

# .... 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.

Business Casual (5)



Rainy Day



## Standard Wild Apricot Theme

Generic theme customization is mainly limited to text color and style.

This is the Nature theme group.





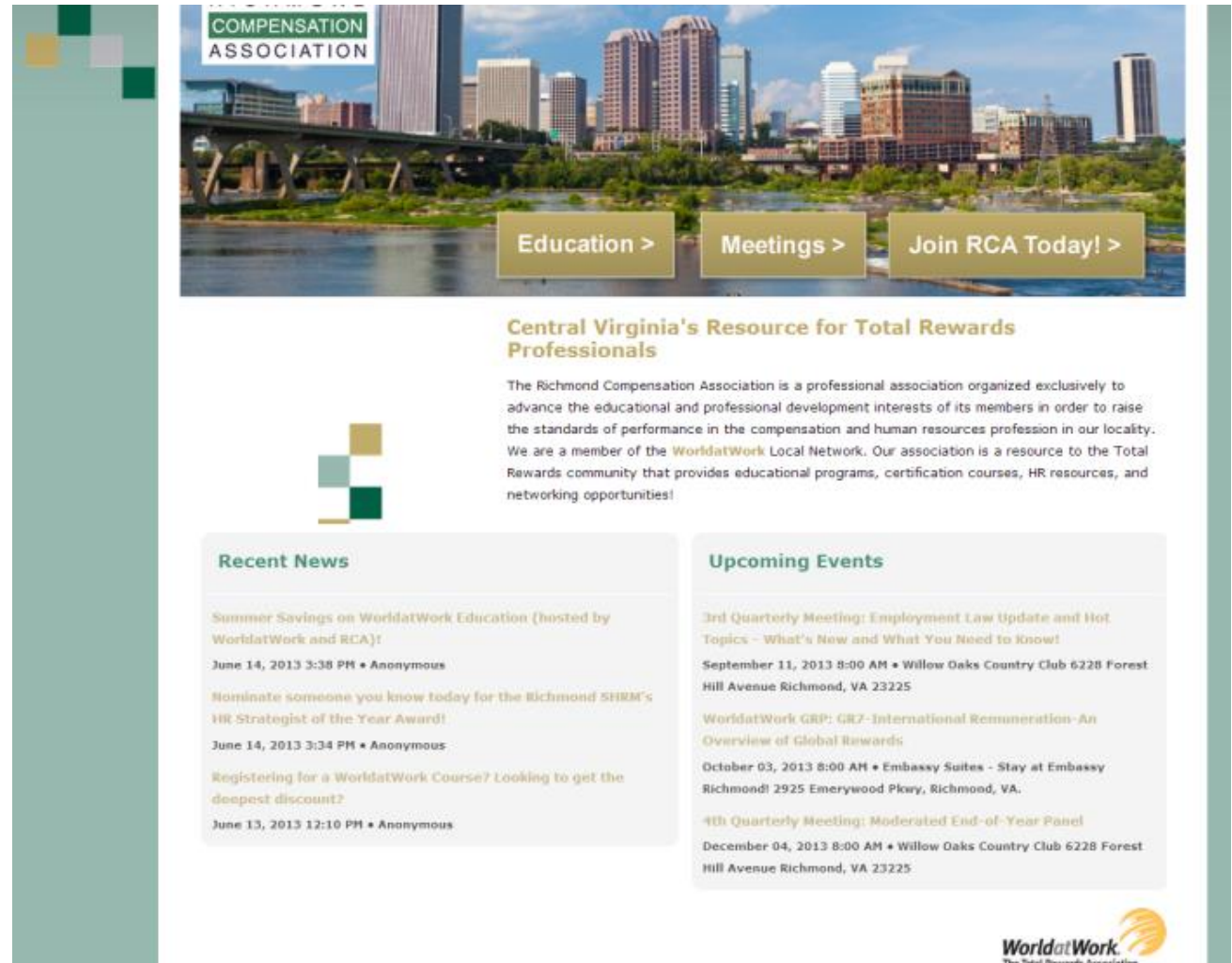
# Custom Wild Apricot Theme

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!*



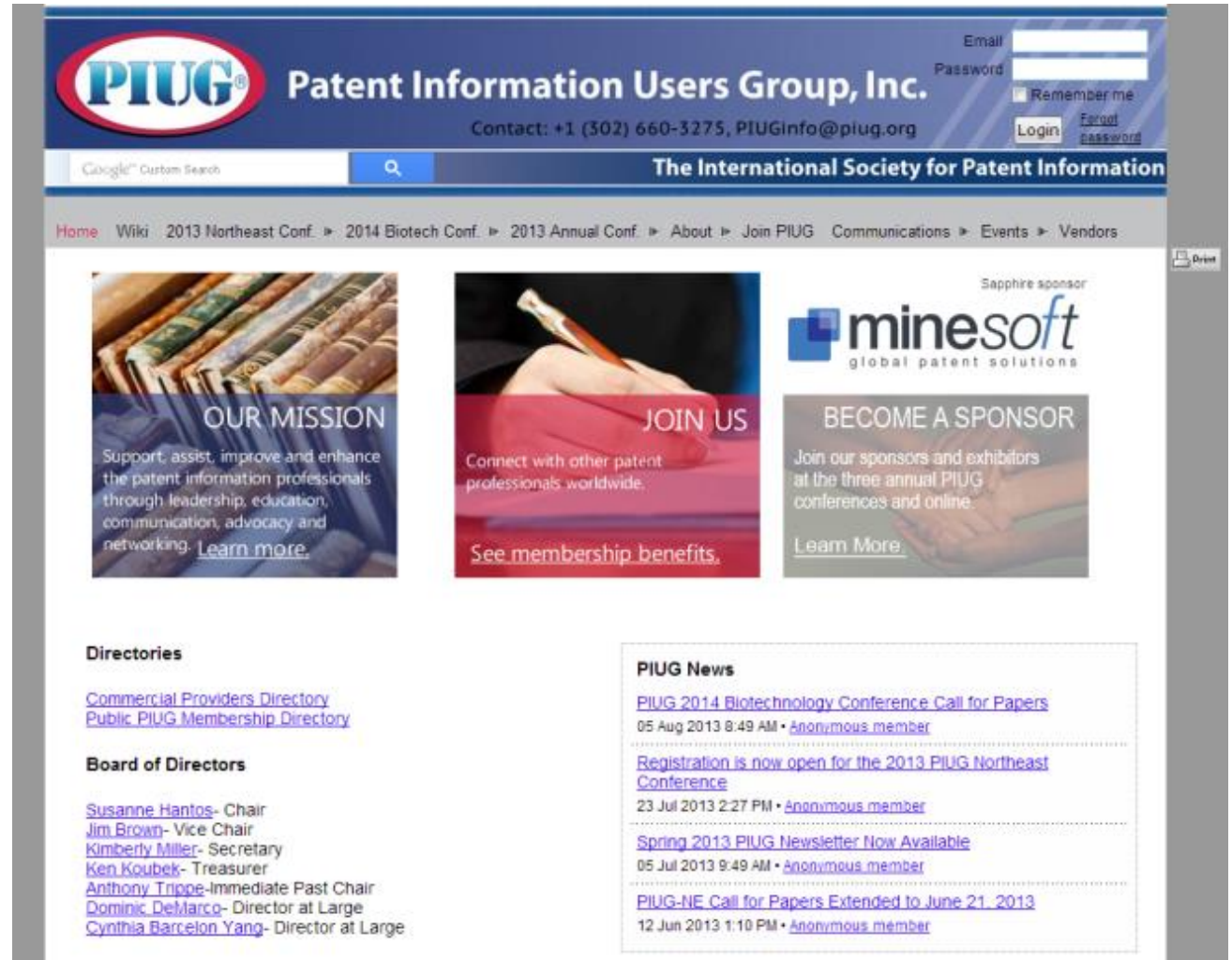


# No. 2

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).

Pressing Safebook search on this page? If the search boxes below don't show within 30 seconds, [please click here](#)

Radius 
 I am looking for 
 Gender

Members found within any miles of 23114 willing to serve as a Flight Instructor:

Willing To Serve As	Address	Distance
Flight Instructor, PIC for Second in Command, Safety Pilot	Washington, DC	102.98 M
Flight Instructor, PIC for Second in Command, Safety Pilot	Washington, DC	102.98 M
Flight Instructor, PIC for Second in Command, Safety Pilot	Manteo, NC	155.16 M
Flight Instructor, Safety Pilot	Annaville, PA	205.77 M
Flight Instructor, Safety Pilot	Nazareth, PA	257.69 M
Flight Instructor, Safety Pilot	Long Branch, NJ	277.17 M
Flight Instructor, Safety Pilot	Rockaway, New Jersey	291.36 M
Flight Instructor, Safety Pilot	Morristown, TN	323.45 M
Flight Instructor, Safety Pilot	Mastic Beach, New York	343.19 M
Flight Instructor, PIC for Second in Command, Safety Pilot	Dansville, NY	350.46 M

| 5 | 6 | Next »

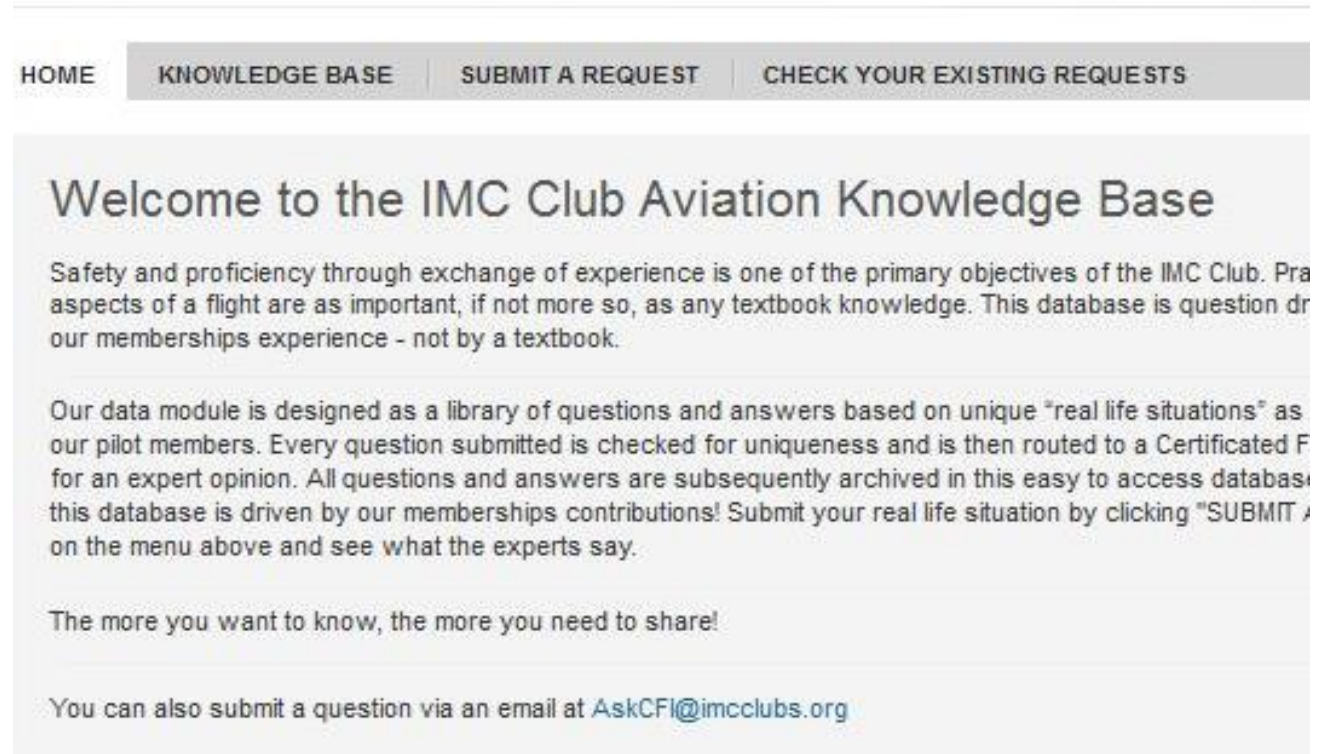


# No. 5

Integrate with 3<sup>rd</sup> Party Tools.  
**Make Your Site More Engaging.**

# Knowledge Base Integration

Organizations can extend Wild Apricot capabilities by integrating with 3<sup>rd</sup> 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.



[Help Desk Software](#)

# External Calendar Integration

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

[Events](#) | [Venues](#) | [Submit Event](#) | [Search](#) | [Tools](#) | [Sign In](#)

**Tuesday, 14 August, 2013**

10 PM - 03:00 PM ['Plane Talk' by IMC Radio LIVE Broadcast](#)  
10 PM - 07:30 PM [Louisville, KY IMC Chapter Meeting](#)

**Wednesday, 15 August, 2013**

10 PM - 07:00 PM ['Redbird Skyport' of San Marcos, TX IMC Club Chapter Meeting](#)  
10 PM - 07:30 PM [Twin Cities Area, MN IMC Club Chapter Meeting](#)

**Thursday, 20 August, 2013**

10 PM - 09:00 PM [Madison, WI IMC Club Chapter Meeting](#)

**Friday, 21 August, 2013**

10 PM - 03:00 PM ['Plane Talk' by IMC Radio LIVE Broadcast](#)

**Saturday, 22 August, 2013**

10 PM - 07:30 PM [Erie, CO IMC Club Chapter Meeting](#)

**Sunday, 27 August, 2013**

10 PM - 07:00 PM [San Diego IMC Chapter Meeting](#)

**Monday, 28 August, 2013**

10 PM - 03:00 PM ['Plane Talk' by IMC Radio LIVE Broadcast](#)

**Tuesday, 03 September, 2013**

10 PM - 01:00 PM [Yakima, Washington IMC Club Chapter Meeting](#)

**Wednesday, 04 September, 2013**

<

Aug 2013

>

S	M	T	W	T	F	S
				01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Advanced Search

Search Events by Keyword

Newest Events

**Wednesday, 14 August, 2013**  
[Louisville, KY IMC Chapter Meeting](#)  
06:30 PM

**Thursday, 22 August, 2013**  
[Erie, CO IMC Club Chapter Meeting](#)  
06:00 PM

**Thursday, 12 September, 2013**  
[Stuart Florida Chapter IMC Club Meeting](#) 06:00 PM

# 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	<a href="mailto:ann.buhl@rich.frb.org">ann.buhl@rich.frb.org</a> (804) 697-8316	Federal Reserve Bank of Ric 1518 Timbercrest Lane Richmond
 President Elect Jeannie M. Wolf, CMP	<a href="mailto:jwolf@eventelements.net">jwolf@eventelements.net</a> 757-271-5747	Event Elements 32 Ingalls Rd Fort Monroe
 Immediate Past President Stacy L. Harvey, CMP, CMM	<a href="mailto:stacylharvey@vt.edu">stacylharvey@vt.edu</a> (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
<b><u>Accolo, Inc. (RPOA Co-Founder)</u></b>  <a href="http://www.accolo.com">www.accolo.com</a>	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	 United States
<b><u>Instigate, Inc. (RPOA Board Member)</u></b>  <a href="http://www.instigateinc.com">www.instigateinc.com</a>	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	 United States
<b><u>Method3</u></b>  <a href="http://www.method3.com">www.method3.com</a>	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,	 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?

MAT'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 \(5\)](#)  
[Proofreading \(15\)](#)  
[Editing \(12\)](#)  
[Localization \(6\)](#)  
[Translation Instruction \(3\)](#)  
[Dubbing/Subtitling \(2\)](#)  
[Desktop Publishing \(1\)](#)  
[Advanced search](#)

**Translation Language Source**  
[American Sign Language \(5\)](#)  
[Arabic \(2\)](#)  
[Armenian \(0\)](#)  
[Basman \(3\)](#)  
[Bulgarian \(0\)](#)  
[Burmese \(0\)](#)  
[Chinese \(Cantonese\) \(0\)](#)  
[Chinese \(Mandarin\) \(0\)](#)

**Interpreting Services**  
[Courtroom \(11\)](#)  
[Medical \(13\)](#)  
[Conference \(11\)](#)  
[Escort \(11\)](#)  
[Simultaneous \(11\)](#)  
[Voice-overs \(3\)](#)  
[Interpreter Training \(7\)](#)  
[Sight Translation \(6\)](#)

**Interpreting Languages**  
[American Sign Language \(5\)](#)  
[Arabic \(2\)](#)  
[Armenian \(0\)](#)  
[Basman \(3\)](#)  
[Bulgarian \(0\)](#)  
[Burmese \(0\)](#)  
[Chinese \(Cantonese\) \(0\)](#)  
[Chinese \(Mandarin\) \(0\)](#)

Search:  Found: 54 Show: [Larry - Made \(1-50\)](#)

Member	Phone/City/State	Languages (source/target /interpreting)	Services
<a href="#">Larry Abube</a>	414.263.2098 Milwaukee Wisconsin		Editing, Localization, Proofreading, Translation Conference, Escort, Medical

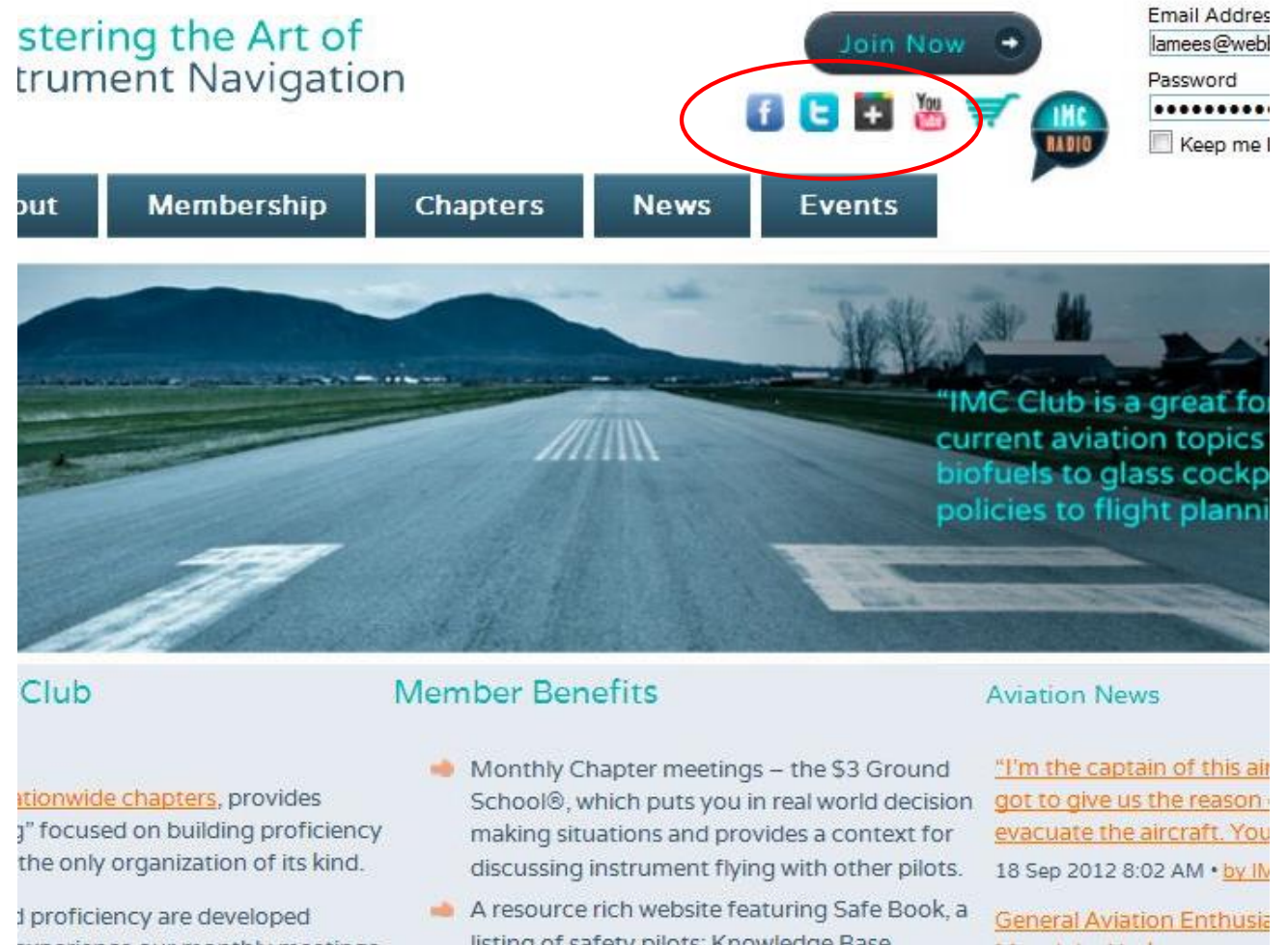


# No. 8

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.

### Directors

[Hantos](#) - Chair  
[J](#) - Vice Chair  
[Miller](#) - Secretary  
[lek](#) - Treasurer  
[Trippe](#) - Immediate Past Chair  
[eMarco](#) - Director at Large  
[arcelon Yang](#) - Director at Large

### Proud to be partners with



### PIUG Name and Logo:

may use the PIUG name or logo for any promotional or other purpose without the prior written approval of the PIUG Board of Directors.

[Registration is now open for the 2013 PIUG Northeast Conference](#)

23 Jul 2013 2:27 PM • [Anonymous member](#)

[Spring 2013 PIUG Newsletter Now Available](#)

05 Jul 2013 9:49 AM • [Anonymous member](#)

[PIUG-NE Call for Papers Extended to June 21, 2013](#)

12 Jun 2013 1:10 PM • [Anonymous member](#)

### Tweets



**PIUG @PIUG**  
 Call for Papers: 2014 PIUG Biotechnology Conference - submissions due Sept 13th. More details: [goo.gl/dbAZJ4](http://goo.gl/dbAZJ4) #piug2014  
 Expand

**PIUG @PIUG**  
 Check out preliminary PIUG Northeast Conference schedule including speakers and topics at [piug.org/ne13meeting](http://piug.org/ne13meeting) #PIUG2013

**PIUG @PIUG**  
 Registration now open for PIUG Northeast

Tweet to @PIUG

# 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

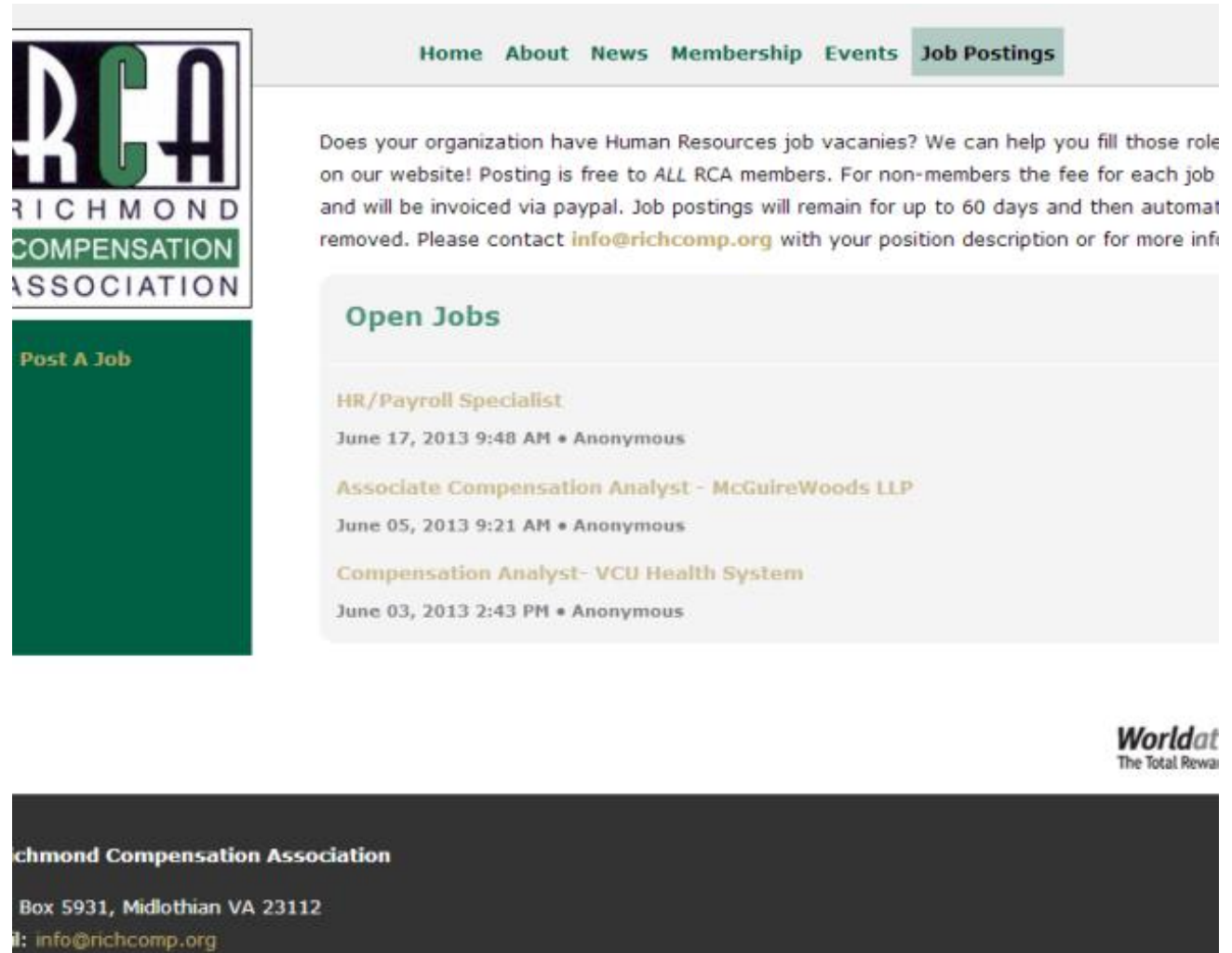
Build a Job Board.

**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.



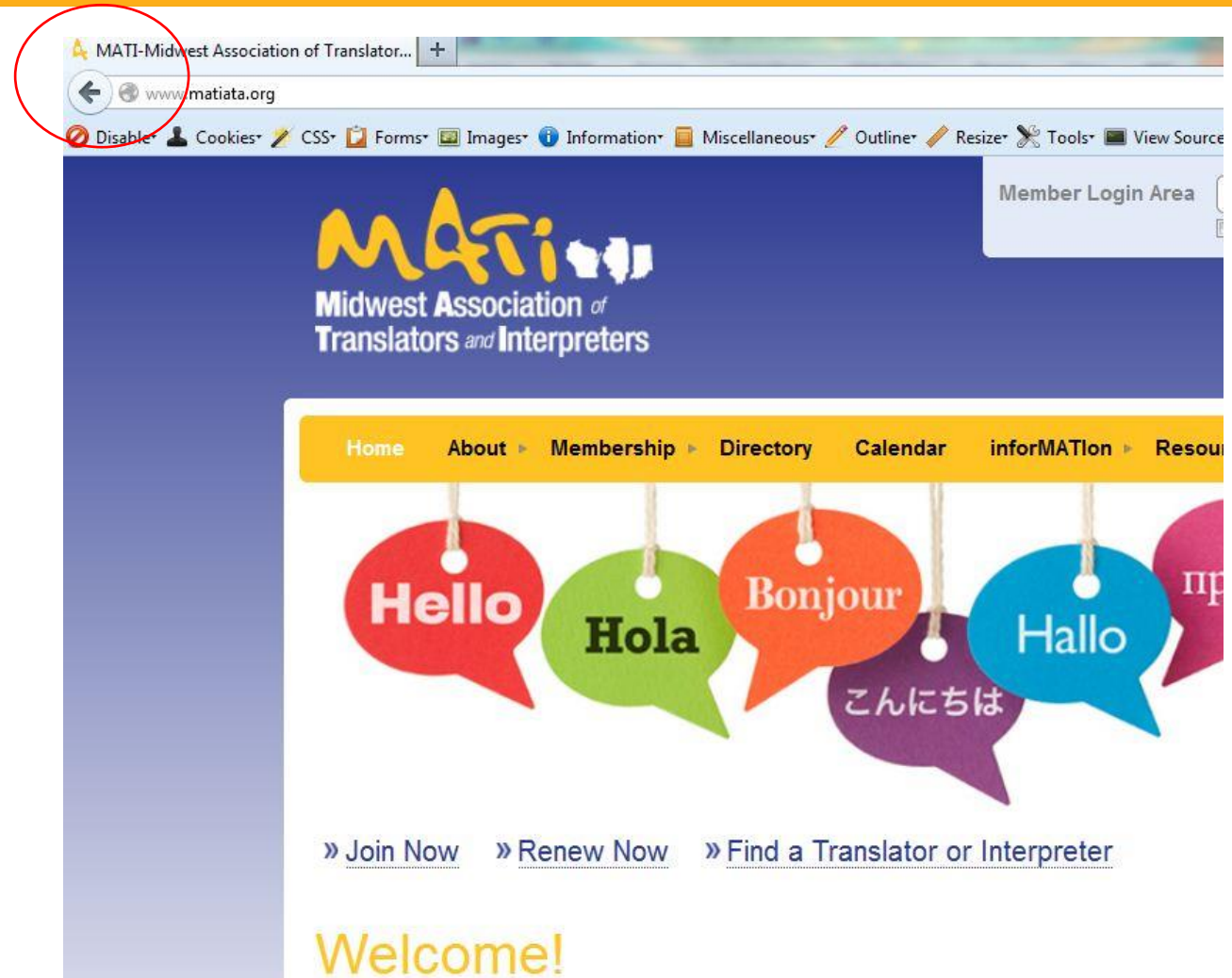
The screenshot displays the website of the Richmond Compensation Association (RCA). The header features a navigation menu with links: Home, About, News, Membership, Events, and Job Postings (which is highlighted). Below the navigation bar, a text block explains the job posting process: "Does your organization have Human Resources job vacancies? We can help you fill those role on our website! Posting is free to ALL RCA members. For non-members the fee for each job and will be invoiced via paypal. Job postings will remain for up to 60 days and then automat removed. Please contact [info@richcomp.org](mailto:info@richcomp.org) with your position description or for more infi". A section titled "Open Jobs" lists three current vacancies: "HR/Payroll Specialist" (posted June 17, 2013), "Associate Compensation Analyst - McGuireWoods LLP" (posted June 05, 2013), and "Compensation Analyst- VCU Health System" (posted June 03, 2013). The footer contains the organization's name, address (Box 5931, Midlothian VA 23112), and email ([info@richcomp.org](mailto:info@richcomp.org)). A "WorldatWork" logo is also present in the bottom right corner of the footer area.

# 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)



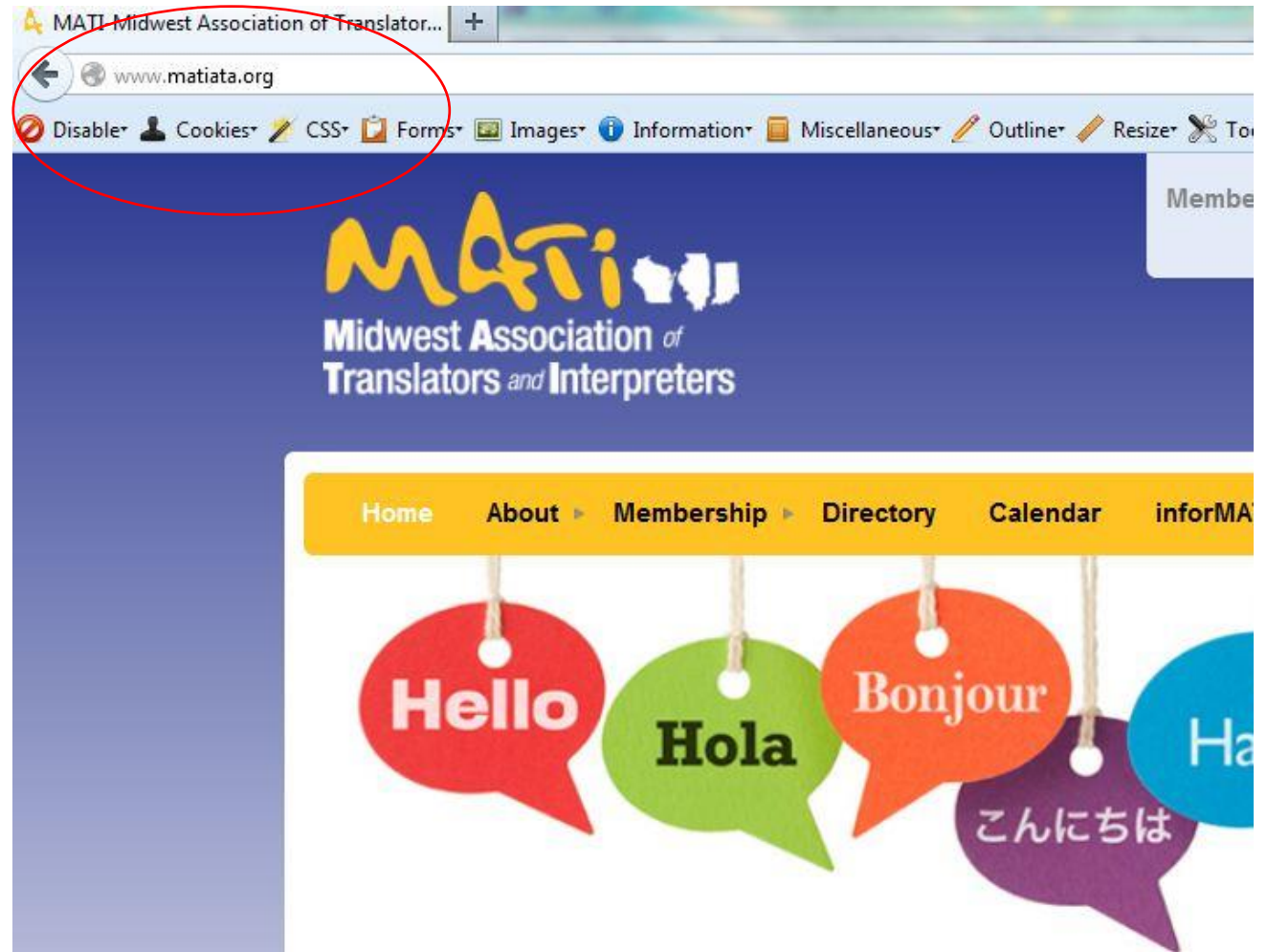


## Domain Name Matters

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.



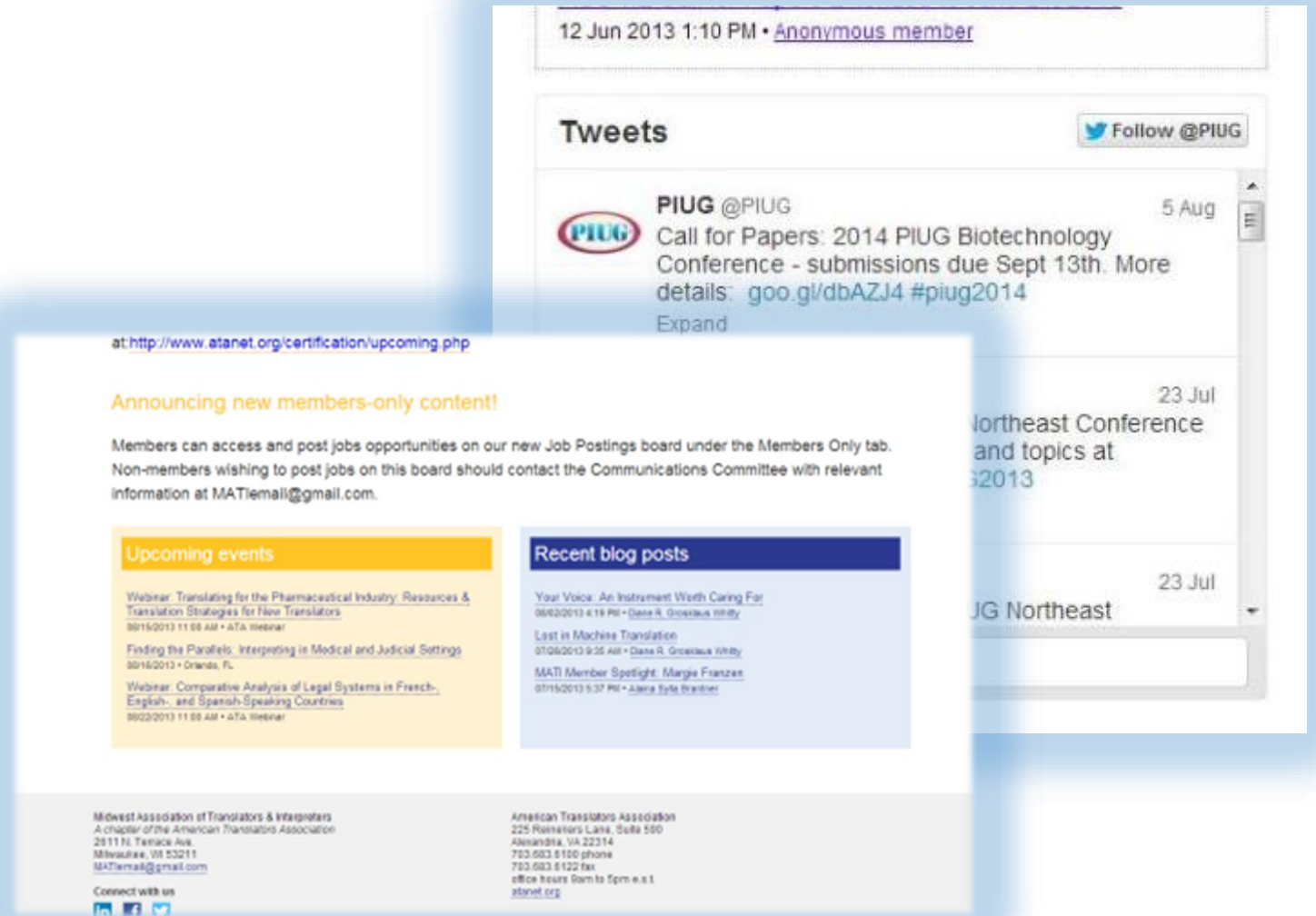
# No. 12

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.

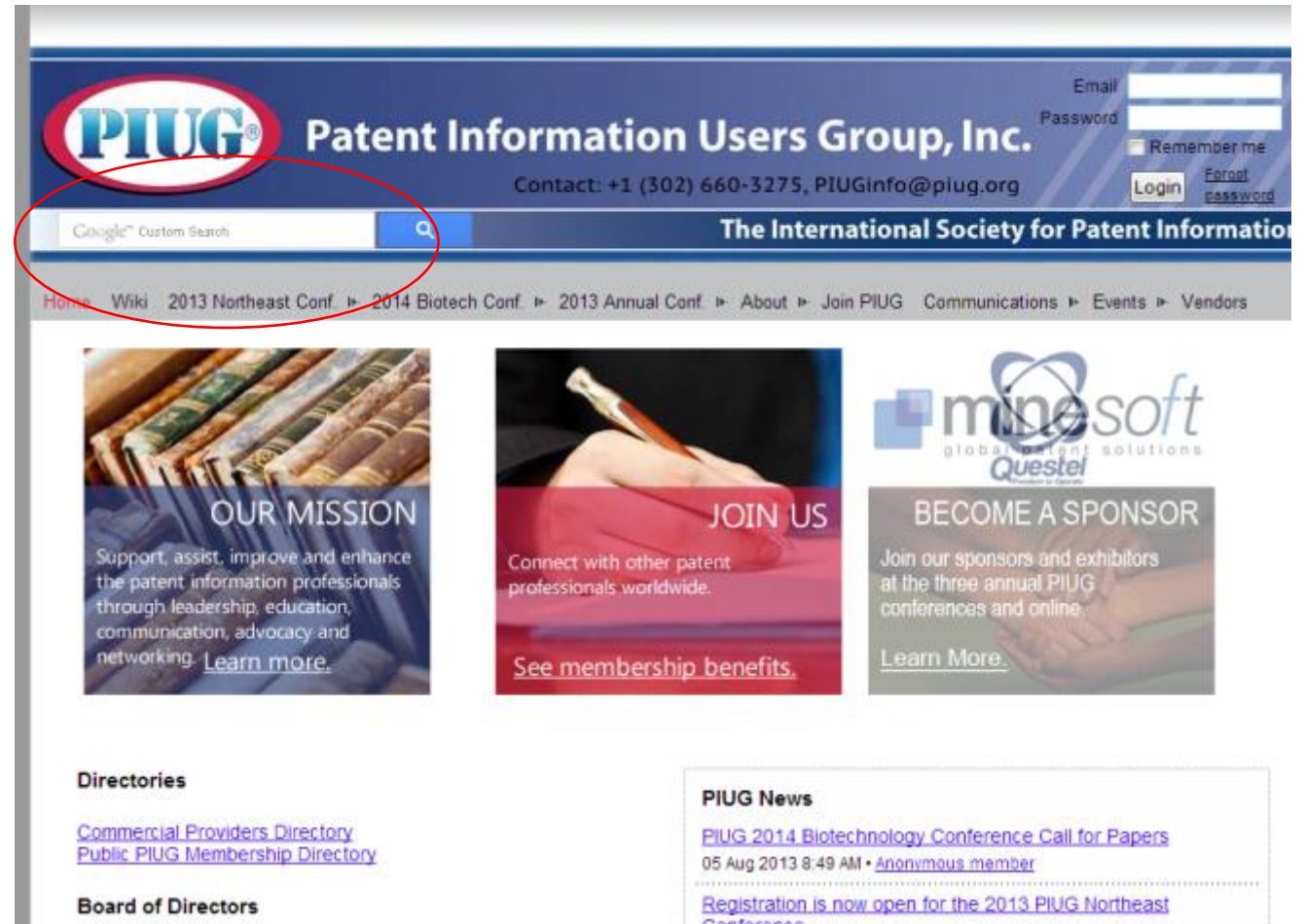


# No. 13

Add Google Custom Search.  
**Make Content Easy to Find.**

## Google Search Box

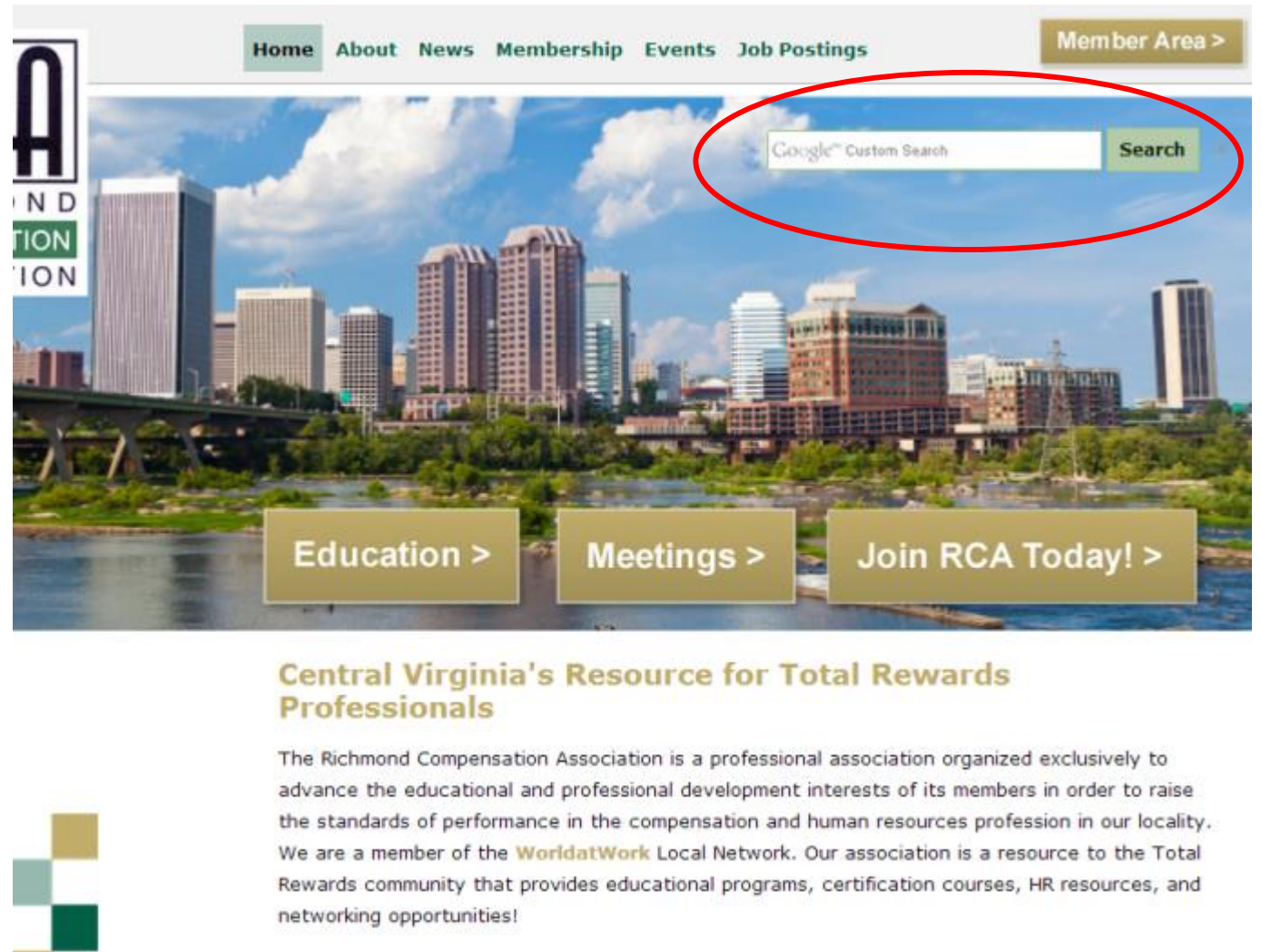
This content-rich website provides Google Custom Search to make content search easy for users.





## Make Content Easy to Find

Another example of Google Custom search on the home page.



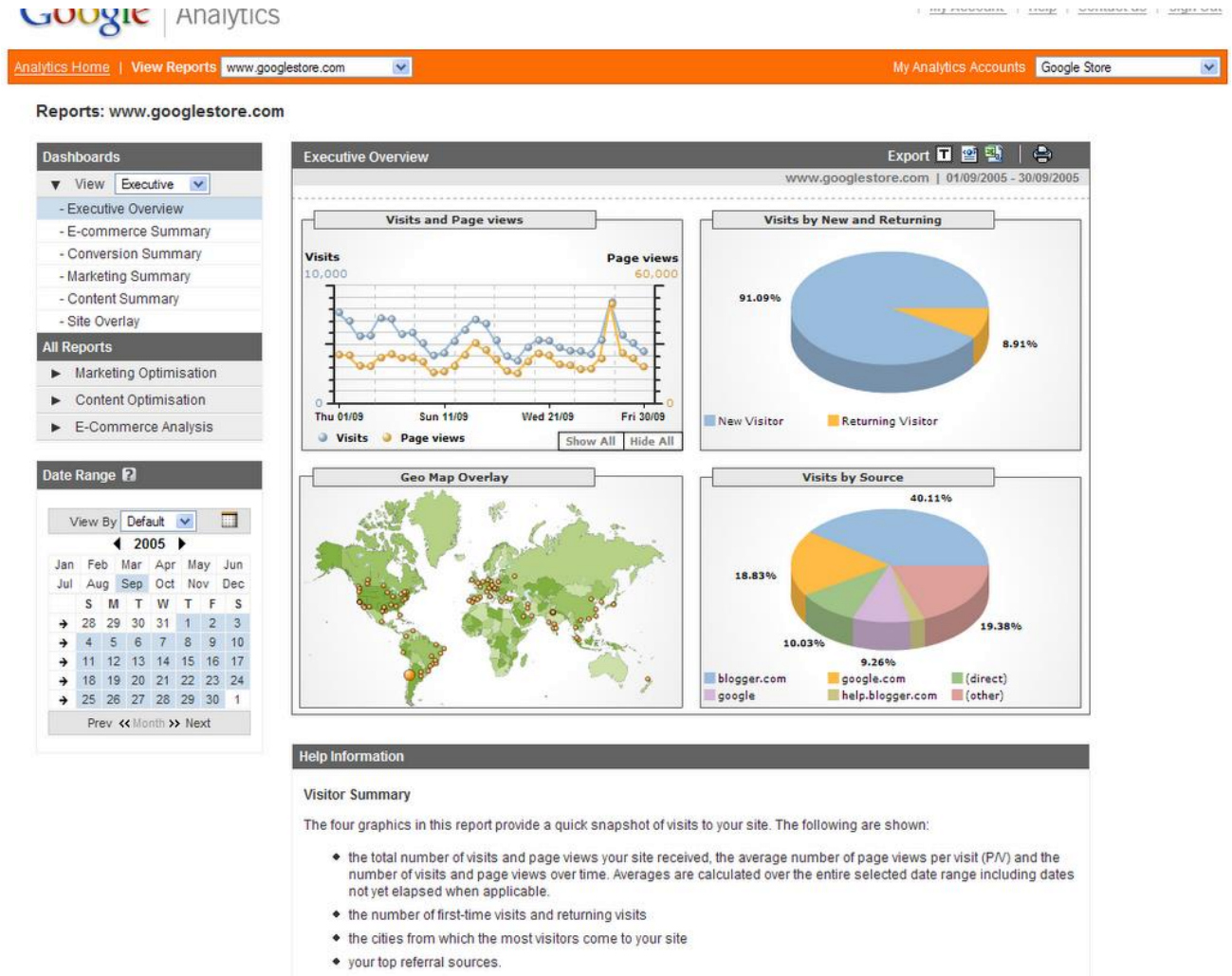
# No. 14

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 are  
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 pull 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.

With support from: [Sponsorship available, please call or email](#).

In partnership with: [Environmental Professionals Network](#)

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