

## Is your association on the right path?



The OLD WAY "status quo"



Silos of information



Rigid, difficult to change



Limited access



Outdated



#### The NEW WAY "CONNECTED"



Seamless connections to what matters most



Adaptive to move with your organization



Right for me - anytime, anywhere, any device



Always advancing



YM can take you there.

# Game-changing solutions for forward-thinking associations.

Growing an association in the digital economy isn't easy. Members expect instant value and personalization across multiple channels, on every device. In order to remain relevant, associations need to offer compelling benefits that satisfy their specific needs in moments of opportunity. It's not a simple task, yet attainable when you build your association through the power of a digital foundation.

As the world leader in cloud-based technology and revenue solutions for member-based organizations, YM's innovative and easy-to-use tools help you provide value to your members through tailored content, meaningful connections, personalized education, career development programs and strategic campaigns.

All data is centralized, allowing you to streamline processes, gain crucial insights over member behavior and fine-tune decision-making across your entire organization. You empower your staff with the tools they need to excel, and build your foundation for continued growth.

Explore YM's integrated solutions to see how you can become a connected association to boost engagement and revenue, when you partner with the most collaborative and innovative team in the industry.

#### The truth is in the numbers:



5,000+



20M+

members



2,500

job boards managed



3.6M+

online course completions annually

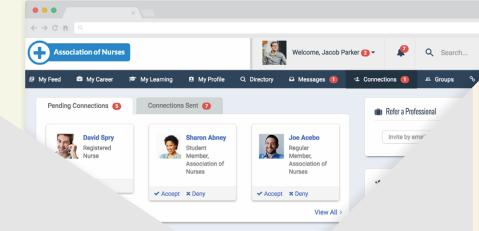
### You are the association of tomorrow.

Association management software (AMS)



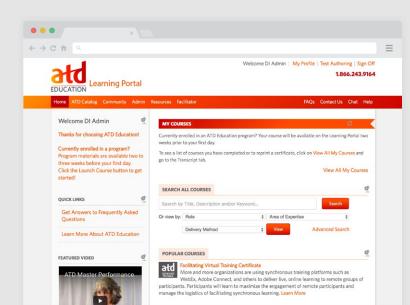
#### **Membership**

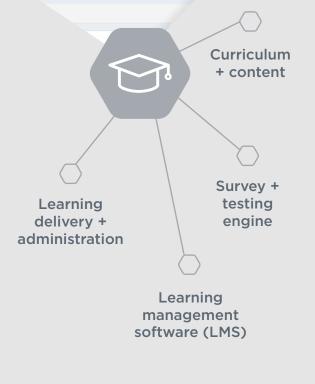
Work smarter and deliver more value to members with YM's leading AMS. Manage all of your business and data more efficiently with easy-to-use tools, advanced analytics and accounting. Boost your brand online with our award-winning design team. Personalize member experiences with email marketing tools and mobile event apps and optimize participation with SocialLink — YM's groundbreaking community platform that is redefining member engagement.



#### Learning

Exceed the demands of critical learning and professional education with YM's award-winning and highly-intuitive LMS. Customize the learning experience and make it available anytime, from any device. Use powerful tools to create and deliver assessments, evaluations and learning communities and manage all of your educational content formats in a central location. Use our curriculum and content development services and get your online learning back on track.







#### **Careers**

Become the go-to resource for talent and jobs in your industry with an advanced job board powered by YM's dynamic platform and backed by the largest sales and marketing engine in association recruitment advertising. Generate more revenue for your organization and provide an exceptional user experience through impressive job marketing and distribution, search engine optimization, mobile-responsive interfaces and advanced functionality found nowhere else. Drive traffic to your site and propel your members' careers through onsite and virtual events. We do all the work, you generate the revenue.

#### Media

Connect your members to relevant products and services and increase your non-dues revenue partnering with YM's dedicated sales team and premier digital advertising solutions. At no cost to your organization, boost your website traffic and improve your member engagement through YM's turnkey solutions which have strengthened partnerships and brands by delivering more than 87 million visits a year to more than 4,300 websites, while driving more than 2 million event registrations to more than 67,000 events.





#### Choose YM with confidence.

YourMembership has been anticipating — and meeting — the changing needs of our member organizations since 1998. Our integrated solutions empower thousands of associations worldwide, big and small, to deliver greater member satisfaction, improve performance, grow revenue and, most importantly, fulfill their mission. As the leader in the industry, we are at the center of today's technology revolution, ready to partner with you to help you magnify your impact in the world. After all, we are in this together.

Are you ready to take your association to the next level? Let's get started!



Building connections. Fostering growth.