15 Bright Ideas to Enhance Your Membership Website

Attract sponsors and engage members with advanced Wild Apricot customization

Introduction

Your Wild Apricot software is a powerful membership and event management tool.

It helps your organization automate membership processing and promote upcoming events, and allows you to easily manage your website in-house. But how can you enhance your website to engage members and attract supporters?

Here are fifteen (15) practical ideas that you can start implementing for your membership website today.

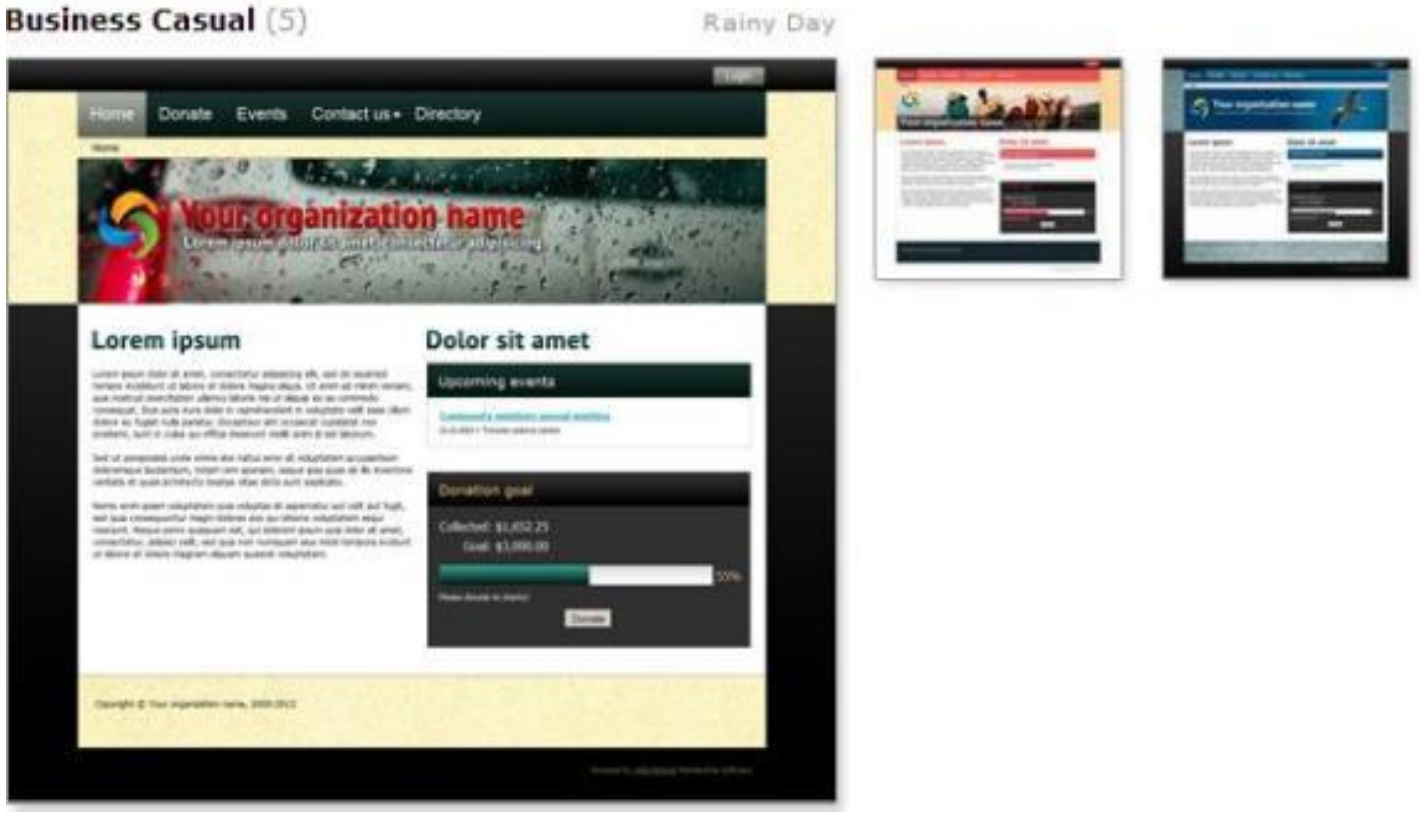
No. 1

Ditch the Generic Theme.
Build Credibility with a Custom Branded Theme.

Standard Wild Apricot Theme

Wild Apricot provides 17 themes, each with some variation in color and navigation style.

This is the Basic Casual theme group.



Standard Wild Apricot Theme

Generic theme customization is mainly

limited to text color and style.

This is the Nature theme group.

Custom Wild Apricot Theme

Example of a branded website theme with custom images, colors, font style, and layout.

Custom Wild Apricot Theme

Another example of a custom website design incorporating the organization's logo, theme, and call-to-action buttons (Education, Meetings, and Join RCA Today).

Custom Wild Apricot Theme

This website design pushes many Wild Apricot limits. For example, instead of the built-in event widget, this custom event widget displays event title, date, speakers, description, and sponsors. The header banner on top rotates 12 different speaker images.

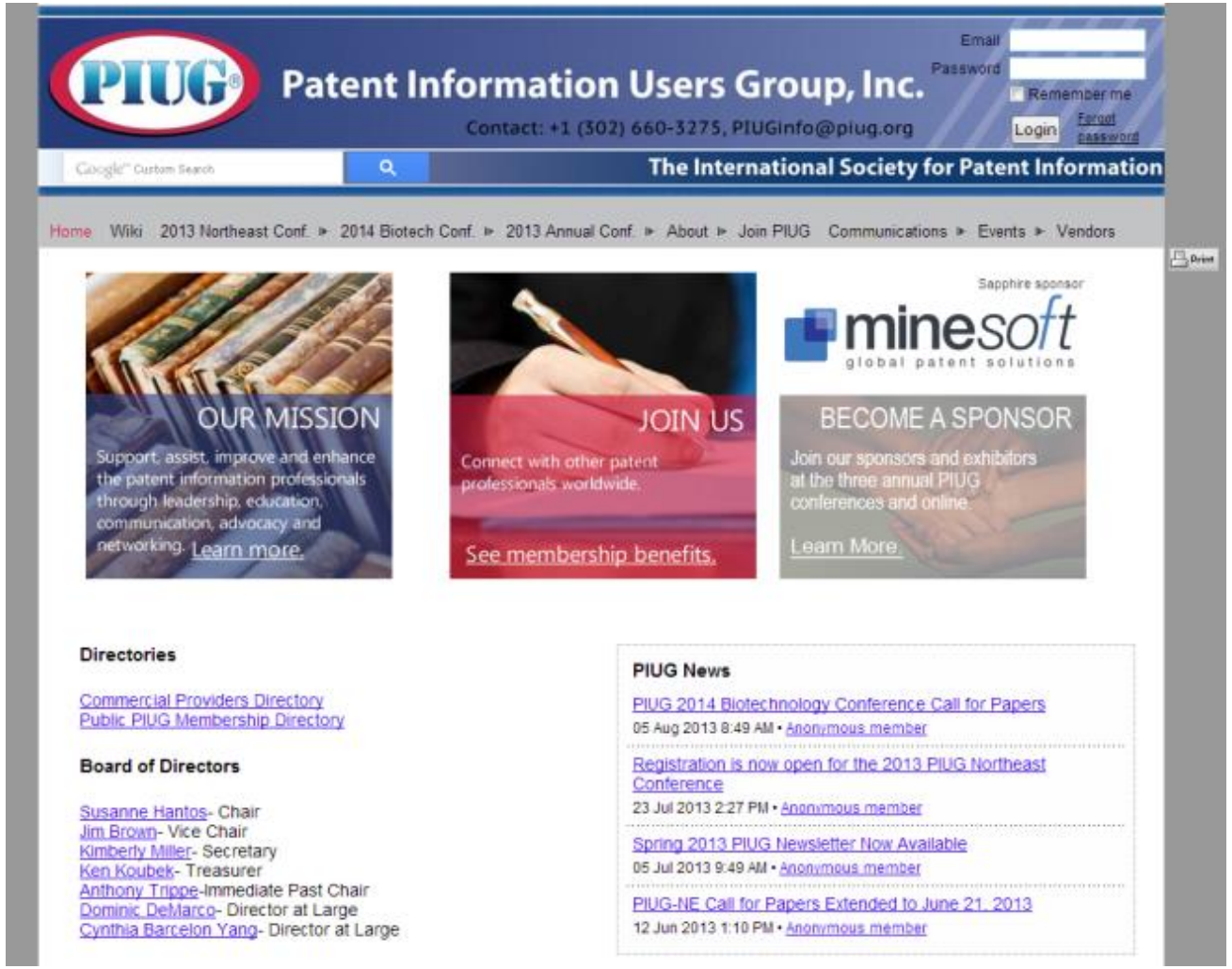
Not your average website theme!

No. 2

Add Sponsor Logos.
Give Sponsors High Visibility.

Sponsor Banner

This website features sponsors' logos in a dynamic banner (right box). The rotating (dynamic) banner displays the sponsor level and adjust display time based on the level.



Sponsor Banner

Similar to the previous example, this sponsor banner rotates the sponsor logos, each linking to the sponsor site. This is a premium property on your site and can be a great revenue generation tool.

Sponsor Logos

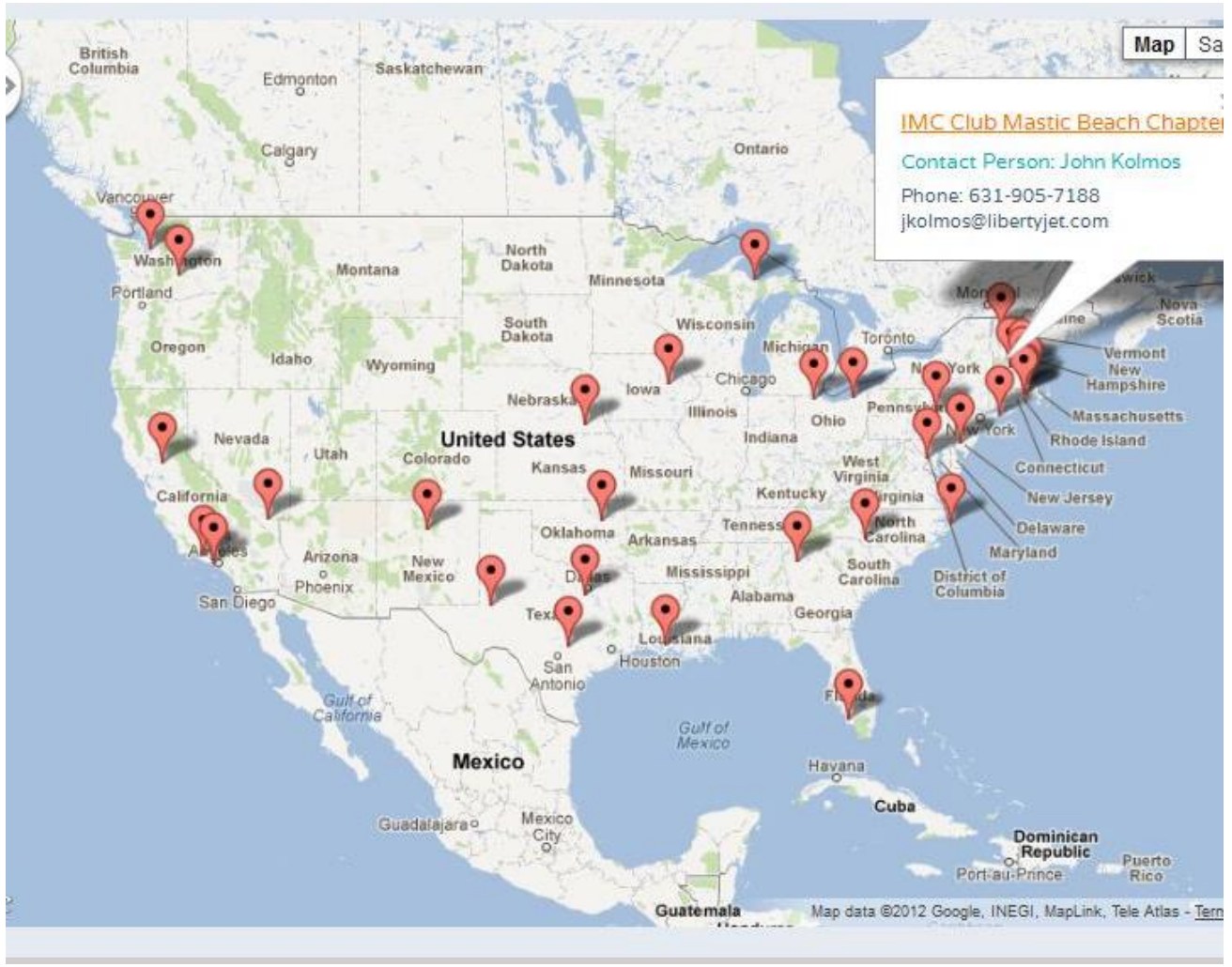
Give your sponsors a prominent status by placing their logos on your home page. In this case, the logos are displayed statically (instead of a rotating banner) giving each the same amount of visibility.

No. 3

Put Your Members on the “Map”.
Make Your Site Dynamic.

Dynamic Member Map

This dynamic Google map shows member information from a Wild Apricot database. Users click on any marker to find more information about the member.

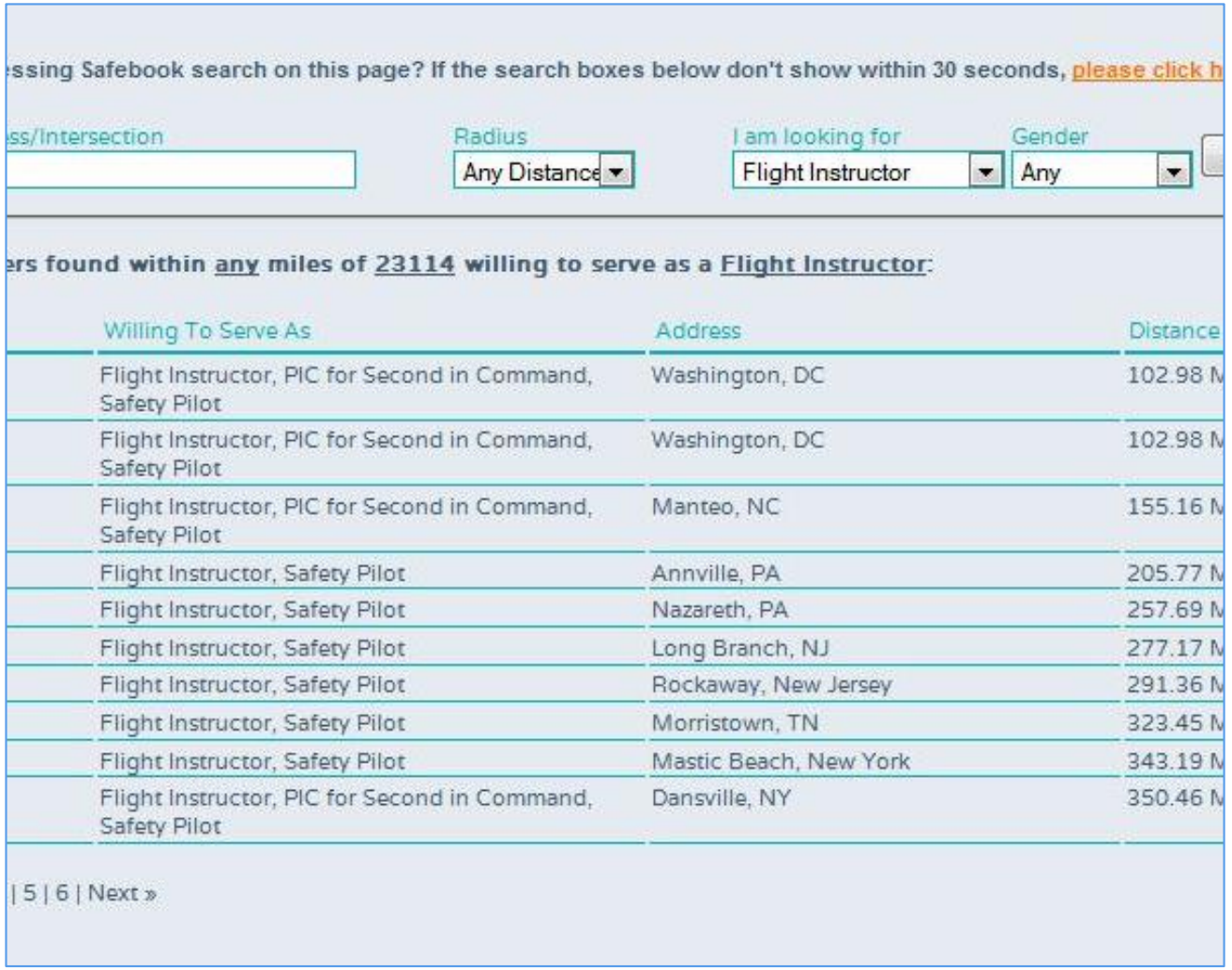


No. 4

Provide Customized Member Search Functions.
Allow Users to Find Members Easily.

Custom Member Search

Wild Apricot provides a myriad of search options for a member directory including simple search, browsing, and advanced search. However, with advanced coding, you can add custom search to your Wild Apricot website to improve page layout or search selection. In this case, users search for a pilot with certain certifications and within X miles from a zip code or address (i.e., proximity search).

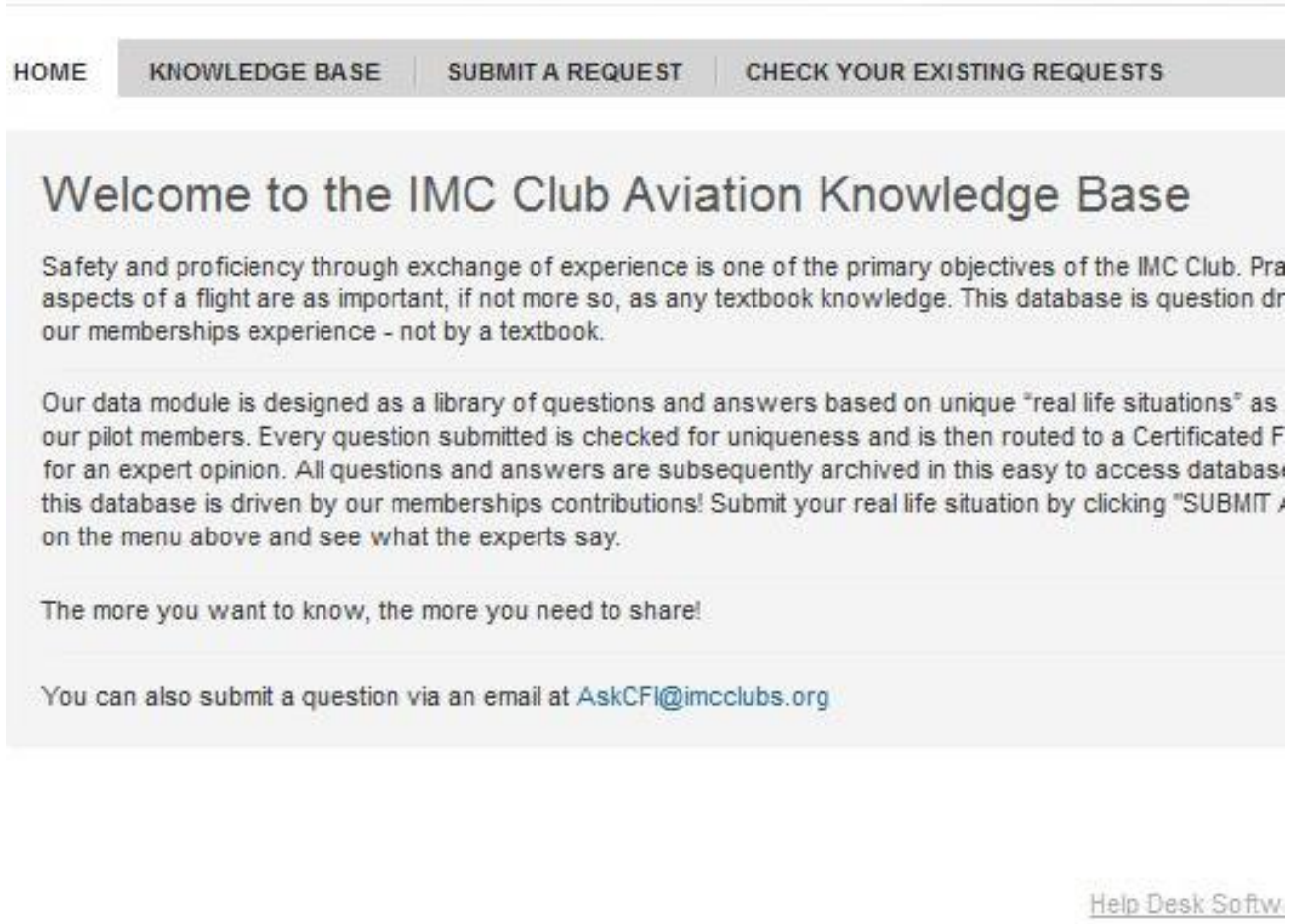


No. 5

Integrate with 3rd Party Tools.
Make Your Site More Engaging.

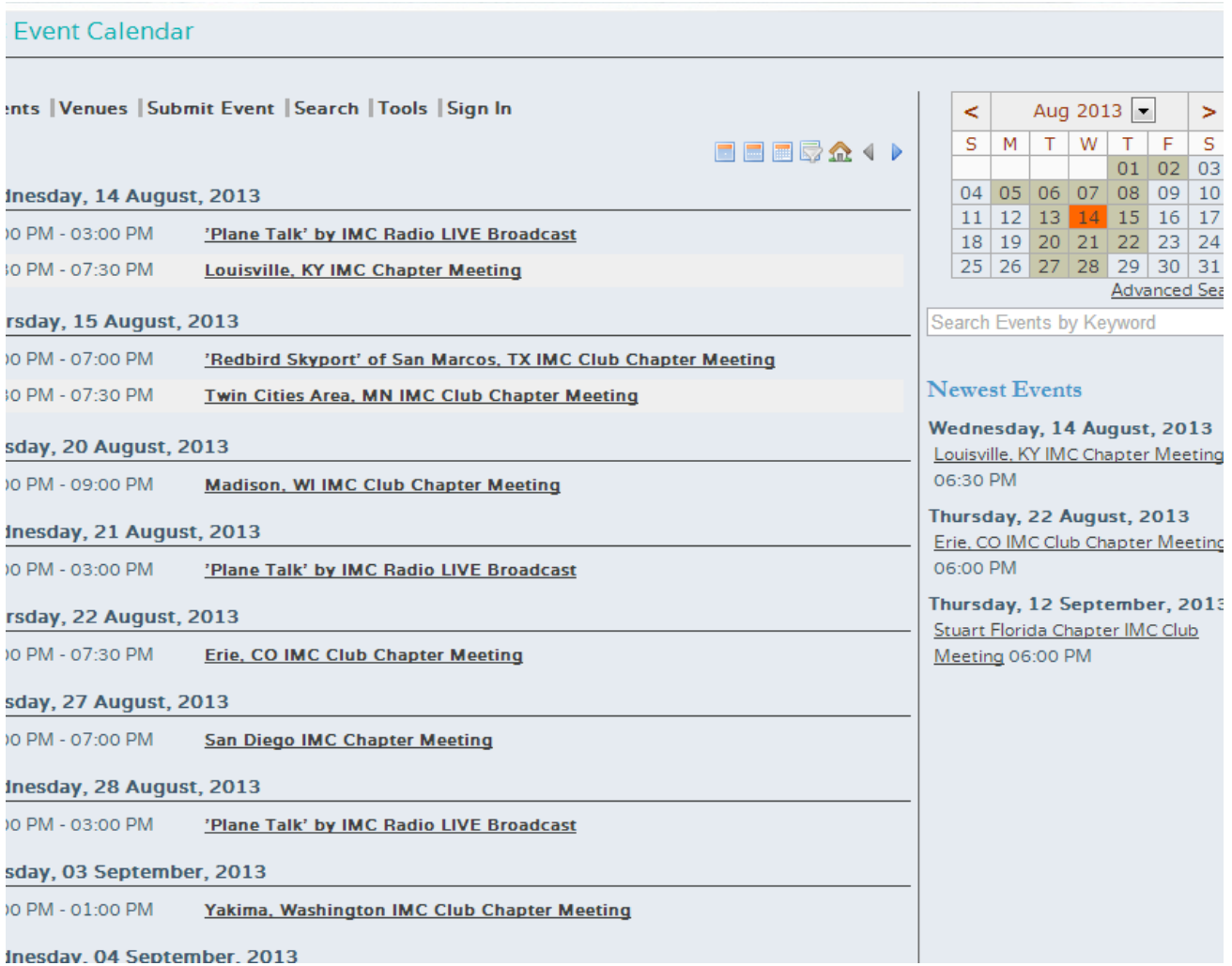
Knowledge Base Integration

Organizations can extend Wild Apricot capabilities by integrating with 3rd party systems, such as a wiki. In this example, members search for aviation information in this knowledge base (ZenDesk). If not available, they send a question to an expert, who responds and adds the information to the knowledge base.



External Calendar Integration

This 3rd party calendar offers additional functionality not available in Wild Apricot calendar (e.g., event submission and recurring events).



No. 6

Automate Board-of-Directors Page.
Make Volunteers Happy with Less Work.

Board of Directors Page

Use Wild Apricot member directory to automate the BOD page. This keeps information current (as members update their profile) and volunteers happy (no admin work required).

2011-2012 Board of Directors

Search: Found: 15

Board Member	Contact Information	Company
President Ann Buhl, CMP	ann.buhl@rich.frb.org (804) 697-8316	Federal Reserve Bank of Ric 1518 Timbercrest Lane Richmond
President Elect Jeannie M. Wolf, CMP	jwolf@eventelements.net 757-271-5747	Event Elements 32 Ingalls Rd Fort Monroe
Immediate Past President Stacy L. Harvey, CMP, CMM	stacylharvey@vt.edu (757) 363-3930	Virginia Tech Hampton Road

No. 7

Build a Buyer's Guide or Marketplace.
Generate Non-Dues Revenue.

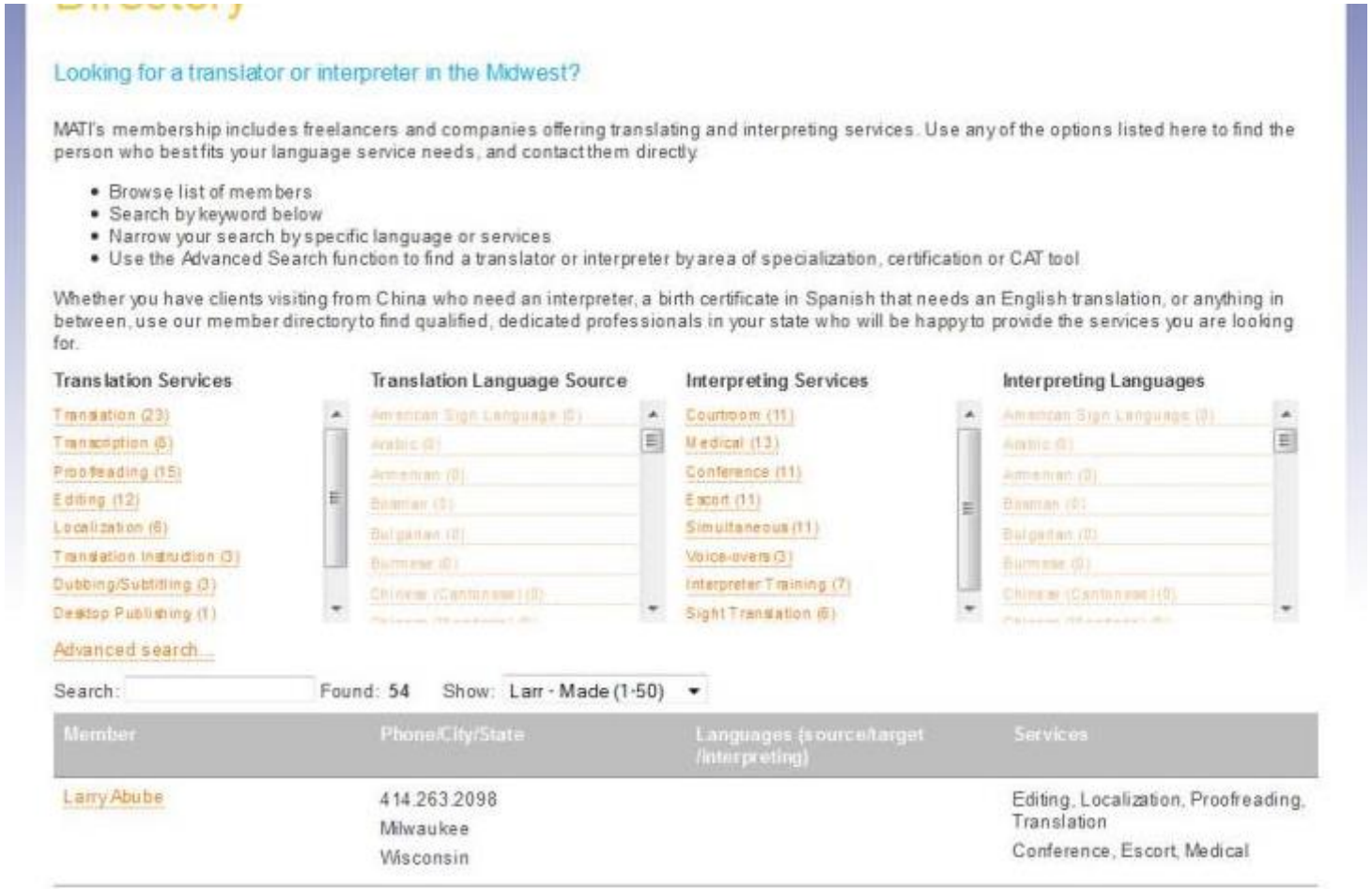
Buyer's Guide

This member directory features premium members on top of the list, and allows users to search for providers by different criteria.

PROVIDER	SERVICES	INDUSTRY	MEMBER STATUS/LOCATION
Accolo, Inc. (RPOA Co-Founder) accolo cloud recruiting www.accolo.com	Candidate Research for our Recruiters, Full Recruitment Outsourcing For Company, Full Recruitment Outsourcing for Part of the Company, Full Recruitment Outsourcing for Project, Hiring Manager Training	Biotechnology, Business Services, Computer Hardware, Computer Software, Computer/IT Services, Financial Services, Insurance, Manufacturing, Medical Devices and Supplies, Sustainable Energy, Telecommunications	FULL RPOA MEMBER United States
Instigate, Inc. [RPOA Board Member] TALENTASSIST by Instigate www.instigateinc.com	Candidate Research for our Recruiters, Full Recruitment Outsourcing For Company, Full Recruitment Outsourcing for Part of the Company, Full Recruitment Outsourcing for Project, Third Party Vendor Management	Automotive, Biotechnology, Business Services, Chemicals/Petro-chemicals, Construction, Consumer Products, Food - Agriculture and Services, Insurance, Manufacturing, Medical Devices and Supplies, Not-for-Profit, Other/Not Specified, Pharmaceutical, Retail, Transportation and Logistics	FULL RPOA MEMBER United States
Method3 Method3 www.method3.com	All, Candidate Research for our Recruiters, Change Management, Compliance Tracking, Reporting and Audits, Full Recruitment Outsourcing For Company, Full Recruitment Outsourcing for Part of the Company, Full Recruitment Outsourcing for Project, Hiring Manager Training, Process Mapping, Technology Consulting, Third Party Vendor Management	Aerospace and Defense, Agriculture/Forestry/Fishing, Apparel, Architectural and Design Services, Automotive, Aviation, Biotechnology, Business Services, Chemicals/Petro-chemicals, Computer Hardware, Computer Software, Computer/IT Services, Construction, Consumer Products, Education, Electronics, Components and Semiconductor Mfg, Entertainment, Financial Services, Food - Agriculture and Services, Government and Military, Health Care, Hospitality - Travel, hotel, and leisure, Insurance, Internet, Web and Social Media, Legal, Manufacturing,	RPOA FULL MEMBER United States

Provider Directory

Another example of a member directory (sometimes called a *Provider Directory* or *Marketplace*).



Looking for a translator or interpreter in the Midwest?

MATI's membership includes freelancers and companies offering translating and interpreting services. Use any of the options listed here to find the person who best fits your language service needs, and contact them directly.

- Browse list of members
- Search by keyword below
- Narrow your search by specific language or services
- Use the Advanced Search function to find a translator or interpreter by area of specialization, certification or CAT tool

Whether you have clients visiting from China who need an interpreter, a birth certificate in Spanish that needs an English translation, or anything in between, use our member directory to find qualified, dedicated professionals in your state who will be happy to provide the services you are looking for.

Translation Services

Translation (23)
Transcription (6)
Proofreading (15)
Editing (12)
Localization (6)
Translation Institution (3)
Dubbing/Subtitling (3)
Desktop Publishing (1)

Translation Language Source

Interpreting Services

Courtroom (11)
Medical (13)
Conference (11)
Escort (11)
Simultaneous (11)
Voice-overs (3)
Interpreter Training (7)
Sight Translation (6)

Interpreting Languages

Advanced search...

Search: Found: 54 Show: Larr - Made (1-50)

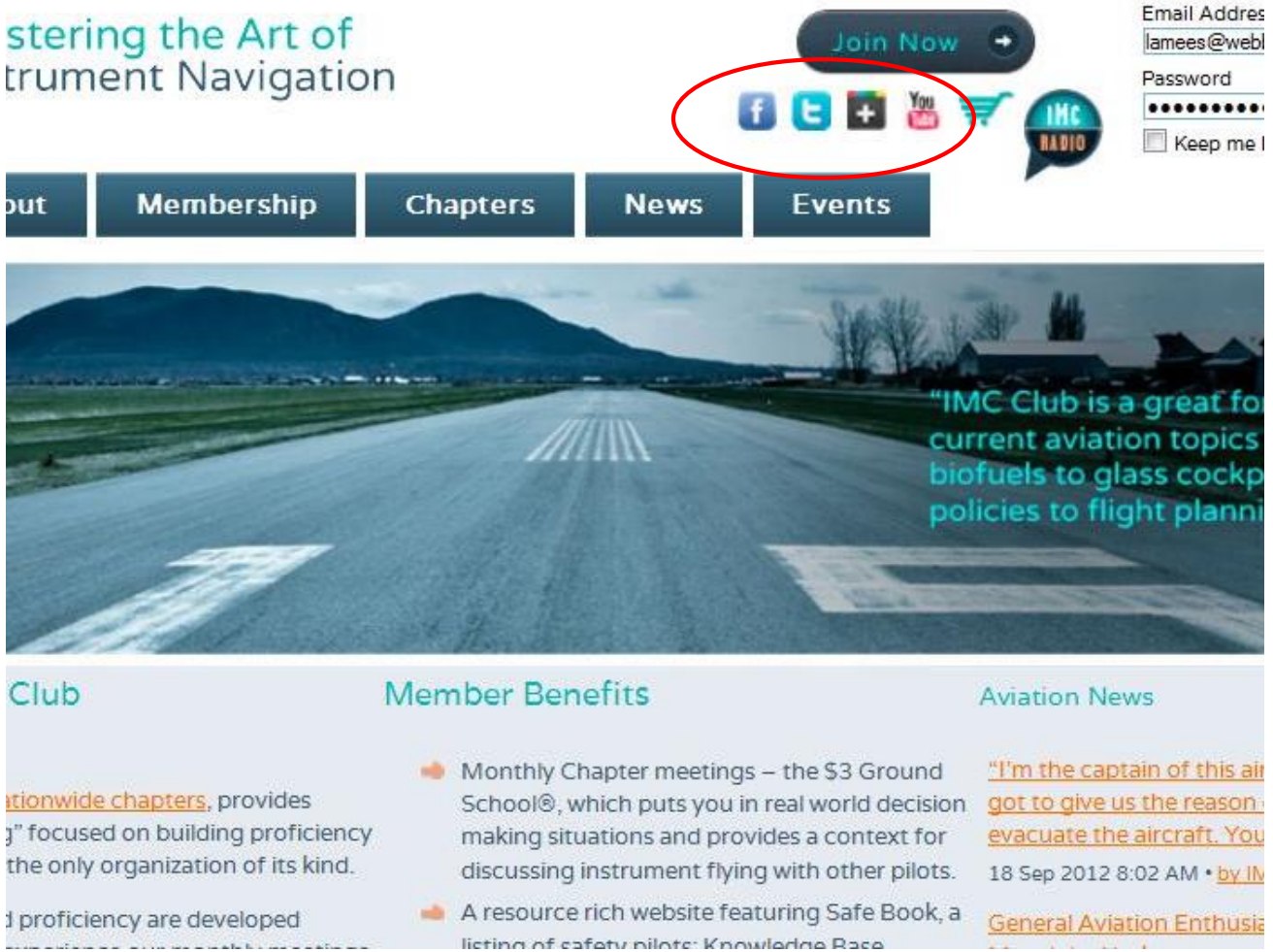
Member	Phone/City/State	Languages (source/target /interpreting)	Services
Larry Abube	414.263.2098 Milwaukee Wisconsin		Editing, Localization, Proofreading, Translation Conference, Escort, Medical

No. 8

Integrate with Social Networks.
Engage Site Visitors.

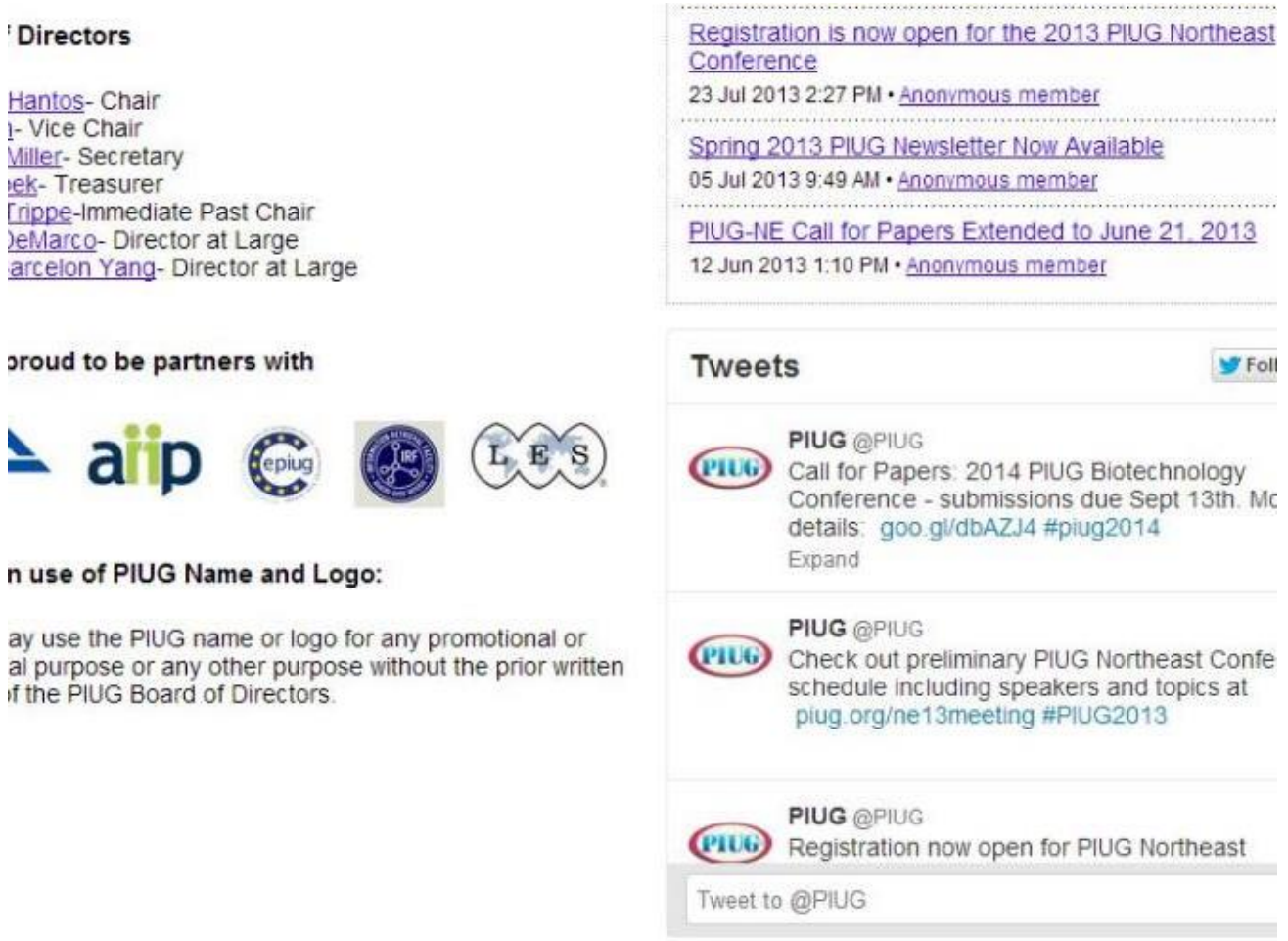
Social Media Icons

Add social media buttons with active links to promote your social networks and engage your site visitors.



Social Media Feed

This site displays Twitter feed directly on the home page and allow users to follow them on Twitter.



No. 9

Add Call-to-Action (CTA) Buttons.
Add Marketing Focus to Your Site.

Entice Users to Act

This home page has three call to action buttons: learning more about the organization, joining, and becoming a sponsor.

Click for What Matters

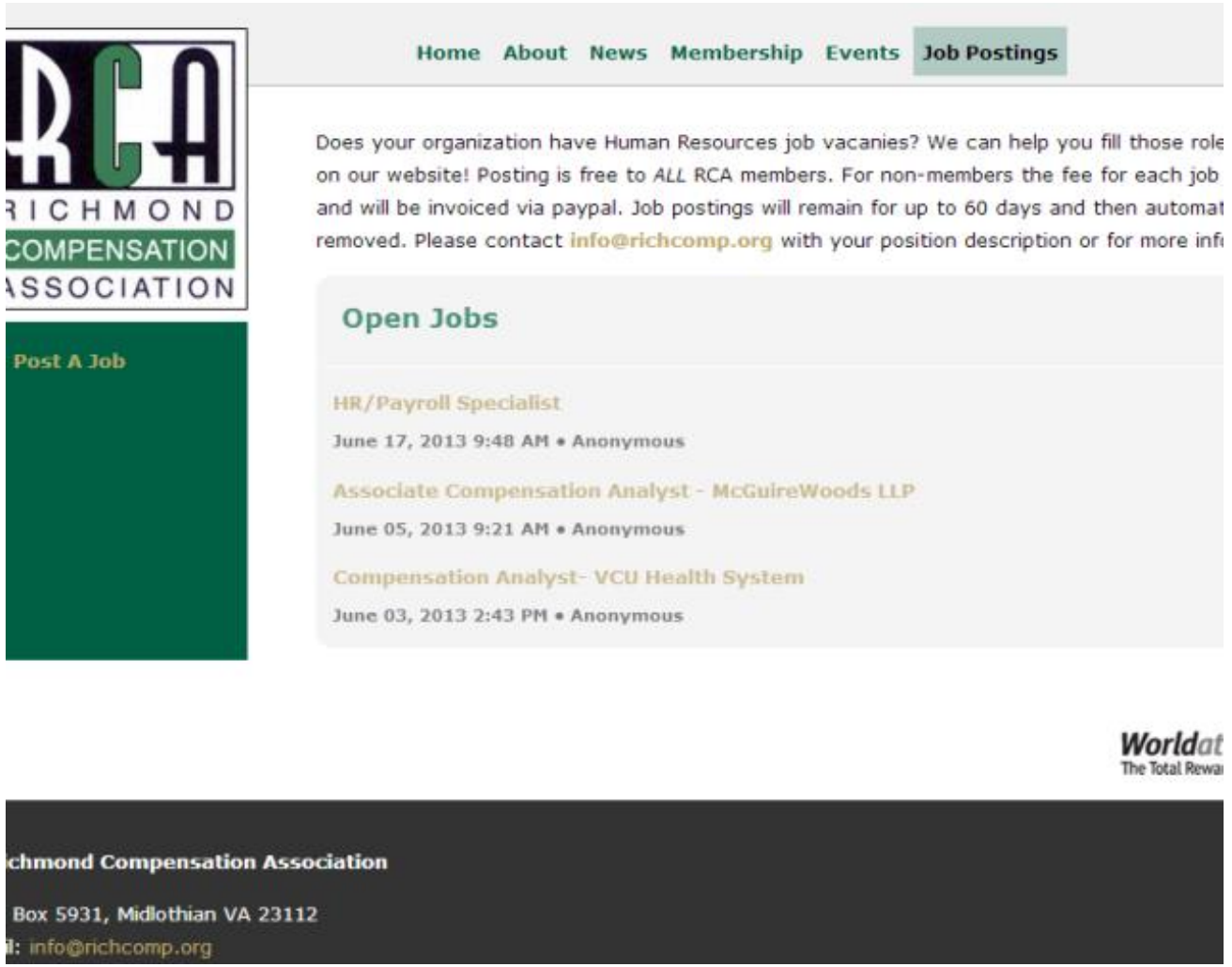
This website has five call-to-action buttons placed according to importance for the organization: Register for events; Join CMC; Support CMC; Get Event Announcements; and Watch forums on Demand

No. 10

Build a Job Board.
Increase Member Retention.

Job Board Example

Build a job board with Wild Apricot to allow for posting and looking for jobs. This is a great membership value and website feature. This organization makes job posting free for members, and charges a certain fee for non-members.

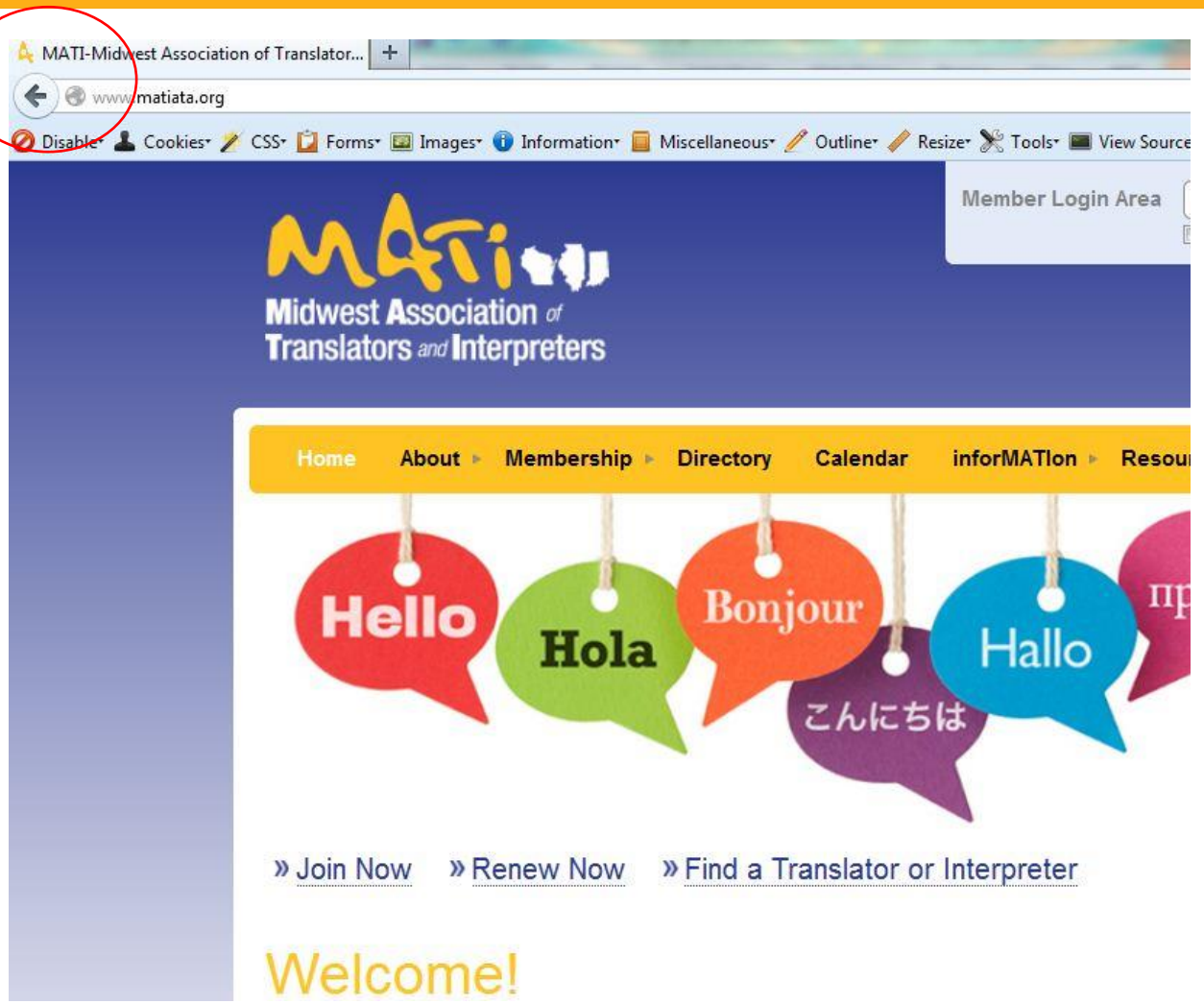


No. 11

Customize Your Website Browser.
Build a Stronger Brand.

The Little Details

Make your website unique and professional with this custom browser icon (favicon)



Domain Name Matters

Don't settle for a Wild Apricot domain.

Give your website stronger brand and more professional image with a custom domain name.

The good news is they're cheap and easily available.

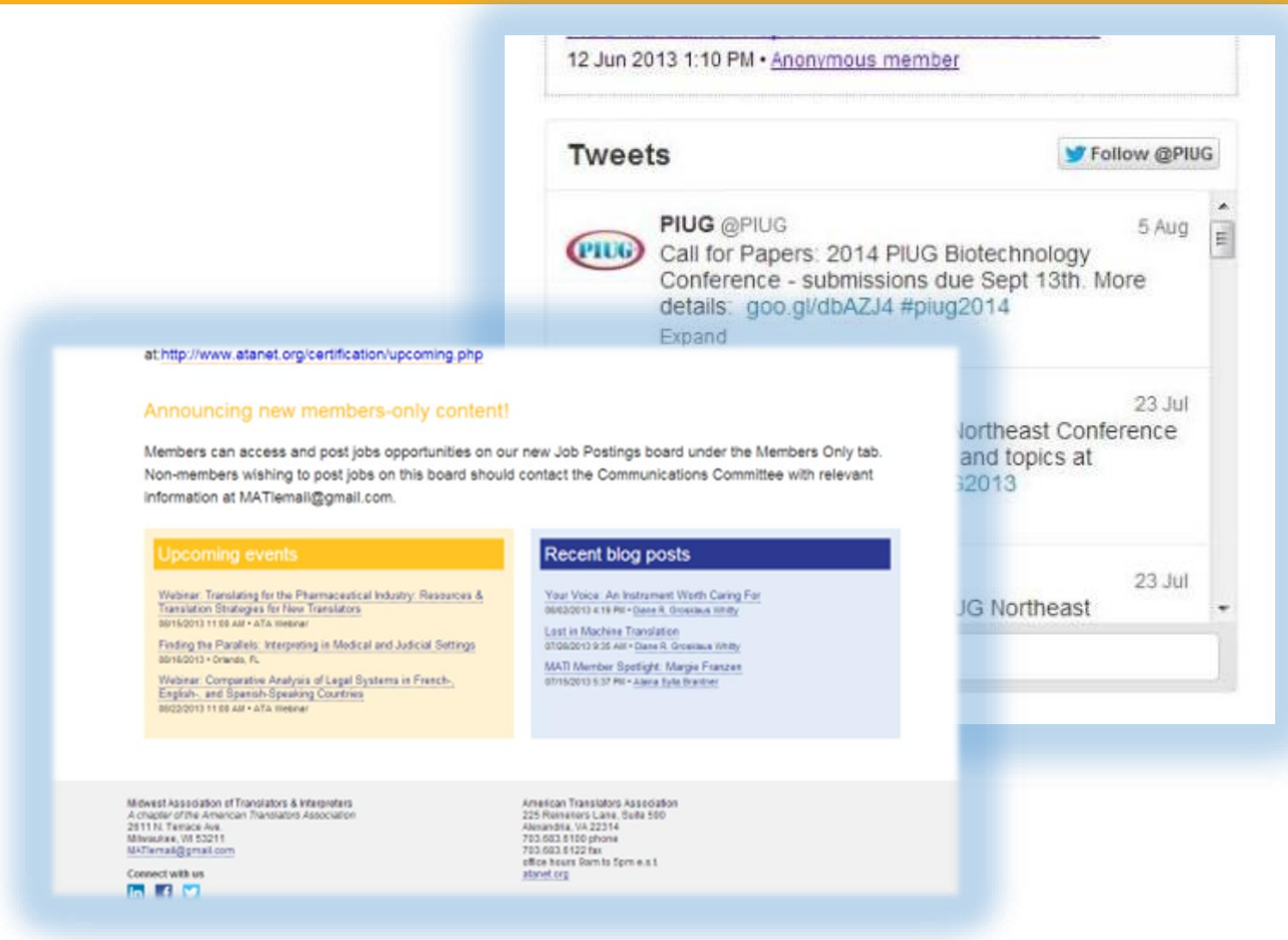
No. 12

Add “Fresh” Updated Content.
Increase Site Traffic.

Content is King

Use Wild Apricot widgets to show upcoming events, and latest news, or integrate a Twitter feed or RSS feed to display new content.

Keep fresh, new content on your website to keep users on the website and bring them back to visit.

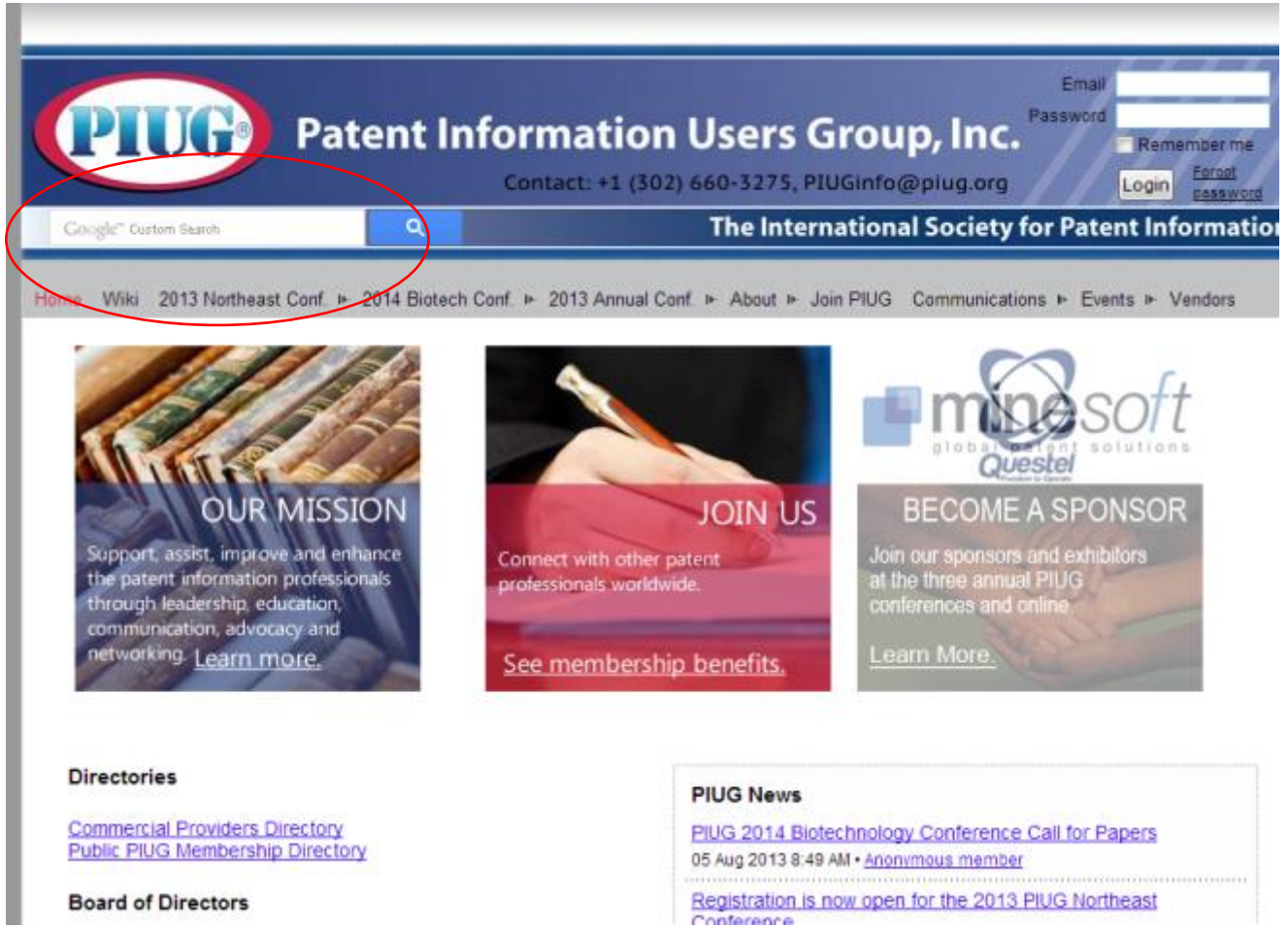


No. 13

Add Google Custom Search.
Make Content Easy to Find.

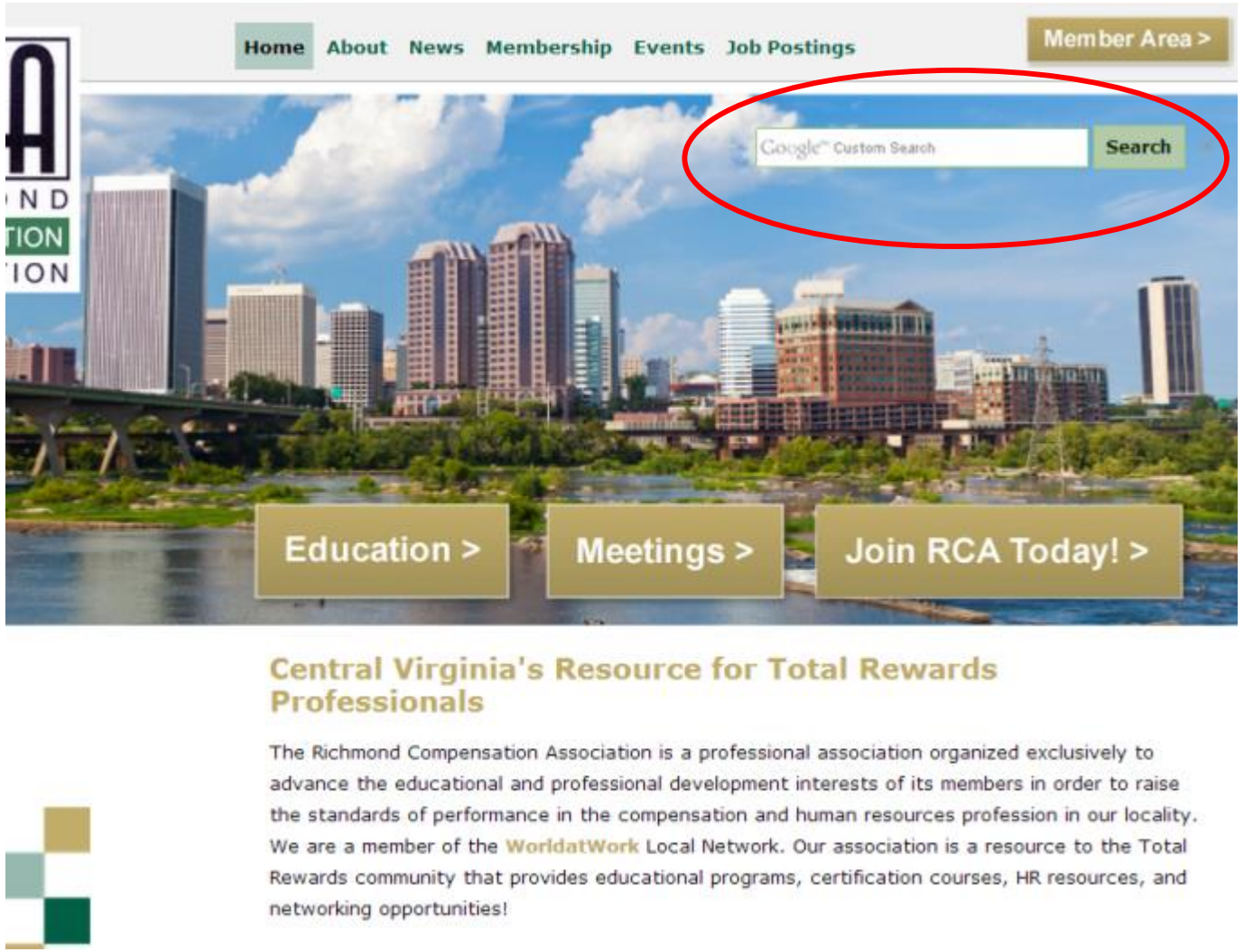
Google Search Box

This content-rich website provides Google Custom Search to make content search easy for users.



Make Content Easy to Find

Another example of Google Custom search on the home page.



No. 14

Add Google Analytics.
Track Site Performance.

Google Analytics

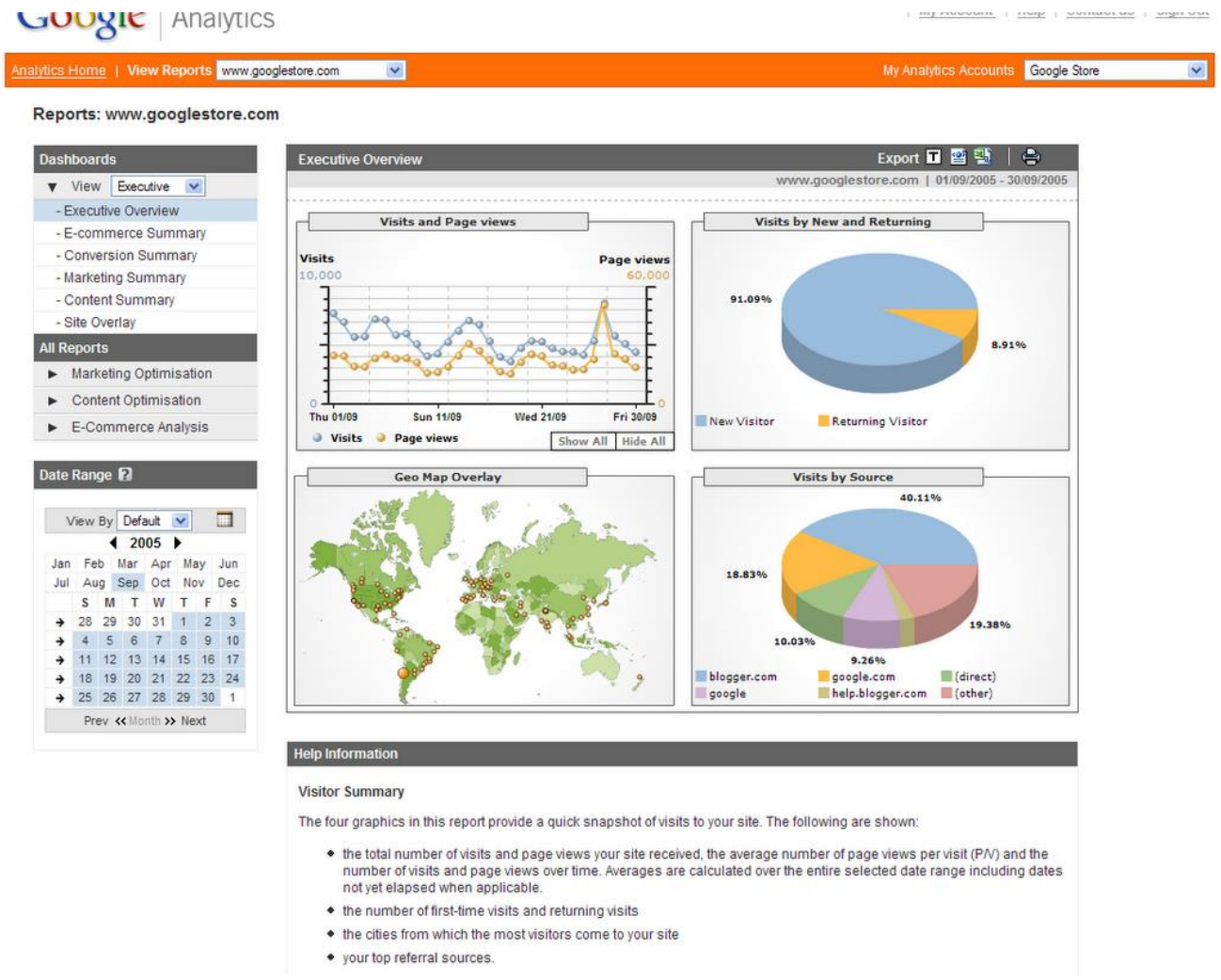
Learn how many people view your site,

how much time they spend on the site,

and what technologies they use.

Best of all, all these analytics area

available from Google for free!



No. 15

Customize Your Widgets.

Gain More Control.

Custom Event Widget

While Wild Apricot offers a built-in event widget to easily pulls event information into any page, you are restricted with respect to the style and information of this widget. However, you can gain more control with a custom event widget like the one shown here (showing event description and sponsors in addition to basic information).

UPCOMING EVENTS

October 23, 2013

CMC - Wed. Oct 23; Leadership Legacy; Jeff Wilkins

12:00 pm

Leadership Legacy

Jeff Wilkins, founder of CompuServe, IT Visionary

Featuring **Jeff Wilkins**, interviewed by **Don DePerro**, president and publisher, Columbus Business First.

Series support from: Huntington

October 29, 2013

CMC - Tuesday, Oct 29; Columbus School Levy, Yes or No?

12:00 pm

Columbus School Levy, Yes or No?

Journalist **Carol Luper** will moderate a conversation between sides featuring **Stephanie Hightower** and **Eric Fingerhut** "for" the levy, **Sam Gresham** and **Terry Boyd** "against the levy.

Series support from: Ohio Farm Bureau + Hannah News

November 6, 2013

CMC - Wed. Nov 6; Lee Fisher, Want to Change the World? Start with Your City

12:00 pm

Want to Change the World? Start With your City. Want to Change your City? Start with your City Vitals.

Lee Fisher, CEO of CEOs for Cities returns to Columbus for an engaging presentation about the Vital City Initiative... and how to get there.

Support from: Sponsorship available, please call or email

November 20, 2013

CMC - Wed Nov 20; Infrastructure in Decline, So Goes the Nation?

12:00 pm

Infrastructure in Decline, So Goes the Nation?

Our nation's infrastructure - bridges, roads, dams, waterways, pipelines and power grids - propels our economy and protects our environment. But the American Society of Civil Engineers, in its 16-category grade card, glaringly points out that we are not keeping pace. We'll discuss the ramifications and potential tonics for a crumbling infrastructure. Featuring **Brian Pallasch**, Managing Director, Government Relations and Infrastructure Initiatives, ASCE,(Washington, D.C.); **Greg Murphy**, Assistant Director and Chief of Staff, Ohio Department of Transportation; and moderator, **William Murdock**, Executive Director, Mid-Ohio Regional Planning Commission.

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