CRM Software:

A Must-Have for Your Non-Profit,

Membership-Driven Organization!

Contents

Introduction: CRM Is the Future!

Customer relationship management (CRM) software has become an essential tool for associations, chambers of commerce and other non-profit, membership-driven organizations. CRM software facilitates day-to-day operations and organizational growth by:

- Making it easier to plan ahead
- Increasing efficiency and productivity
- Boosting revenue and sales
- Improving communication

Did you know that sales reps spend approximately 65% of their time on activities that aren't related to sales? By using a CRM solution that automates routine tasks, sales reps can focus on doing what they do best: selling!

CRM software is an easy-to-use tool that organizations around the globe are embracing in record numbers to drive sales upward. The CRM solutions market is expected to expand by an incredible **150% by 2029**. This is expected to be the strongest growth the software industry has ever seen in such a short period of time.

In other words, CRM is the future.

[1] https://www.blogdumoderateur.com/guide-complet-crm/.
[2] https://www.nomalys.com/fr/28-statistiques-surprenantes-sur-le-crm-adoption-fonctionnalites-benefic-es-et-mobilite/

This growth also means, however, that there are now a multitude of CRM solutions to choose from. Each solution has different features. Given that organizations all have distinct needs, finding the right option can be a difficult task.

It is estimated that organizations use only 50% of the CRM features they pay for.	**43% of CRM customers use fewer than half of their CRM solution's features.**	**For 51% of CRM customers, data synchronization is a major problem.**

In this white paper by Vendere Group, we aim to give you the information you need to find the most suitable CRM solution for your organization. We hope that the statistics, examples, graphs and testimonials presented here will help you make an informed choice.

Discover how a smart, user-focused CRM solution can lead your membership-driven organization to a prosperous future!

GOOD READING!

The History of CRM

What Is CRM?

CRM stands for **customer relationship management**. For associations, chambers of commerce and other non-profit, membership-driven organizations, CRM software allows you to segment and categorize members and other users throughout their entire life cycle by applying specific filters. A CRM tool makes it possible to automate repetitive daily tasks, simplify member registrations and renewals, reduce operating costs and keep a record of all interactions with your users. In other words, it's a virtual assistant with an incredible memory that helps you manage and analyze an enormous amount of data.

CRM software can dramatically boost an organization's performance.

1. Increase sales by as much as 29%
2. See productivity gains of up to 34%
3. Improve accuracy of projections by 40%
4. Obtain an average ROI of $8.71 for every dollar spent

An incredible 91% of organizations with 11 or more employees already use CRM software. About 50% of smaller organizations do too. So what are you waiting for? Join the CRM revolution!

The Origins of CRM

CRM emerged in the 1970s, but it was a bit different than what we have today. Back then, companies would generate their own customized, automated databases to sort customers using specific criteria. Then, in the 1980s, developers began creating off-the-shelf CRM software that could be used by any organization. Initially, this software was targeted primarily at banks and insurance companies, who recognized its enormous potential in terms of customer conversion. It didn't take long, however, for retailers and healthcare organizations to follow suit — they could see that these systems would soon become the norm. CRM began to take its current shape around the year 2000, when it started to gain popularity and become more widely accessible.

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Since then, CRM solutions have continued to evolve and astonish us with new developments and focuses: customizable automation, business intelligence, artificial intelligence and user experience. We've come a long way from every organization having its own automated database. Today, we have access to comprehensive software packages that facilitate every aspect of how organizations interact with the people they serve.

And CRM isn't just for big corporations. Solutions have become simpler over the years thanks to the growing number of options on the market. Whether your priority is member portals, online payments, online sign-ups, contact management, ticketing or donations, there's a solution out there for you!

But the downside of having so many choices is that identifying the best CRM solution for your organization can be complex and time-consuming. **In fact, 67% of CRM customers say that finding the time to compare CRM solutions was a major bottleneck in their purchasing process.**

CRM solutions need to be selected carefully. The time spent comparing options is an investment that will yield tangible results over the long term. Just like with a pair of shoes, finding the right fit may be difficult, but it is worth getting right! In the next section, we'll explain everything you need to know.
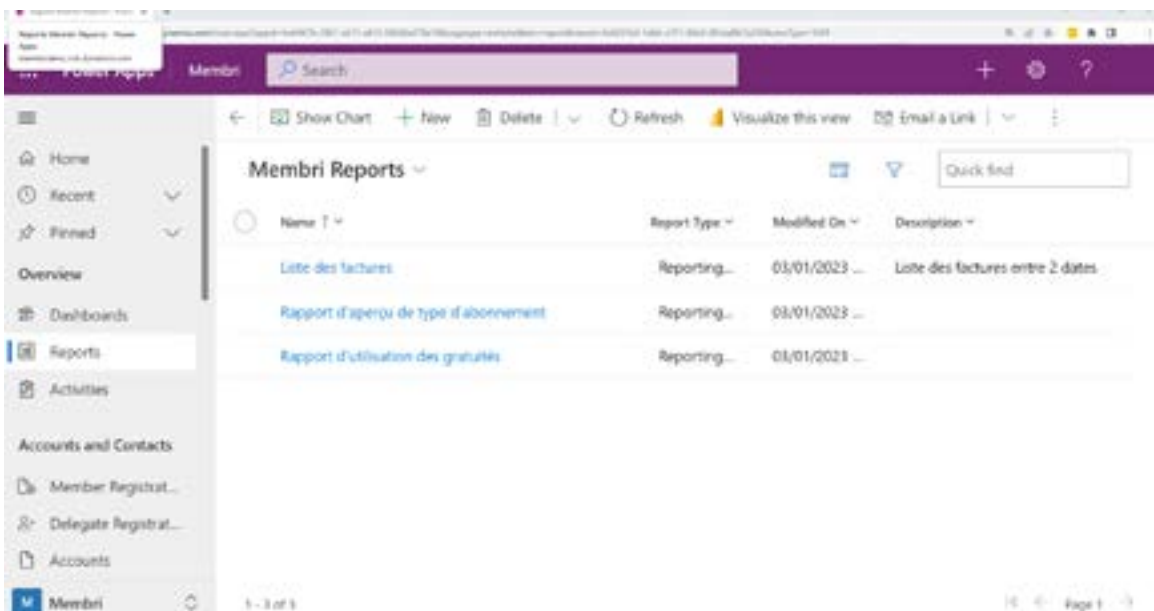
The Importance of a Customized CRM Solution

Why pay good money for features you won't use? The right CRM solution is one that aligns perfectly with your organization's needs.

So how do you go about finding the right fit?

If you are already interested in a particular CRM solution, you can attend a demo or a webinar given by the software company. You will be able to see the program in action and get answers to any questions you might have.

If you don't know where to begin, the best strategy is to make a list of your requirements — what does your organization absolutely need from a CRM solution? Be sure to also list bonus features that could benefit your organization and tip the balance one way or another when comparing similar products.

When making your list of requirements, be sure to do so based on your organization's priorities. Here are a few ideas to get you started:

- Increasing sales
- Growing membership
- Automating repetitive tasks
- Simplifying day-to-day management
- Staying on budget
- Finding partners
- Securing funding
- Protecting user data

All this said, we know that it can be difficult to find a reasonably priced product that matches your organization's needs.

At Vendere Group, we decided that this was a problem that needed addressing. Organizations have to be able to determine whether they're getting the most bang for the buck.

So how do we go about maximizing their ROI?

It all starts with data security and privacy. Microsoft spends billions of dollars every year making its environments safer and more secure. Plus, they offer Canadian-based, PIPEDA-compliant cloud storage solutions, which means that CRM systems built with Microsoft products offer a significant competitive advantage.

Then it comes down to a great user experience. A cloud-based solution that is modular, flexible, scalable and made to suit users' needs rather than the other way around is the way of the future.

Enter Membri 365, created using the Microsoft 365 Power Apps platform.

Membri 365 is the perfect CRM solution for associations, chambers of commerce and other non-profit, membership-driven organizations. Data is stored securely on Microsoft servers within Canada by a Canadian company dedicated to providing a top-notch user experience and technical support in both English and French.
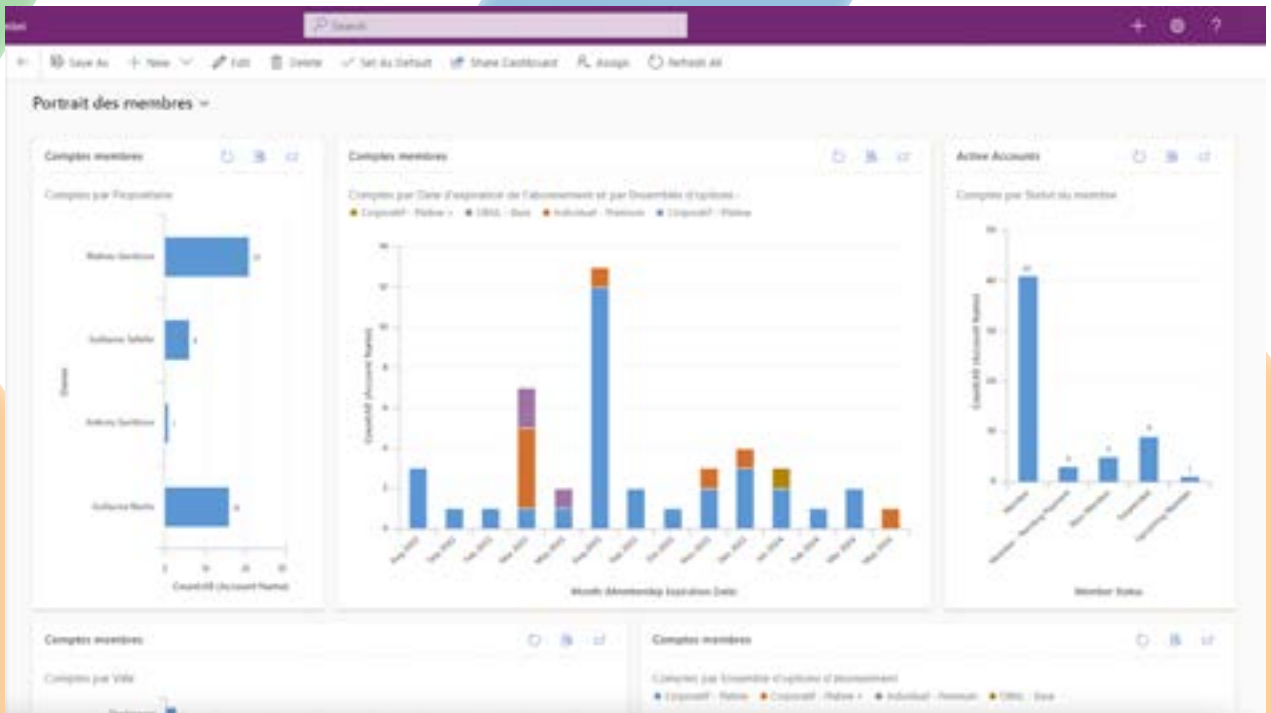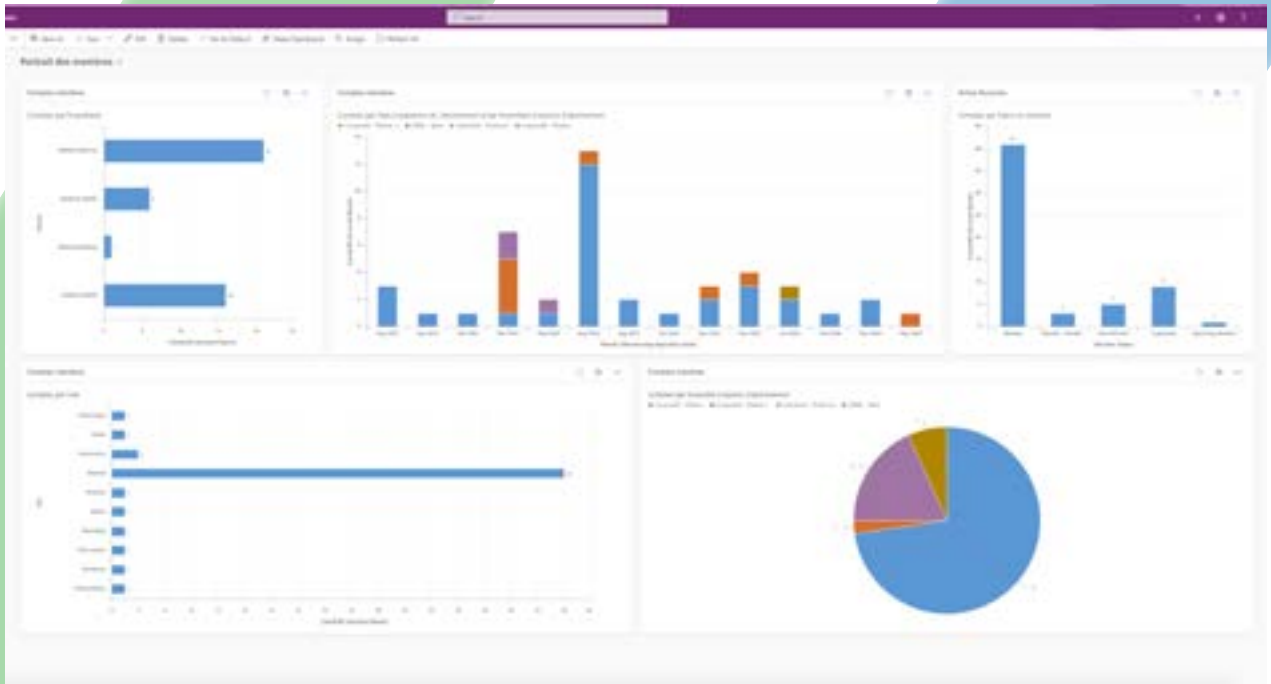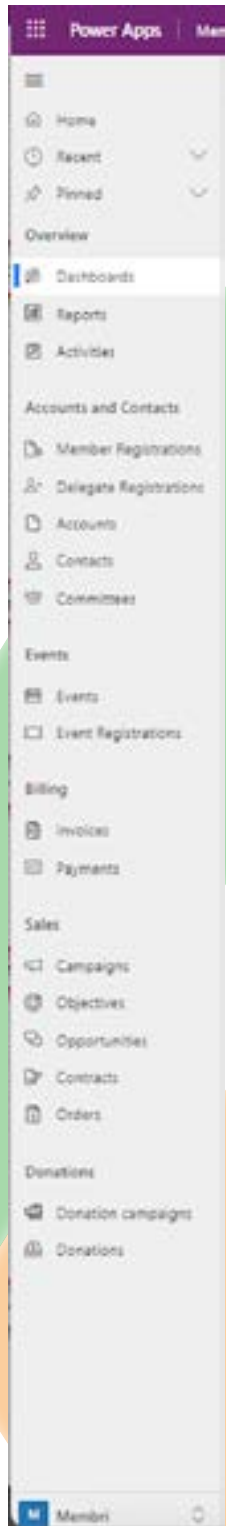
About Membri 365

What makes Membri 365 different? It is an all-in-one CRM system that is innovative, flexible and designed specifically to the meet the needs of associations, chambers of commerce and other non-profit, membership-driven organizations. We have an in-depth understanding of what your needs are and the challenges you are up against.

Here are features and benefits of using of Membri 365:

Cloud-based	Part of the Microsoft 365 ecosystem	Unparalleled customer service
Customizable to your needs (modular)	Compatible with Dynamics CRM	Canadian made
Flexible	Developed on PowerApps (you own your data)	Better member relationships
Data centralization	MailChimp integration	Donation module for non-profits
Automatic membership renewals	Website integration	Real-time registration
Event management	Accounting software integration	Events calendar
Email invoices	Expenses and income tracking	Membership directory
Reports	Account statements	Reviews
Dashboards	Multiple new integrations planned (e.g., Cyberimpact)	Communications history

Membri 365 can be used to automate administrative tasks, optimize membership management, and plan events and activities more easily than ever before. And with the mobile app, organizations can communicate quickly and efficiently with members and thus increase engagement.

Did you know that Membri 365 can take care of approximately 10 to 12 hours of administrative work per week? With that extra time, you can concentrate on tasks that add real value to your organization and compensate for the challenges arising from current labour shortages.

Have a closer look at some testimonials from satisfied clients who explain why Membri 365 is the best solution for them.

Reviews

Maurice
General manager

It is the ideal and essential tool for all organizations.

★★★★★ 5.0   2 years ago

Comments: Very satisfied, it is a must.

⊕ Pros:

The number of hours saved in administration and the ease of follow-ups.

Sylvie
Executive Assistant

Member management

★★★★★ 5.0   last year

⊕ Pros:

Member payment, easy to understand, good technical support.

Membri 365 in facts and figures:

- **Used by over 70 associations of various sizes (100 to 10,000 members)**
- **Used by more than 46% of chambers of commerce in Quebec**
- **Significant inroads being made into the western Canadian market**

"This has met 100% of our expectations. We don't hesitate to recommend Vendere Group or Membri 365 to other chambers of commerce because we know how helpful it will be."

Watch (or read) the case study that we prepared jointly with the Chambre de commerce et d'industrie Saguenay-Le Fjord.

Watch: https://www.vendere.ca/cases-studies

Read: https://www.vendere.ca/membri-365-case-study

Our hearts swell with pride when we read our clients' testimonials! We strive to keep our users at the heart of our product development process by listening to what they say and finding solutions that meet their needs.

About Vendere Group

Since its inception in 2011, Vendere Group has been on a mission to help organizations perform better using Microsoft 365 technology solutions. Our team members are dedicated to serving each of our clients with respect, integrity and a deep understanding of their needs. It is our goal to harness these values to become a North American leader in solutions development.

In 2015, we launched Snap2Lead, a program that enabled small and medium-sized businesses to generate a snapshot of their performance across all their digital platforms with just a few clicks. Then, in 2017, we developed Locali-T, an app that promotes local connections, partnerships and purchases. Both featured very promising concepts, although they were admittedly a little ahead of their time.

All the while, we were working on Membri 365, our membership management system. Initially, our focus was on creating a customized solution for three chambers of commerce. But the software was a hit, and demand grew quickly. Membri 365 is now used by more than 70 membership-driven associations throughout Canada.

Membri 365 is our flagship project, and we have many ideas for new features that we plan to implement over time.

Vendere Group is well known in the industry as a specialist in CRM and automation development. Our reputation and the quality of our solutions are unrivalled, making us the partner of choice when it comes to streamlining business processes.

Sell more and sell better with Vendere Group!

Did you know that Vendere and Membri are Italian words? "Vendere" means "to sell" while "Membri" means "member," and they were chosen as a nod to our founder's Italian heritage!

Contact Us

Do you have questions about Membri 365?

We'd love to hear from you. Contact our team of experts today!

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