

# The Value of Private Communities

## Creating value, keeping your members connected

Your organization represents a group of individuals bound by a common cause or connected by similar experiences. These individuals – your alumni, members, constituents – are your most valuable assets and they crave an unprecedented level of value from your organization.

### Adding Value

One initial concern of establishing a public social networking site vs. a private online community is – value. When your members log onto a social networking site, the value is provided from that external provider – and it becomes harder to convince your members (and potential members) to remain loyal to your organization if the value is not provided by you. When you build the community, your members recognize that effort and realize the value is provided by your organization.

### Brand Protection

With YourMembership.com, your organization's brand is protected and enhanced in a private online community that supports your mission, vision and principles. On the wild social networking frontier, your organization is susceptible to members (and non-members) logging on and de-valuing your community, your message and your institution. Stay secure in your private community.

### Ads & Your Member Data

With YourMembership.com, there are never any ads or pop-ups to distract or offend your members. That's the trending business model of many public social networking sites. Also, YourMembership.com, never resells or shares your valuable member data. Keep your members protected.

### Customer Service & Support

With YourMembership.com you receive unlimited, live, personal customer support and service. Our client services specialists are constantly monitoring the health and activity of your online community. This level of service just isn't available with free external social networking sites.

### The Decision

YourMembership.com is a complete online member management solution – that's also a state-of-the-art private social networking platform. Basically, the decision boils down to your ultimate goal. Is it to provide a place where your members can network – and that's it? Free external sites might work if it's to unite all of your members in a place that's in-line with your overall brand, mission and principles – external social networking sites likely aren't the right fit for your organization.

If your goal is to increase and enhance the bond between your organization and its members, to increase the number of new memberships, to enhance donations, to manage communications on a regular basis, to track user activity, to manage conferences and events, and so much more YourMembership.com delivers.

INDUSTRY  
TRENDS