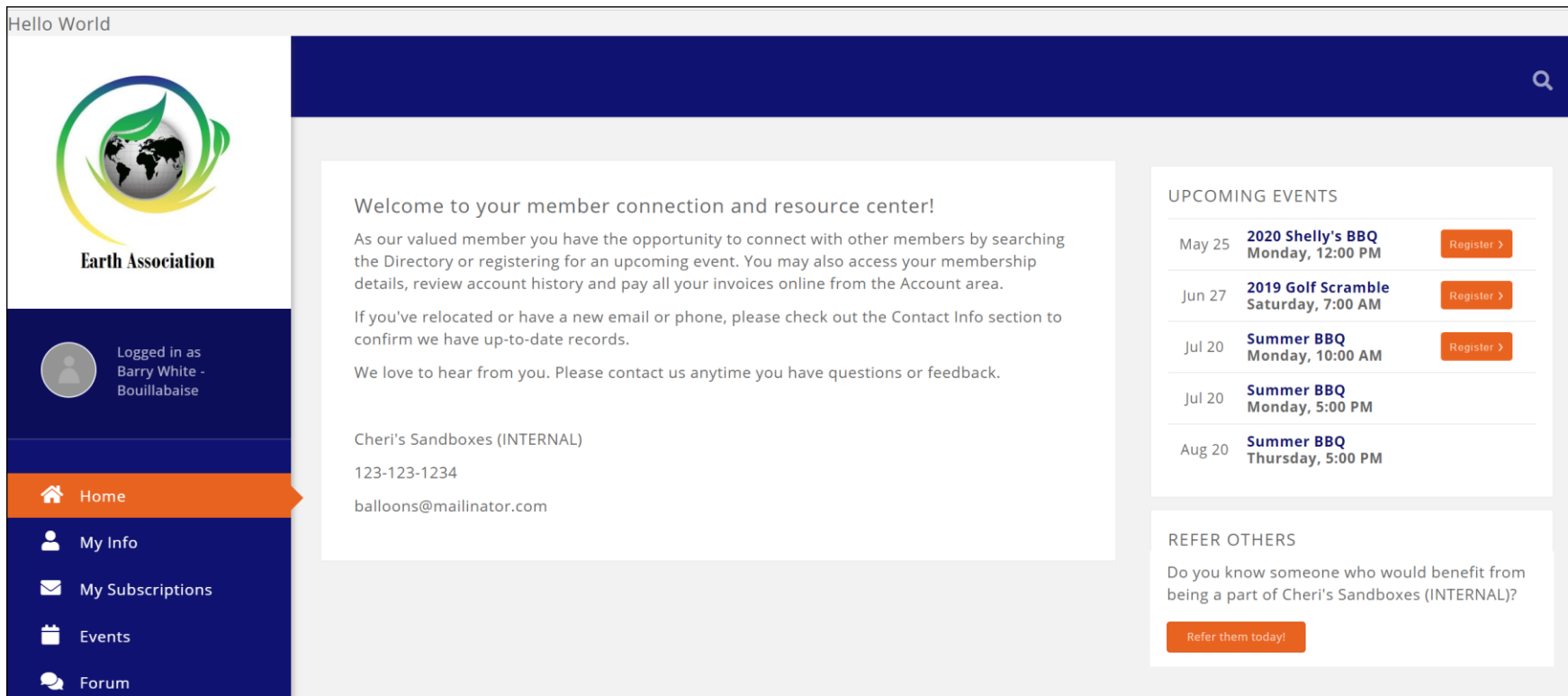


5 Ways to Engage Your Members in the Info Hub



One of the great features of GrowthZone is the Info Hub, a member center that enables your users to access key information and actively engage with your organization.



The screenshot displays the member center interface for the Earth Association. At the top left, it says "Hello World". The main header is dark blue with a search icon on the right. The left sidebar contains the Earth Association logo and navigation links: Home (highlighted), My Info, My Subscriptions, Events, and Forum. The main content area is divided into three sections: a welcome message, an upcoming events list, and a referral section.

Hello World

Earth Association

Logged in as
Barry White -
Bouillabaise

Welcome to your member connection and resource center!

As our valued member you have the opportunity to connect with other members by searching the Directory or registering for an upcoming event. You may also access your membership details, review account history and pay all your invoices online from the Account area.

If you've relocated or have a new email or phone, please check out the Contact Info section to confirm we have up-to-date records.

We love to hear from you. Please contact us anytime you have questions or feedback.

Cheri's Sandboxes (INTERNAL)
123-123-1234
balloons@mailinator.com

UPCOMING EVENTS

May 25	2020 Shelly's BBQ Monday, 12:00 PM	Register >
Jun 27	2019 Golf Scramble Saturday, 7:00 AM	Register >
Jul 20	Summer BBQ Monday, 10:00 AM	Register >
Jul 20	Summer BBQ Monday, 5:00 PM	
Aug 20	Summer BBQ Thursday, 5:00 PM	

REFER OTHERS

Do you know someone who would benefit from being a part of Cheri's Sandboxes (INTERNAL)?

[Refer them today!](#)

The Info Hub allows users:

- To search the directory of other members
- See upcoming events and submit events
- Signup for lists and committees
- View and update their directory listing
- Participate in your Forum
- Submit jobs, hot deals, news releases

5 Ways to Engage Your Members in the Info Hub



1. Update your Info Hub Greeting Message
 2. Add Links
 3. Share Resources
 4. Enable the Forum
 5. Let Members know they are in control of their directory listing
- Bonus...Encourage Members to Add Web Content

1...Update Your Welcome Message & Keep it Updated

Placing a large greeting message at the top of your Info Hub is a great way to create a welcoming environment for your members.

In addition this provides the perfect opportunity to provide up to date information!

WIKI: [Add a Greeting Message to Info Hub](#)

Welcome to your member connection and resource center!

As our valued member you have the opportunity to connect with other members by searching the Directory or registering for an upcoming event. You may also access your membership details, review account history and pay all your invoices online from the Account area.

If you've relocated or have a new email or phone, please check out the Contact Info section to confirm we have up-to-date records.

We love to hear from you. Please contact us anytime you have questions or feedback.

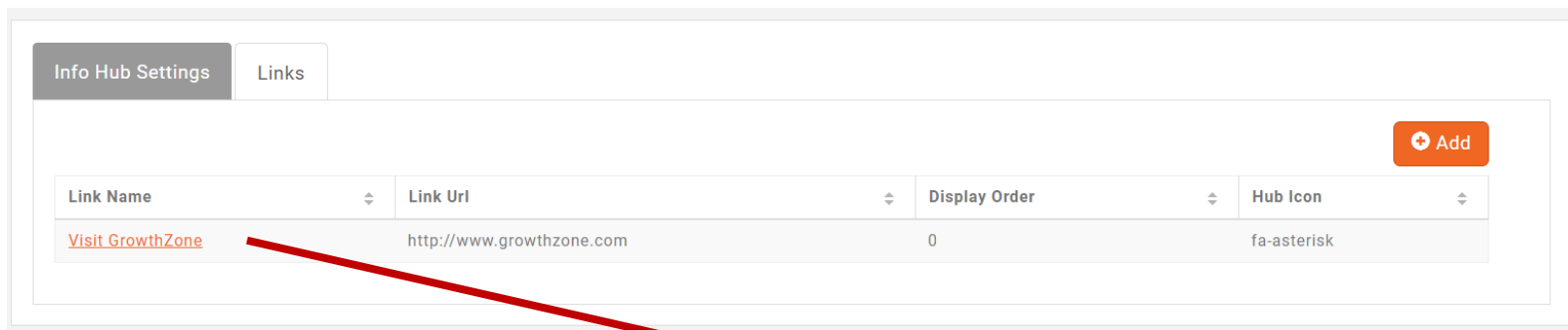
Cheri's Sandboxes

2...Add Links

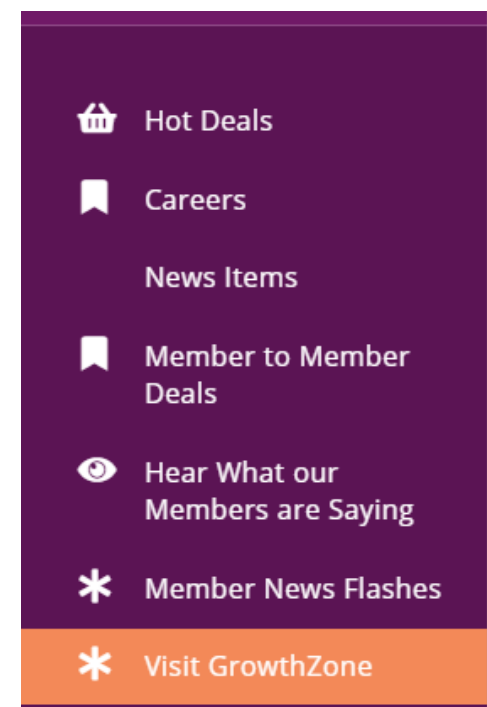
2...Add Links

Add links to member only information! External links may be added directly to the left navigation panel in the Info Hub. The links will be displayed in the same section as the Web Content

WIKI: [Add Links to Info Hub Navigation](#)

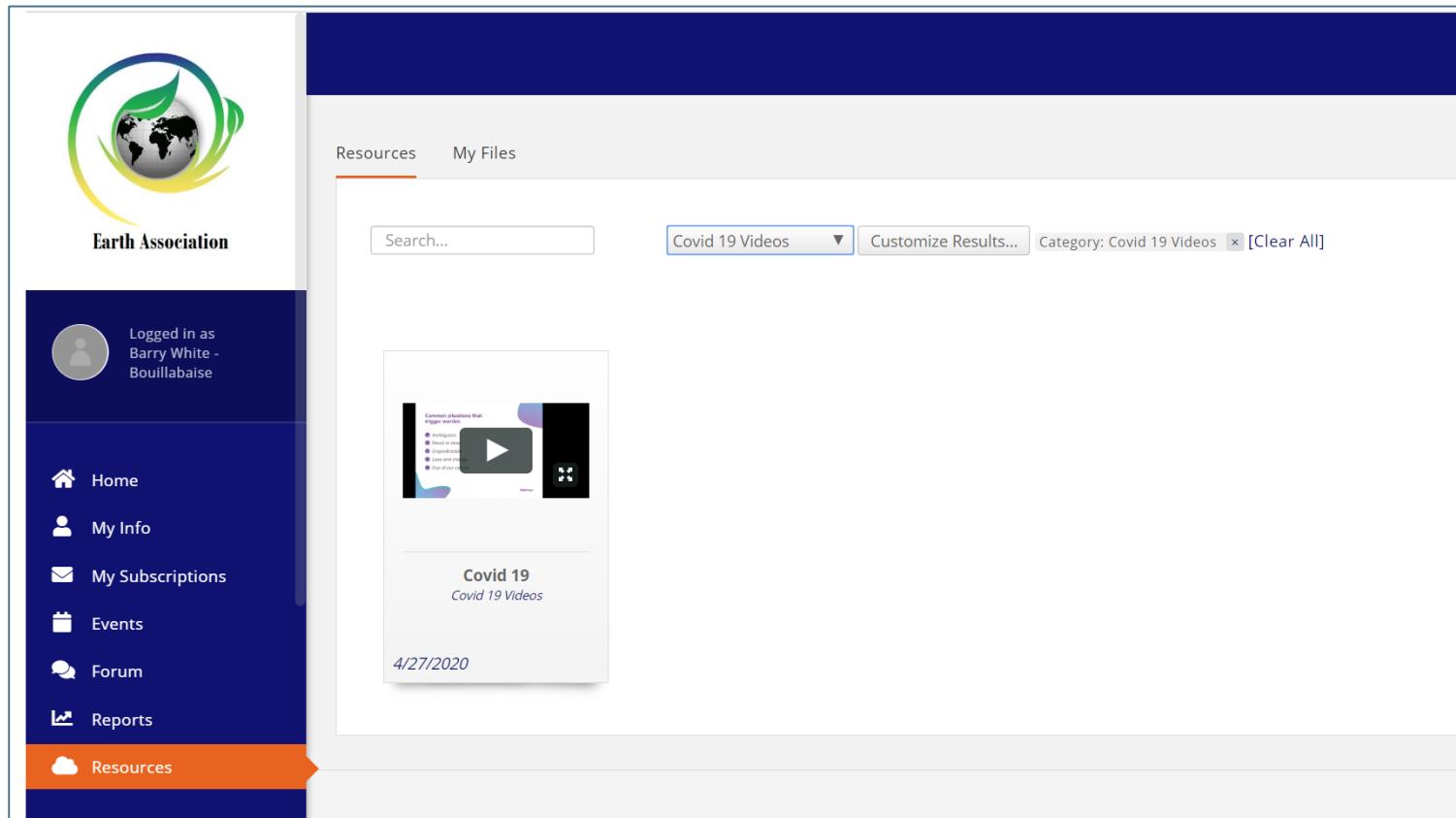


Link Name	Link Url	Display Order	Hub Icon
Visit GrowthZone	http://www.growthzone.com	0	fa-asterisk



3...Share Resources

Via the Info Hub, you and your members can easily share resources. Your members will look to the Info Hub for the latest information

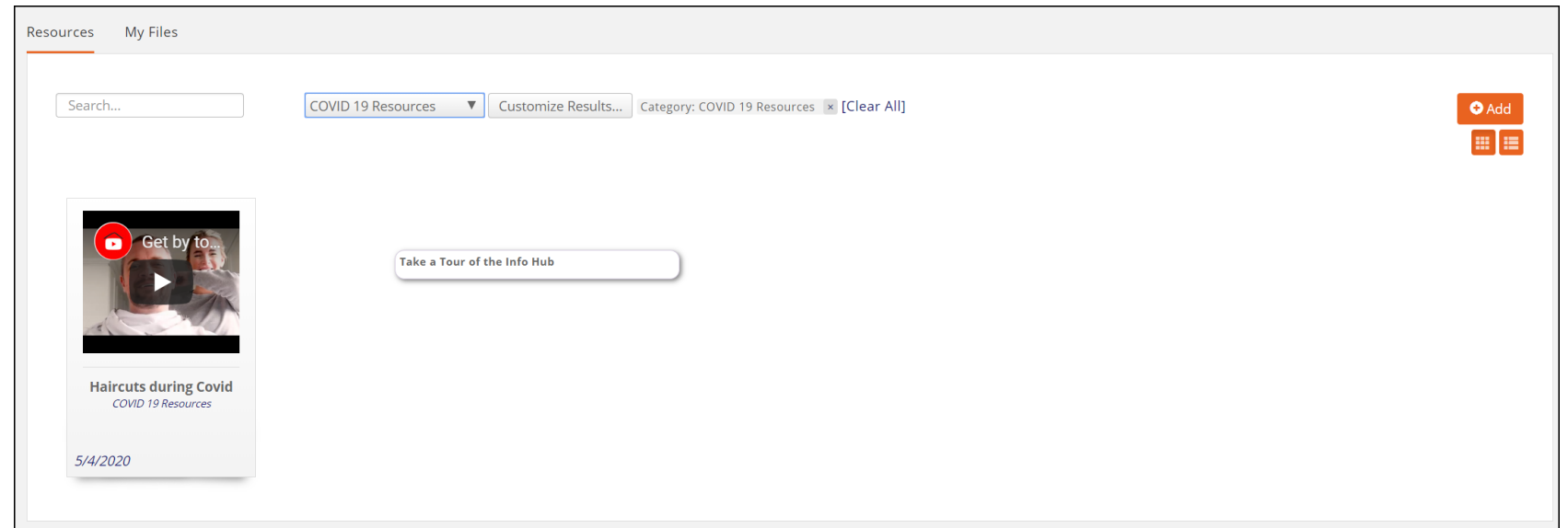


The screenshot displays the GrowthZone Info Hub interface. On the left is a dark blue sidebar with the 'Earth Association' logo at the top, which features a globe with green leaves. Below the logo, it says 'Earth Association'. Further down, it indicates 'Logged in as Barry White - Bouillabaise'. A list of navigation options includes Home, My Info, My Subscriptions, Events, Forum, Reports, and Resources, with 'Resources' highlighted in orange. The main content area has a dark blue header with 'Resources' and 'My Files' tabs. Below this is a search bar and a filter dropdown set to 'Covid 19 Videos'. A 'Customize Results...' button and a category filter 'Covid 19 Videos' with a 'Clear All' option are also visible. A video player is shown with a play button and a thumbnail titled 'Covid 19 Covid 19 Videos' dated '4/27/2020'.

Share Resources

You can:

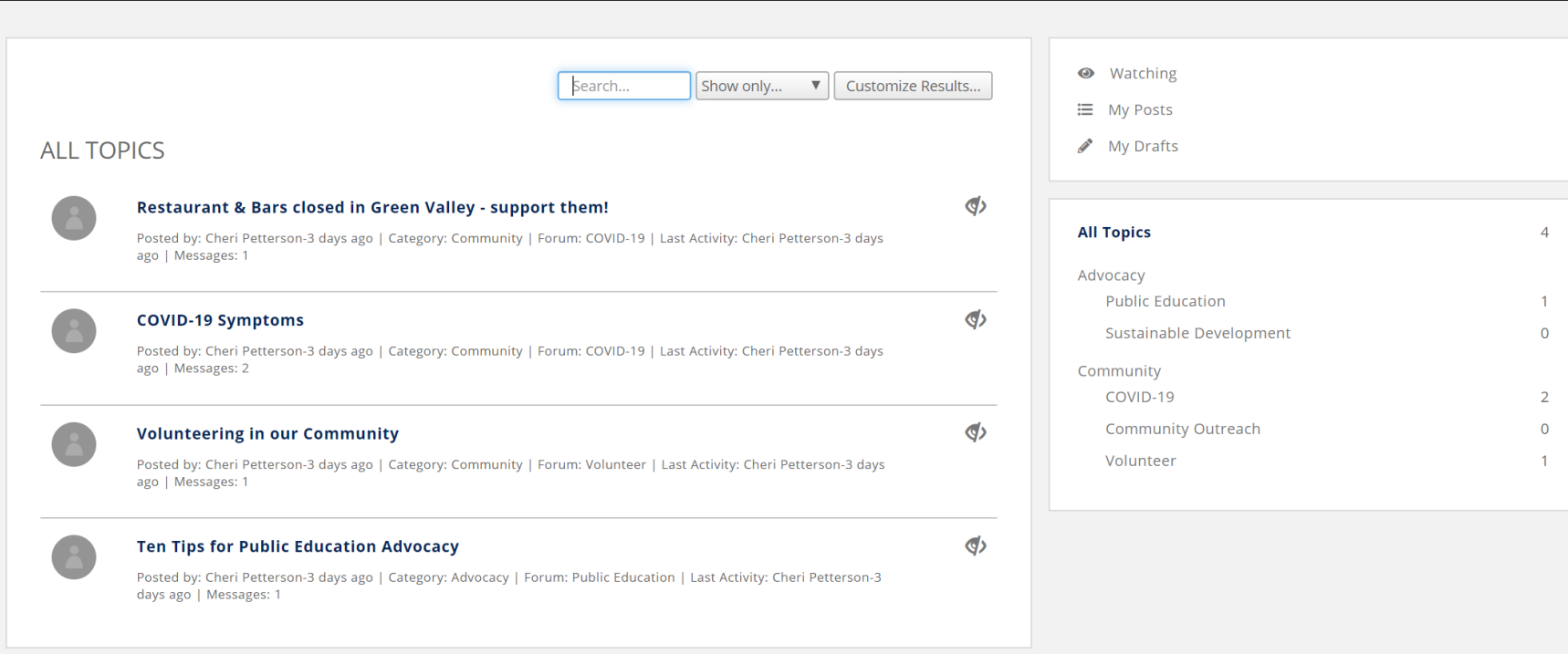
- Share Document
- Share Images
- Share Videos



4...Enable the Forum









4...Enable the Forum

A forum is a great medium with which your members can solicit the advice from peers, benefit from their experience, and participate in an ongoing conversations



Search... Show only... Customize Results...

ALL TOPICS

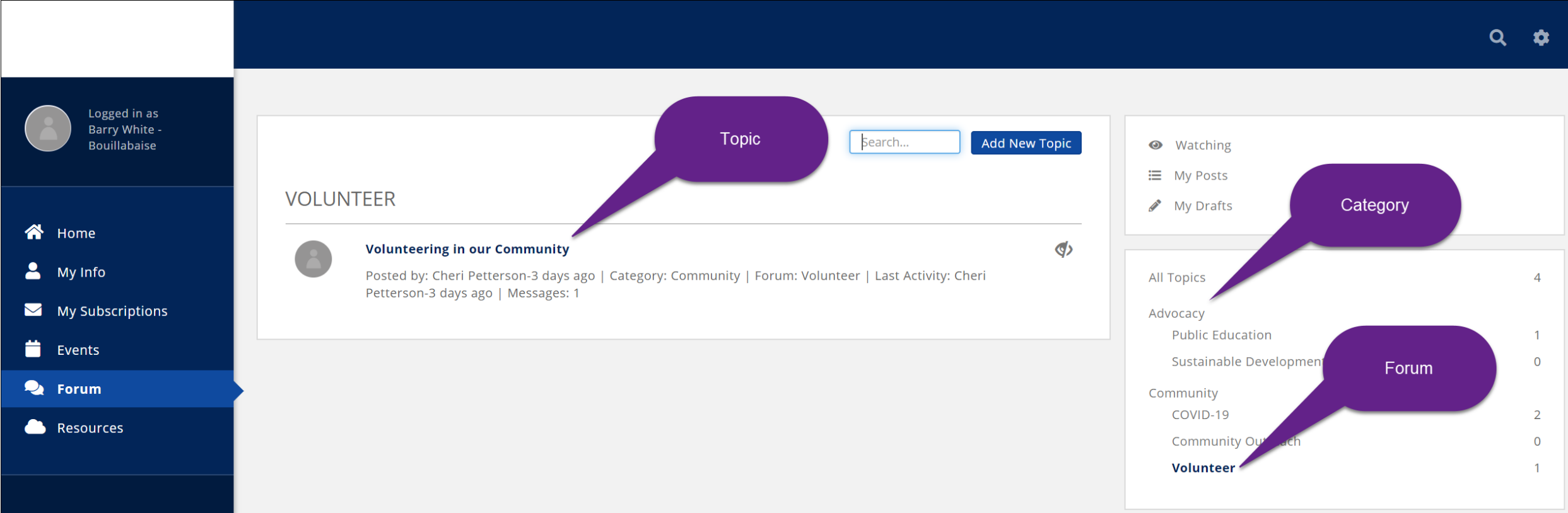
-  **Restaurant & Bars closed in Green Valley - support them!** 
Posted by: Cheri Petterson-3 days ago | Category: Community | Forum: COVID-19 | Last Activity: Cheri Petterson-3 days ago | Messages: 1
-  **COVID-19 Symptoms** 
Posted by: Cheri Petterson-3 days ago | Category: Community | Forum: COVID-19 | Last Activity: Cheri Petterson-3 days ago | Messages: 2
-  **Volunteering in our Community** 
Posted by: Cheri Petterson-3 days ago | Category: Community | Forum: Volunteer | Last Activity: Cheri Petterson-3 days ago | Messages: 1
-  **Ten Tips for Public Education Advocacy** 
Posted by: Cheri Petterson-3 days ago | Category: Advocacy | Forum: Public Education | Last Activity: Cheri Petterson-3 days ago | Messages: 1

Watching
My Posts
My Drafts

All Topics 4

- Advocacy
 - Public Education 1
 - Sustainable Development 0
- Community
 - COVID-19 2
 - Community Outreach 0
 - Volunteer 1

4...Enable the Forum



The screenshot shows the forum interface with a dark blue header and a left sidebar. The main content area is titled 'VOLUNTEER' and features a search bar and an 'Add New Topic' button. A callout labeled 'Topic' points to the search bar. Below the header, a topic titled 'Volunteering in our Community' is displayed, with a callout labeled 'Topic' pointing to the title. The right sidebar contains a 'Watching' section with 'My Posts' and 'My Drafts', and a 'All Topics' section with a list of categories and their respective counts. Callouts labeled 'Category' and 'Forum' point to the 'Community' and 'Volunteer' categories in the 'All Topics' list, respectively.

Logged in as Barry White - Bouillabaise

Home
My Info
My Subscriptions
Events
Forum
Resources

VOLUNTEER

Search... Add New Topic

Topic

Volunteering in our Community

Posted by: Cheri Petterson-3 days ago | Category: Community | Forum: Volunteer | Last Activity: Cheri Petterson-3 days ago | Messages: 1

Watching
My Posts
My Drafts

Category

All Topics 4
Advocacy
Public Education 1
Sustainable Development 0
Community
COVID-19 2
Community Outreach 0
Volunteer 1




Forum

5...Let your members know they are in control of the Directory Listing!

5...Let your Members know they control their directory listing

Through the Info Hub, your members can update their directory listing, and should be encouraged to make their page pop!

Which bakery would you choose?

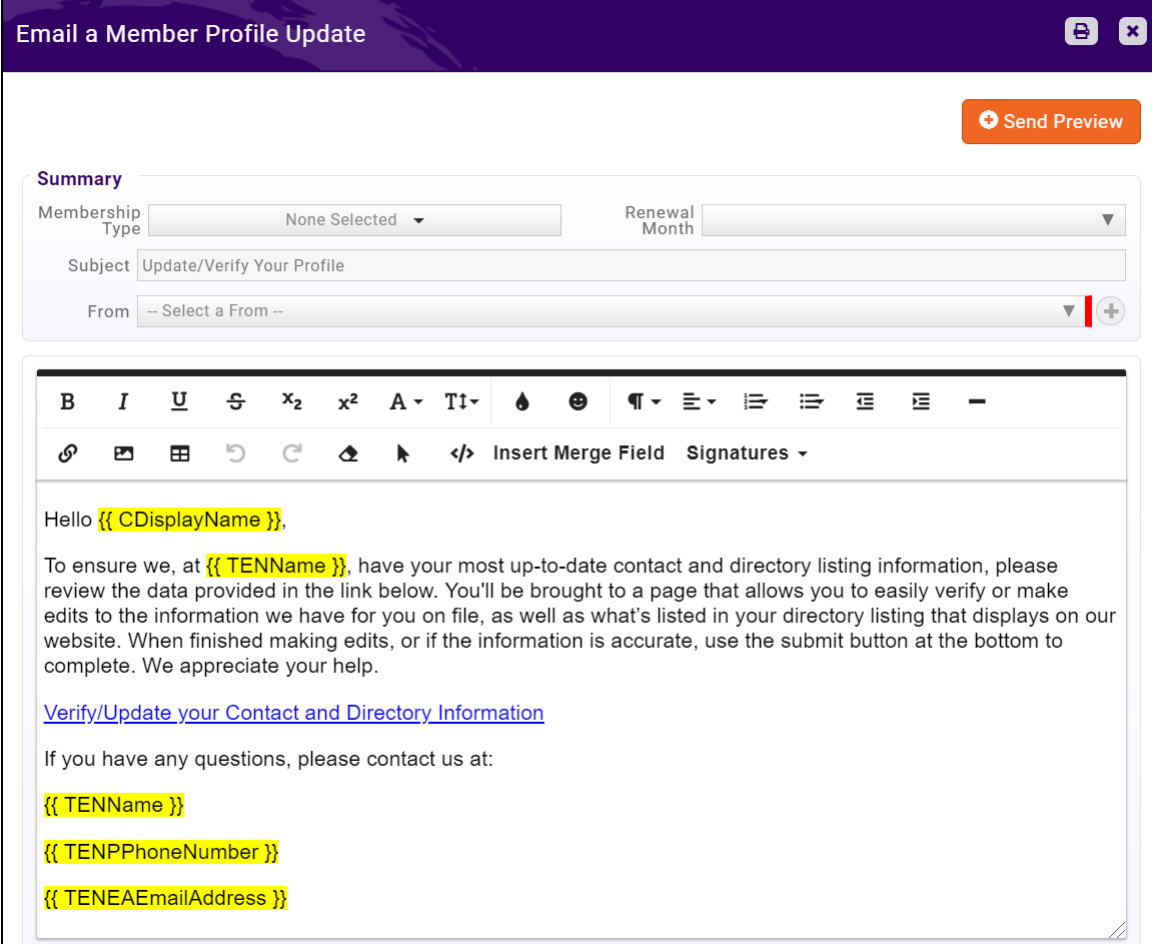
	<p>Macaroon's</p> <p>896547 Main Street, MN 564478 Best Macaroons ever</p> <p>2189968574 @ Send Email</p>	<p>Candy Stores, Bakery, Catering, Restaurant Food & Beverage</p>
	<p>The Boutique</p>	<p>Candy Stores, Home & Garden</p>
 <p>Fishes fishes.com (218) 345-9850</p>	<p>Fishes</p> <p>432 Main Street, Crosby, MN 56441 @ Send Email Visit Website</p>	<p>Restaurant Food & Beverage</p>
	<p>Newton's Figs</p> <p>4321 Dollars Drive, Pillager, MN 56473 888-888-8888 @ Send Email</p>	<p>Candy Stores</p>

5...Let your Members know they control their directory listing

Send the **Verify Contact Business Information** eMail to encourage your members to go to the Info Hub or, alternately, use the **Member Profile Update** eMail

WIKI: [Verify Contact Business Information](#)

WIKI: [Member Profile Update](#)



The screenshot shows a web interface for sending an email titled "Email a Member Profile Update". At the top right, there is a "Send Preview" button. Below the title bar, there is a "Summary" section with the following fields:

- Membership Type: None Selected (dropdown)
- Renewal Month: (dropdown)
- Subject: Update/Verify Your Profile
- From: -- Select a From -- (dropdown)

Below the summary is a rich text editor with a toolbar containing icons for Bold (B), Italic (I), Underline (U), Strikethrough (ABC), Text Color (x2), Background Color (x2), Font Color (A), Text Size (T), Bulleted List, Numbered List, Indent, Outdent, Link, Unlink, Table, Undo, Redo, Home, Mouse cursor, Source code, Insert Merge Field, and Signatures.

The email body text is as follows:

Hello **{{ CDisplay Name }}**,

To ensure we, at **{{ TEN Name }}**, have your most up-to-date contact and directory listing information, please review the data provided in the link below. You'll be brought to a page that allows you to easily verify or make edits to the information we have for you on file, as well as what's listed in your directory listing that displays on our website. When finished making edits, or if the information is accurate, use the submit button at the bottom to complete. We appreciate your help.

[Verify/Update your Contact and Directory Information](#)

If you have any questions, please contact us at:


- {{ TEN Name }}**
- {{ TEN PPhone Number }}**
- {{ TEN EEmail Address }}**

Bonus...Encourage Members to Post Web Content

Bonus...Encourage Members to Post Web Content

- Web Content is a great way to provide added benefit to your members!
- Allow your members to submit jobs, hot deals, member to member deals, testimonials & more
- By including Member to Member deals, your members will look to the Info Hub for those deals!


[Back to Coupons](#)



Chicken Wings, Pizza and 2 Liter Pop

By Joe's Pizzeria 1/28/2019

Order our pizza package, and we'll deliver it to you for free within a 10 mile radius. Check out our [menu](#) and call us to order (218) 123-1234



Additional Info

Expire Date : 2/28/2019

Promo Code : FreePop

Bonus...Encourage Members to Post Web Content

Use the Encourage Posting of Deal, Jobs, News, Events eMail template to reach out to your members

49 of 49

Edit Email Template

Name	Description
Encourage Posting of Deals, Jobs, News, Events	Email to members encouraging them to login and submit jobs, deal

Category
Member communication

Subject
Get the word out - post your Deals, Jobs, News, and Events

Template Text

Dear {{CDisplayName}},

YOUR ORGANIZATION NAME is a trusted source of information and a well-known partner in our community.

Post your events, job openings, community deals, and news items exactly where people look.

Log in to the Info Hub now at **YOUR MEMBER LOGIN URL** and see how easy it is!

- Deals - offer coupons and special deals; fellow members may well be your best customers.
- Job postings - submit your own job openings.
- Advertise events - add your events to our online event calendar; then share the calendar link in your social media, add to your own calendar, or email to others.
- News - share your latest information to keep our community informed.

Log in today at **YOUR MEMBER LOGIN URL** to gain access to all of these features, update your information, and more. Filling in your information will take very little time and makes it convenient for your customers and partners to find you.

If you've not yet created your login account, go to the registration page at **CREATE ACCOUNT LINK URL** to create your login and start using your benefits immediately.*

Don't know your login? Enter your email address to be sent a reminder at **FORGOT LOGIN URL**

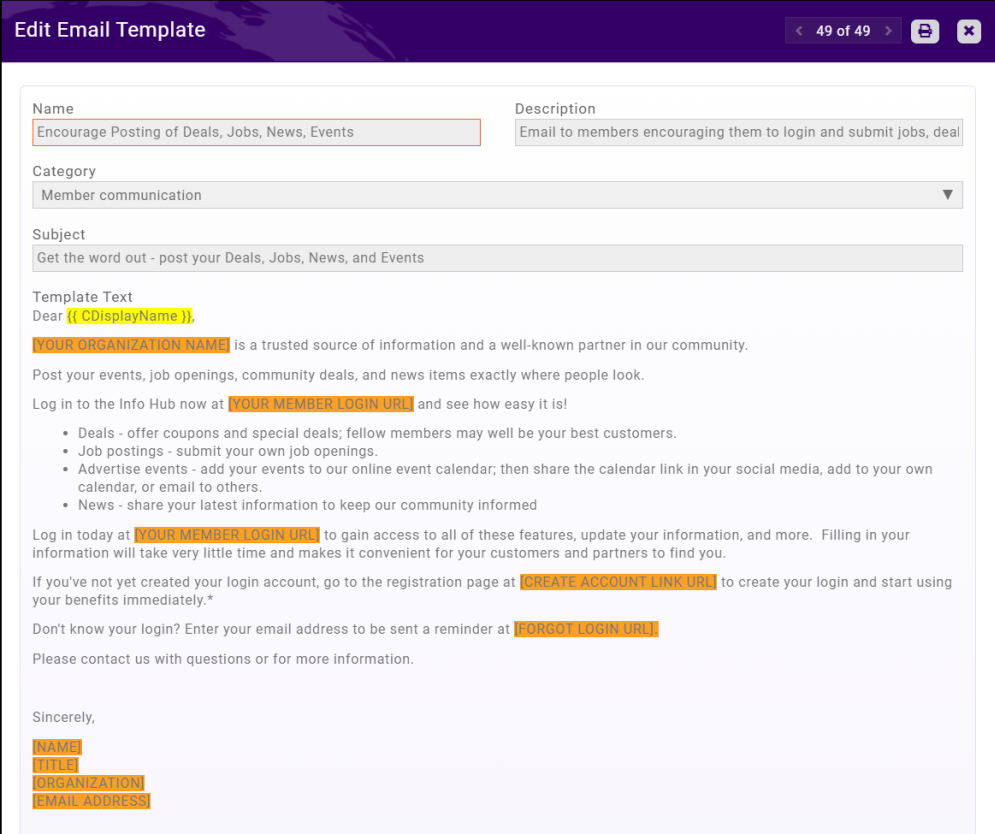
Please contact us with questions or for more information.

Sincerely,

NAME
TITLE
ORGANIZATION
EMAIL ADDRESS

Bonus...Encourage Members to Post Web Content

Use the Encourage Posting of Deal, Jobs, News, Events eMail template to reach out to your members



Edit Email Template < 49 of 49 > [Close] [Refresh]

Name	Description
Encourage Posting of Deals, Jobs, News, Events	Email to members encouraging them to login and submit jobs, deal

Category: Member communication

Subject: Get the word out - post your Deals, Jobs, News, and Events

Template Text

Dear {{CDisplayName}},

YOUR ORGANIZATION NAME is a trusted source of information and a well-known partner in our community.

Post your events, job openings, community deals, and news items exactly where people look.

Log in to the Info Hub now at **YOUR MEMBER LOGIN URL** and see how easy it is!

- Deals - offer coupons and special deals; fellow members may well be your best customers.
- Job postings - submit your own job openings.
- Advertise events - add your events to our online event calendar; then share the calendar link in your social media, add to your own calendar, or email to others.
- News - share your latest information to keep our community informed.

Log in today at **YOUR MEMBER LOGIN URL** to gain access to all of these features, update your information, and more. Filling in your information will take very little time and makes it convenient for your customers and partners to find you.

If you've not yet created your login account, go to the registration page at **CREATE ACCOUNT LINK URL** to create your login and start using your benefits immediately.*

Don't know your login? Enter your email address to be sent a reminder at **FORGOT LOGIN URL**

Please contact us with questions or for more information.

Sincerely,

NAME
TITLE
ORGANIZATION
EMAIL ADDRESS

Next Steps....

Ensure your Members have access!!

Probably one of the most important things to do to engage your members is ensure they have credentials and appropriate access level!

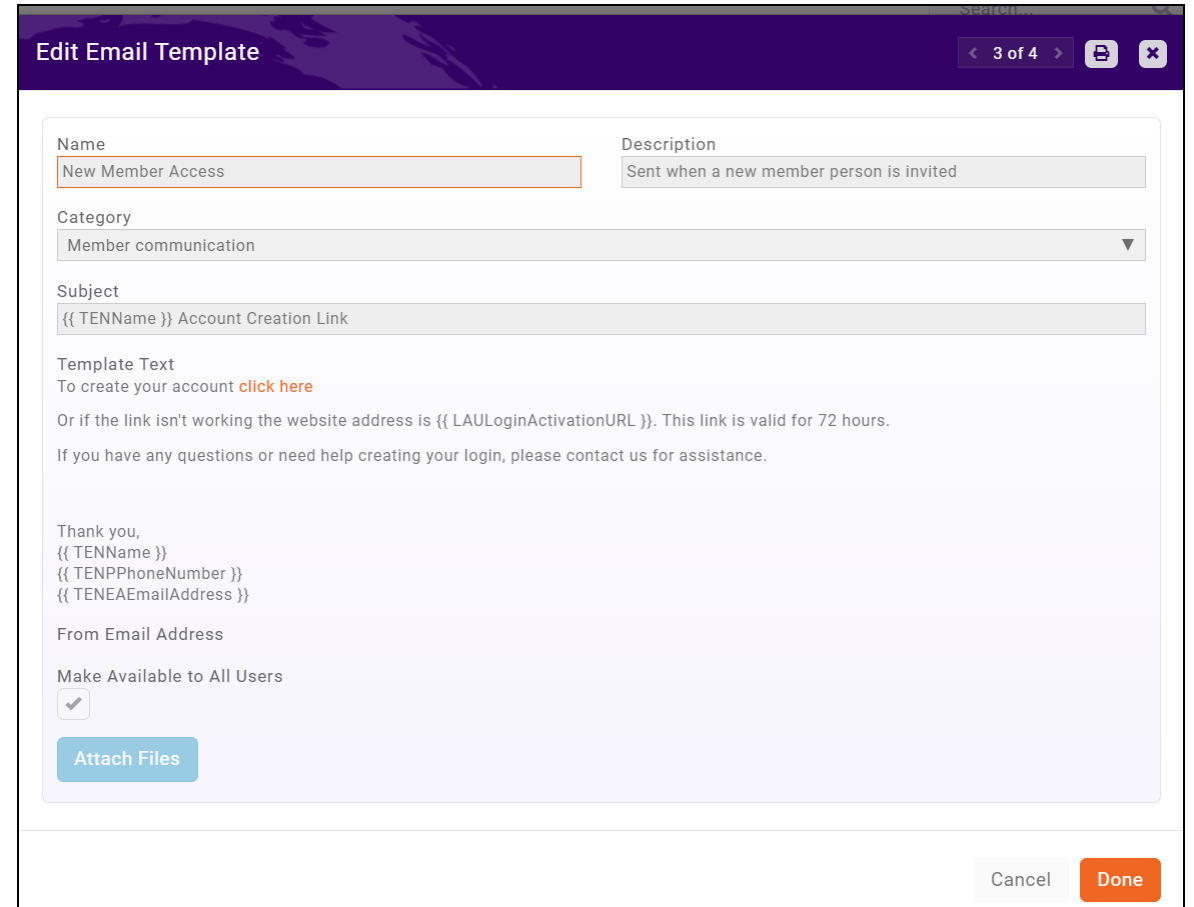
- Generate the **User Account Report** & generate a list to send those without credentials an invitation
- WIKI: [User Account Report](#)
- WIKI: [Create a List from a Report](#)

Results											
Contact Name ↕	Contact First Name ↕	Contact Last Name ↕	Primary Business ↕	Individual/Default Access Level ↕	Access Levels with Related Organizations ↕	Account Username ↕	Account Email ↕	Account Created Date ↕	Last Login Date/Time ↕	Date of Last Password Change ↕	Membership Type ↕
Kallee Kalme	Kallee	Kalme	A Place for Dogs		A Place for Dogs: User - Primary						Realtor
Jannee Jones	Jannee	Jones	A Place for Dogs		A Place for Dogs: User - Primary						Realtor
Adam Brooks	Adam	Brooks	Adams Realty		Adams Realty: User - Primary, The North Realty: User - Primary						Business Membership
James Johnsen	James	Johnsen	Big House Realty		Big House Realty: User - Primary						Realtor
Lana West	Lana	West	Daylight Realty		Daylight Realty: User - Primary, The North Realty: User - Primary						Business Membership

Ensure your Members have access!!

Send an email to all without credentials to invite them to setup their logins

- Customize the “New Member Access” email template
- WIKI: [Edit Default Templates](#)



The screenshot shows the 'Edit Email Template' interface. The title bar is purple with the text 'Edit Email Template' and navigation icons. The main content area is white and contains the following fields:

- Name:** New Member Access
- Description:** Sent when a new member person is invited
- Category:** Member communication (dropdown menu)
- Subject:** {{ TENName }} Account Creation Link
- Template Text:**

To create your account [click here](#)

Or if the link isn't working the website address is {{ LAULoginActivationURL }}. This link is valid for 72 hours.

If you have any questions or need help creating your login, please contact us for assistance.

Thank you,
{{ TENName }}
{{ TENPhoneNumber }}
{{ TENEEmailAddress }}
- From Email Address:** (empty field)
- Make Available to All Users:**
- Attach Files:** (button)

At the bottom right, there are 'Cancel' and 'Done' buttons.

Ensure your Members have access!!

Start new members off on the right foot! Use the “Invite Members to Login and Access Benefits” email template

Edit Email Template

< 32 of 49 > [icon] [x]

Name	Description
<input type="text" value="SAMPLE New Member Email - Info Hub"/>	<input type="text" value="New Member Campaign Email 2 - Member Info Hub"/>
Category	
<input type="text" value="Member communication"/>	
Subject	
<input type="text" value="Start Accessing Your {{ TENName }} Member Portal"/>	
Template Text	
<p>The Info Hub is a great way for you to network, view member-only events, share your contact information with other members for networking, access vital resources, or use our site to advertise news, events, deals and recruit new employees!</p> <p>Start by making sure your contact profile is complete and update-to-date, so others can successfully connect with you. Then explore the site and have fun taking advantage of special members-only access. This video tour will show you how to get the most of the Hub for things such as:</p> <ul style="list-style-type: none">• Searching the directory listing - your contact information and our other members are available in the "members only" hub.• Personalizing your member listing page - included in the directory is your own information page on the website which can include a description area, location, logo, photos and contact details based on your membership level.• Using the Hub to manage your membership and payments.• Resources- being part of our association includes access to key sites, documents and other information to help you thrive in our community. Check out the resource area to learn more.• Resources- being part of our association includes access to key sites, documents and other information to help you thrive in our community. Check out the resource area to learn more.• Career Center- create a posting for any job openings you have available - gain visibility and help recruit new employees.• Hot Deals - add an online coupon to share on our site and attract users to your business. Take advantage of deals offered by other members too!• News - Share exciting and important information with our community. Enter your news item to be added to our site. <p>Content is always changing; please help us ensure that yours is always updated so that we and others in the community can reach you. Enjoy!</p>	
From Email Address	
Make Available to All Users <input checked="" type="checkbox"/>	
<input type="button" value="Attach Files"/>	

Find additional step by step instructions and videos in our online WIKI:

- [Customizing the Info Hub](#)
- [Getting Started with the Forum](#)
- [Working with Web Content](#)
- [Setup Member Access to the Info Hub](#)
- [Working with eMail Templates](#)
- [Videos you can share with your members](#)

Questions??

