

Drives new membership campaigns, as well as existing member relationship management.

OURClub
Marketing Add-on

In tougher economic times, attention to membership generation and retention is imperative. New leads need to be noted and followed up, existing members need to feel that they are invaluable members of your club.



Members are the life blood of your club - empower yourself in attracting new members and connecting with existing members.

| Options | Membership No | Membership Type | First Name | Last Name | Phone (Home) | Phone (Work) | Phone (Mobile) | Email |
|---------|---------------|-----------------|------------|-----------|--------------|--------------|----------------|------------------------------|
| | 1 | Life Member | John | P | 1234 4444 | 1234 4444 | 123 444 444 | johnp@_provider.com |
| | 2 | Past Member | Steven | S | 2345 4444 | 2345 4444 | 234 544 444 | stevens@another_provider.com |
| | 3 | General | Alex | J | 3456 4444 | 3456 4444 | 345 644 444 | alexj@_isp.com |

| Options | Title | Type | Description | Filename |
|---------|-------------------|-----------|-----------------------------------|------------------------|
| | Membership Form | Form | Scanned membership form | Membership20090412.pdf |
| | Referee Agreement | Agreement | Referee Agreement form | Referee.doc |
| | Football Camp | Agreement | Football camp agreement completed | Camp.doc |

The **OURClub** CRM add-on adds power to your current membership component:

- Offers lead and member grouping and categorizing.
- Tracks marketing and lead generation sources,
- Facilitates next action management.
- Allows for lead and member batching.
- Facilitates batch emails and phone call, mailout campaigns.
- Reports on marketing activity.

Screens & component content may vary in final 'delivered' version



Address: 9 Koola St, WISHART, QLD 4122
Ph: (07) 3420 5457 **Fax:** 3420 5458
Mobile: 0404 465 185
Email: contact@ostdatabasegroup.com.au
Web: www.ostdatabasegroup.com.au

Your contact for this addon is: