

# thankQ

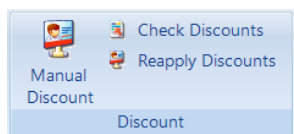


## thankQ membership

The thankQ Membership module is a comprehensive toolkit catering for all types of membership organisation, and has been developed from our experience of working with a range of very different membership clients. The module integrates key elements of the CRM module with those of the Finance module. Users of thankQ manage membership features including:

- paid and non-paid
- annual and rolling renewal cycles
- mixed membership and donation payments
- multiple members - families and organisations
- lifetime membership
- gift membership
- subscriptions
- discounts and introductory offers

### setting up memberships



thankQ offers the flexibility to support the different rules that each organisation needs to apply. Is your membership paid or non-paid? What introductory discounts or free periods are on offer? What entitlements do members receive?

As part of the implementation process we will help you configure your membership types but these remain fully configurable by you in the future. So as prices change and new offers are introduced thankQ will grow with your organisation.

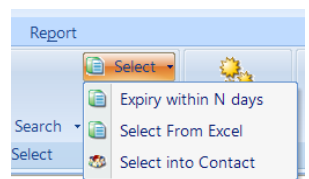
### gifts, groups, families and corporates

Group memberships can be extended to cater for additional individuals or organisations, for example adding extra members to a family membership. As the family grows, thankQ will automatically adjust the membership cost and renewal rate accordingly.

The Membership module is integrated with other powerful functionality within thankQ, including the mailing preferences tools. This feature allows renewals to be sent to one contact and member benefits to another - exactly what is needed to manage gift memberships.

### renewal process

thankQ eases the pain of the renewal process. By simply selecting memberships whose expiry is imminent, renewal letters can be generated at the click of a button and sent to the right person.



### making the most of your members

Fully integrated with the CRM and fundraising elements of the system, your organisation has the opportunity to share information, really get to know your supporters and make sure you get the most out of your relationship.

### customer projects

**COBHAM** Cobham Technical Services uses thankQ to manage its corporate subscription-based services, and has extended it to allow the allocation of credits against each subscription which can be used to buy training courses, consultancy and reports.

With the member area of their website fully integrated with thankQ, the organisational members of **CFDG** can manage their own profiles - interests and expertise and can search for other members.



**Bakers Food and Allied Workers Union** has adapted the membership input screen to facilitate rapid input for regional administrators and links to a website for branch secretary access.

**Bristol Zoo Gardens** uses thankQ for two streams of membership - family membership and corporate memberships. It has been integrated with a bespoke system to validate membership cards on entry to the zoo and gardens, providing statistics on visitor numbers.



thankQ Limited

Loughborough Technology Centre, Epinal Way, Loughborough, Leicestershire LE11 3GE  
T. +44 (0)1509 235544 F. +44 (0)1509 260661 E. hello@thankq.co.uk www.thankq.co.uk