.com
800 626 5284



// I'm happy to share the excellent experience ASHRAE has had with the Engagefully app & everyone at RD Mobile over the years – a great partner/solution! //

Joslyn Ratcliff, Sr Manager Marketing Communications, ASHRAE

Selection of Results Direct | RD Mobile App Clients:

