

GrowthZone Solution Overview



Agenda

- System Navigation
- Overview of GrowthZone Modules



Overview

GrowthZone is the smart association software designed to help you:

- Grow your membership
- Retain and engage your existing organizations or individuals

Do more with less time



Overview

Easy to use, and designed to manage all the day-to-day operations of your organization

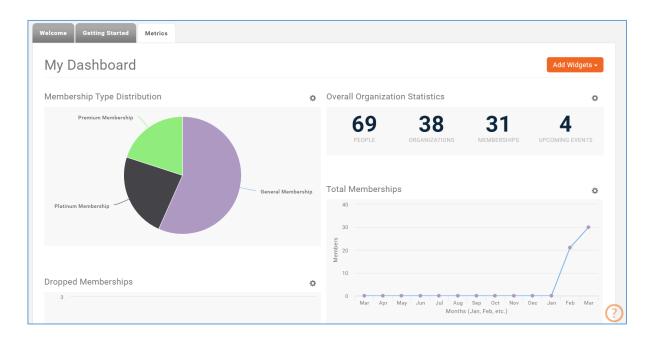
Three Different Views

- Staff/Database View
- Member View
- Public View



Overview – Staff View - Database

• Where you will be able to manage all of your contacts and members, manage your events, generate and analyze reports, and work with the modules that you have selected

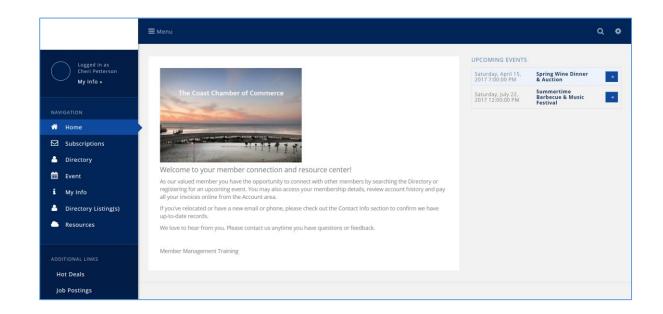




Overview – Member View - InfoHub

• Members can

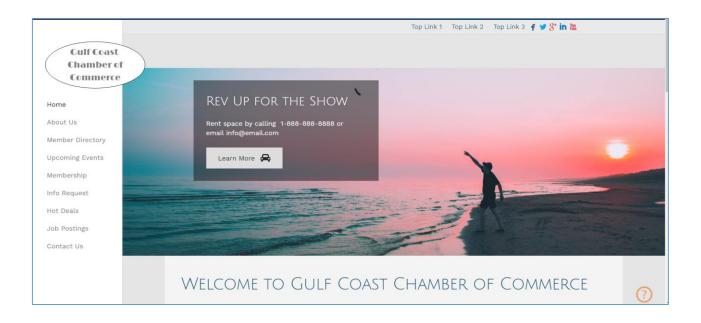
- Update own information (photos, directory listing, website, etc.)
- Manage their account and pay their bills
- Register for Events, enter New Events
- Enter Hot Deals, Member to Member Deals, & Job Postings...





Overview – Website – Public View

• We can design a website for you, or assist you in integrating to your existing site





Staff View - Database

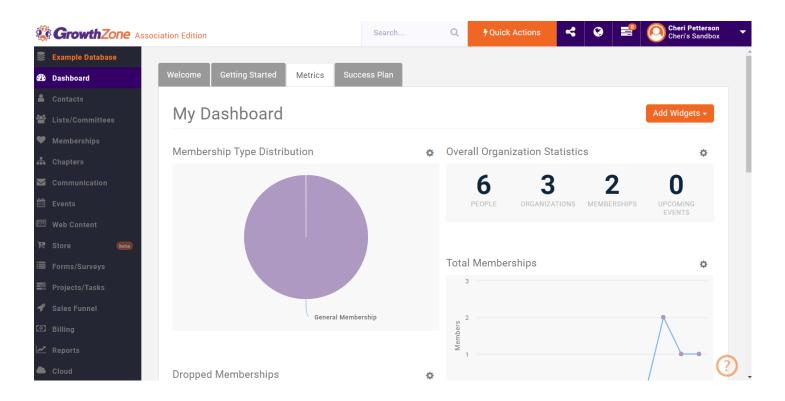
• Logging In: https://growthzoneapp.com/login

Se Grow	thZone	
smarter ass	sociation software	
cpetterson		
a		
Remember Me	Need Help?	
Log li	n	



Staff View – Database Navigation

- Header
- Navigation Panel
- WorkSpace
- Common Functions





Software Navigation - Header

Search

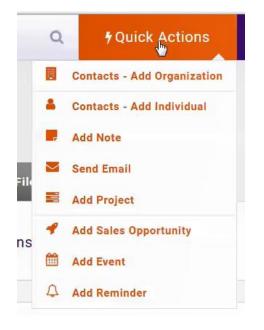
 The Search option allows you to easily search for Contacts, Members or Events





Software Navigation – Quick Actions

- Add Contacts...
- Add Notes...
- Send Emails...
- Add Projects...
- Add Sales Opportunity...
- Add Events...
- Add Reminders...





Software Navigation – Quick Actions

Example

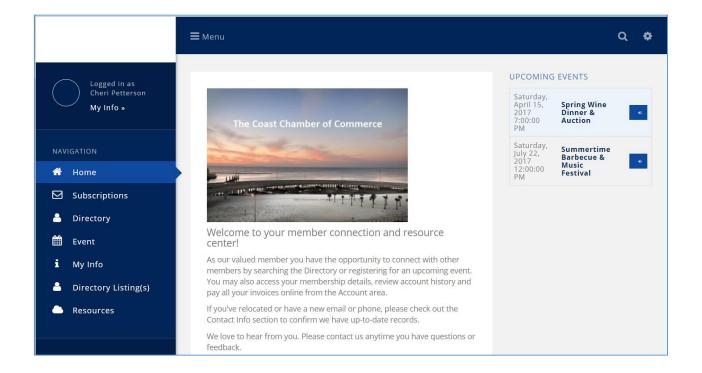
Add Contacts - Organization

Name The S	addlery					
Phone, email, or w	vebsite					C
pmanne@mailinato	or.com					×
Address	City	State Province	Postal Code	Country	Type	•
Individuals (Opti	onal)					
First Name		Last Name	Title			C
Paul		Manne	Owner]	[



Software Navigation – Access to InfoHub

• The logged on user can access the Info Hub by clicking

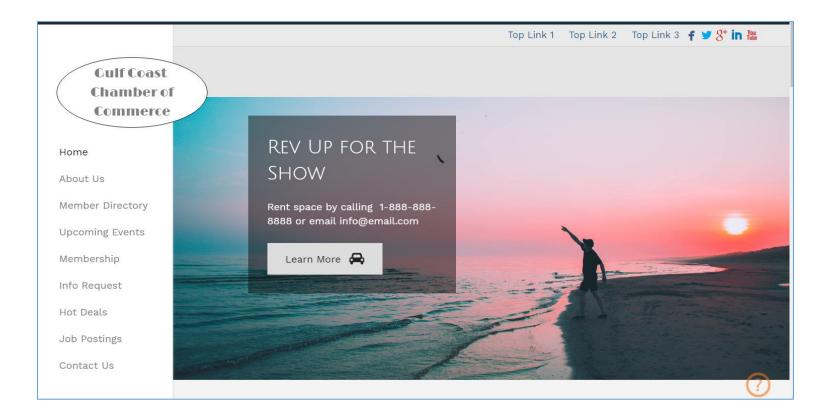




Software Navigation – Access to your Web-site

You can a view your website by clicking







Software Navigation – Assigned Tasks

• Go to your list of Assigned tasks



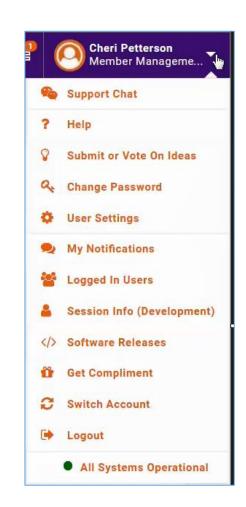
					e Results					🕀 Ado
Project Name \$	Event Name	÷	Name 🗘	Task Priority ≑	Task Type 🌲	Contact 🗘	Assigned To Person	Due Date ≑	Completed Date $\ensuremath{\hat{\Rightarrow}}$	Percent Complete
			<u>Follow-up Reminder for</u> <u>Cheri Petterson</u>	Normal		Adrian Chavez	Cheri Petterson	3/16/2017		0
			Follow-up Reminder for Cheri Petterson	Normal	Member Acquisition	Adrian Chavez	Cheri Petterson	3/17/2017		0
			Follow up with Claude Monet	Normal		<u>Monet's</u> Landscaping	Cheri Petterson	3/20/2017	3/16/2017	100



Software Navigation – Additional Options

Additional options for the logged in staff member

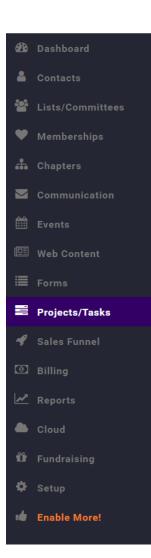
- Chat
- Help
- Submit or Vote on Ideas
- Change Password
- User Settings
- My Notifications
- Logged In Users
- Software Releases
- Get Compliment
- Switch Account
- Logout
- System Status





Navigation Panel

 The Navigation Panel allows you to easily navigate to the module you want to work with





Work Space

• When a module is selected in the Navigation Panel – details will be displayed in the work space

Search		Indiv	iduals	Customize Results	Customize Results ContactType:Individual X [Clear All]						🕒 Add Organization 🕞				
lesult Count	t: 69										1				
Туре 💠	Name	÷	Balance 🜲	Primary Connection \$	Status 🔺	Primary Email \$	Primary Phone	¢ Ci	ty ≑	State Province	÷ \$				
1	<u>Cheri Petterson</u>		\$337.00	Member Management Training	Non Member	cheri.petterson@micronetonline.c om	218-546-5413								
1	Johnny Ocean		\$0.00		Non Member		218-999-8722								
1	Brandon Zinda		\$0.00	Member Management Training	Non Member	brandon.zinda@micronetonline.co m									
1	<u>Susan Williams</u>		\$0.00	Member Management Training	Non Member	susan.williams@micronetonline.c om									
1	Andrea Anderson		\$0.00	Member Management Training	Non Member	andrea.anderson@micronetonline .com									
1	Michael Samuelson		\$0.00	Member Management Training	Non Member	michael.samuelson@micronetonli ne.com									
1	James Petterson		\$0.00	Member Management Training	Non Member	lacherie_2000@yahoo.com	218-546-5413								
1	<u>Greg Lamar</u>		\$0.00		Non Member										
1	<u>Wilma Lamar</u>		\$0.00		Non Member										
	Joe Wolner		\$0.00	Cuyuna Golf Club	Non Member										

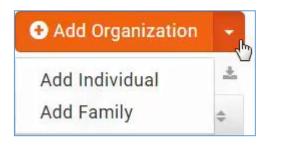


- Search Function search functions are available throughout the software
 - Type ahead search
 - Show Only
 - Customize Results

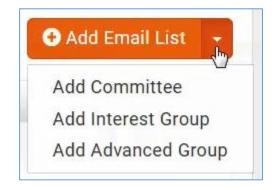
	Search Result Count: 105	Show only	▼ Customize	Results
Search		Customize Results AssignedTold:Cheri Petterson 🗙	 Customize Results [Clear All] 	ContactType:Individual 🗙



- Add
 - the module that you are using will dictate the options available
 - The most commonly used option will be displayed on the Add button







Contact

Membership

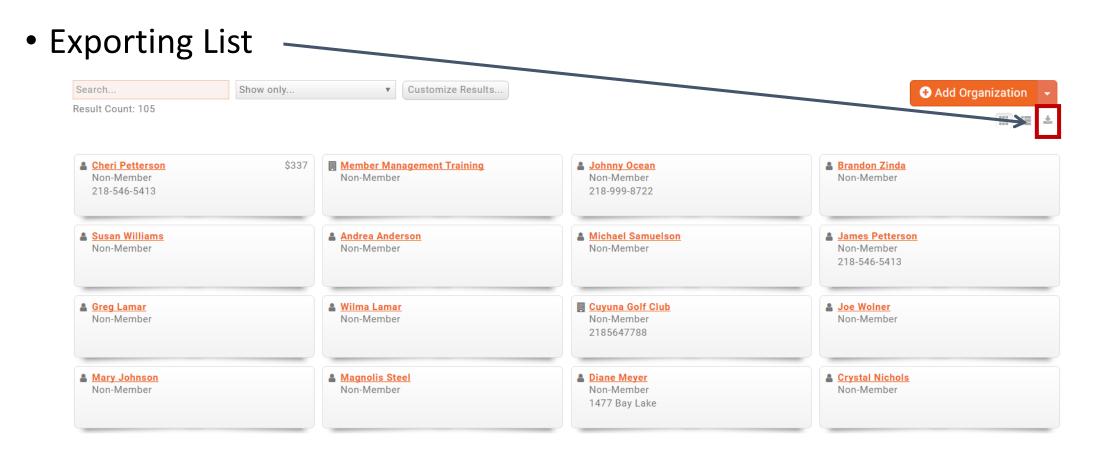
List/Committee



Changing displays from Tile to List and vice versa _____

Search	Show only	Customize Results		🕂 Add Organization 🚽
Result Count: 105				
Cheri Petterson	\$337	Member Management Training	Johnny Ocean	Brandon Zinda
Non-Member 218-546-5413		Non-Member	Non-Member 218-999-8722	Non-Member
Susan Williams Non-Member		Andrea Anderson Non-Member	Michael Samuelson Non-Member	Solution States
Sreg Lamar Non-Member		Non-Member	Cuyuna Golf Club Non-Member 2185647788	Son-Member
Mary Johnson Non-Member		Magnolis Steel Non-Member	Diane Meyer Non-Member 1477 Bay Lake	Crystal Nichols Non-Member





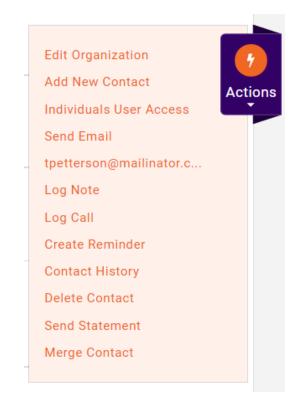


- Edit 🖌
- Add 🛛 🖸
- Email 🗵
- Login to InfoHub (as user)
- Calendar 🧧
- Communication Status

Note – some of the action buttons discussed above may be hidden until you dwell over them



- Clicking the Actions icon on a page will display a list of the command tasks performed in the module
- Tasks will vary per module





- Help 🕐
 - Still under development, clicking this icon will provide help information and simulations

Help/Getting Started	×
Type here to start looking	
Getting Started Guides	^
Setup Online Payment Processing	l
Add an Individual Contact	1
View Release Notes	
	×
(?)



GrowthZone Modules

The GrowthZone Membership Management System is powerful, easy to use and designed to manage all the day-to-day operations of your organization.



Grow Faster – Acquire New Members

- Lists/Committees
- Communications
- Contact Management
- Membership Management
- Sales Funnel*



Lists/Committees

 The Lists/Committees module makes it easy to connect with and organize your members and individuals into groups for different types of communication

Search	Show only Customize Results				 Add Email List ▼
÷	Name	≑ Cat	egory 👻	Contact Coun	t
	Current Staff	Staf	ff	0	
	Volunteers	Staf	ff	9	
	Ambassadors	Staf	ff	1	
	Current Board Members	Staf	ff	0	
	Billing/Finance	Prin	nary Role	0	
	Staff	Prin	nary Role	0	
	Primary/Executive	Prin	nary Role	0	
	Marketing	Prin	nary Role	0	
	Current Members	Mer	mber Lists	0	
	Prospective Members	Mer	mber Lists	5	



Communications

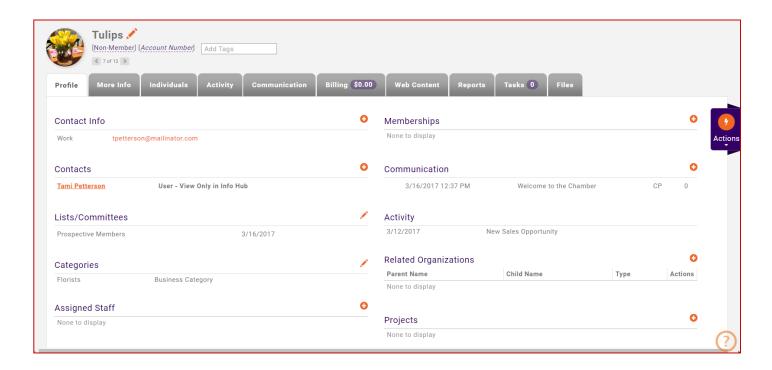
- Templates
- Categorization
- Automated Messaging/Notifications
- Individual/Group Emails
- E-mail Receipt Tracking

New Me									Descrip							
	ember	Welcom	ne Lette	er					Email s	ent to t	he con	tacts o	fanev	w me	mbership)
Catego	ry															
Membe	er Com	munica	tion													
Subject	t															
Welcom	ne to G	ulf Coa	st Chan	nber of	Comme	erce										
Templa	te Tex	t														
В	T	U	÷.		x ²	A •	Th	6 ¶	• ≡ •	1=	:=	-	73		_	
D	1	<u>U</u>	5	x ₂	X.	A •	11•	ا ۲ و	• =•	1	:=	<u>`</u>		-	-	
ô		⊞	C	C		k		Insert Mer	je Field	Sig	nature	es 🕶				
Ocea With t organ	an Sprii this let nizatior	ngs/Gu tter we n and th	ilfport/E have e he imp	Biloxi co enclose ortant v	ommur d a thr vork w	nity sinc ee-mon e do. Pl	e 196 th cale ease i	e Gulf Coast (), providing m endar of upco note the welco y to become	any soci ming eve ome lunc	al and nts an heon f	charita d a pa or new	able o mphle mem	oportu t givin bers e	nitie g a ł ach	s for its n orief histo Friday. A	nembers. bry of the at that time yo
will be	ohn Do	oe, will	aire e	now m	emher	orienta	tion V									
Mr. Jo	nber, an mail A	nd look	forwa	rd to m	any ye			/e are delight ng associatio		l an ac	tive, e	nthusi	astic ii		dual like	



Contact Management

• Contact Management allows you to easily track your new contacts you have made face to face, over the phone, via the web





Membership Management

• Easily manage members activity, billing, and contact info in one central database

Aemberships Membership Types Mer	nbership Application Forms		
Search Show only	▼ Customize Results		• Add
			(III) I
<u>Tulips</u>	Crab Shack	Boardwalk Marina	Steaks and More
General Membership 3/17/2017 1/1/2018 Mar	General Membership 3/13/2017 1/1/2018 Mar	General Membership 3/12/2017 1/1/2018 Mar	General Membership 3/12/2017 1/1/2018 Mar
Active	Active	Active	Active
FUN Adventure Park	Mark Young	Bayview Motel	Gulfcoast Inn
Platinum Membership 3/12/2017 3/12/2018 Mar	General Membership 3/7/2017 1/1/2018 Mar	General Membership 3/7/2017 1/1/2018 Mar	Platinum Membership 3/7/2017 3/7/2018 Mar
Active	Active	Active	Active
<mark>Lilies of the Valley</mark>	Sheryl Rassler	John Jones	Rose's Florist
Platinum Membership 3/7/2017 3/7/2018 Mar	General Membership 3/2/2017 1/1/2018 Mar	General Membership 2/28/2017 1/1/2018 Feb	Platinum Membership 2/28/2017 2/28/2018 Fe
Active	Active	Active	Active



Membership Management

- Membership Application Form
 - Integrated to web-site
 - If configured automatic notification to staff when an application is received

Membership Application
Instructions
Thank you for your interest in our organization
Select An Option
General Membership \$1,200.00 Annually + \$25.00 Setup
Premium Membership \$2,000.00 Annually + \$25.00 Setup
Platinum Membership \$2,500.00 Annually + \$50.00 Platinum Membership Setup Fees
Enter Contact Information
First Name*
Last Name*



Sales Funnel*

 Provides a clear view of the opportunities currently available, showing you the revenue that your organization can make in the months ahead

.dd/Edit Sales	s Opportuni	ty - Joe's Pizzeria	3			Ð×
Organization Joe's Pizzeria		Source select	a Source	v 🗘	Sales Person Cheri Petterson	Ŧ
Sales Category select a Sales	Categ 🔻 🕂	One-Time Revenue		Recurring Revenue	Estimated Clo	ose Date
Probability	Stage select	a Stage 🔻 🕂	Status Active	٣	Won/Lost Date	
Delete					Са	ncel Done



Sales Funnel*

- Allows for tracking:
 - One time revenue
 - Recurring revenue
 - Probability of Sale
 - Timeline
 - Communications
 - Tasks

eri Petterson	The Ski Hill		0			
eri Petterson	Joe's Pizzeria		0			
es Person 🗢	Prospect Name 🗢		Days since contact \$			
ults						
		Add Summarize By				
Days since contact, Prospect Name, Sales Person 📼	11	v 🗙	Detail	v		
Fields to Display	Summarize By		Display Mode			
Display Options						
Criteria / Filters						
None Selected 👻	None Selected	•				
Sales Source	Sales Categories					
None Selected 🔻	None Selected		None Selected 👻			
Sales Persons	Sales Statuses		Sales Stages			

Contact Name 🗢	Default Email 🗢	Default Phone ≎	Sales Person ≑	Estimated Close Date \$	One Time Value ≑	Recurring Value \$	Total Value ≎	Status 🖨	Reason ‡	Stage 🖨	Timeline 🕈	Timeline Date \$
Joe's Pizzeria	jranard@mailinator.com		Cheri Petterson	3/31/2017	\$50.00	\$1,200.00	\$1,250.00	Prospect			Initial Contact	3/17/2017
The Ski Hill			Cheri Petterson	3/29/2017	\$50.00	\$2,000.00	\$2,050.00	Active		Initial Contact		
Count\Average\Tota	als 2				\$100.00	\$3,200.00	\$3,300.00					



Retain & Engage Your Members

- Events Management
- Info Hub
- Events Expo*
- Web Content*
- Fundraising*
- On-line Store*
- Certification*



Events Management

 The Events module is designed to help you navigate every aspect of the event process - everything from inviting attendees to tracking registrations to creating invoices





Events Management

- Add Events
- Manage Registration
- Manage Sessions/Break-outs
- Manage Exhibitors (Coming Soon)
- Manage Sponsors
- Manage Fees
- Manage Attendance
- Manage Communications

Name				Contact
				Cheri Petterson
Description				
Location				
Active Date	Start at	End at		All day
3/17/2017	3/17/2017 8:00 AM	3/17/2017 5:00 PM	0	
Enable Registration	Event has Session	s/Breakouts	Event has	Exhibitors
		o, broakouto		- Exmitterio
Time/Hours Details				
Event Contact Details				
Category	Calendar	Status	Copy From	m Existing Event
None Selected 🔻	None Selected 🔻	Approved v		



Events Management - Reporting

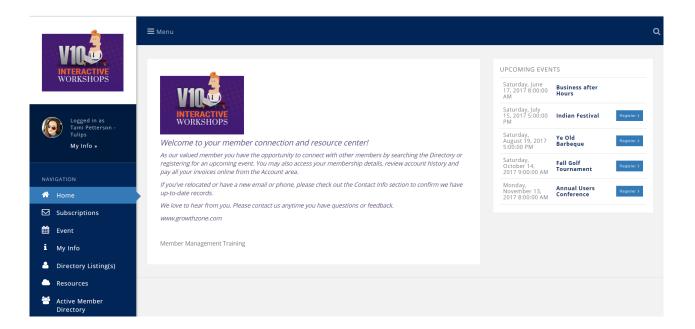
- Activity Report
- Attendee Report
- Discount Report
- Sessions Report
- Sponsorship Report

Contact		C	Date Range			Display Only		
			No Dates Sele	ected 🔻				
Event								
	None Selected 💌							
Criteria / Filter	8							
Display Optio		c	Summarize By			Display Mod	a.	
	ct Name, Default Email, Default Phone,		11		т 🗙	Detail		Ŧ
Event I	ct Name, Default Email, Default Phone, End Date, Event Name, Event Start Date, gistration Status, Registration Type, Total Registration Fee ▼		,	Add	v 🗙 I Summarize By			Ŧ
Event I	nd Date, Event Name, Event Start Date, gistration Status, Registration Type,		,	Add				¥
Event I Re	nd Date, Event Name, Event Start Date, gistration Status, Registration Type,	Default Phone ≎	,	Add Event Start Date ≎			Registration Type ¢	v Total Registratio Fee ≎
Event I Re sults	ind Date, Event Name, Event Start Date, glstration Status, Registration Type, Total Registration Fee ▼	Default	H	Event Start	Summarize By	Detail	Registration Type 🗢	
Event I Re sults ntact Name \$	ind Date, Event Name, Event Start Date, gistration Status, Registration Type, Total Registration Fee → Default Email \$	Default Phone ≑	II Event Name ¢ Summertime Barbecue & Music	Event Start Date ≑	I Summarize By Event End Date ≑	Detail Registration Status \$	Registration Type \$	
Event I Re sults ntact Name \$ eri Petterson	ind Date, Event Name, Event Start Date, gistration Status, Registration Type, Total Registration Fee → Default Email \$ cheri.petterson@micronetonline.com	Default Phone ≎ 218-546- 5413	II Event Name ¢ Summertime Barbecue & Music Festival	Event Start Date ≎ 7/22/2017	Event End Date \$ 7/23/2017	Detail Registration Status	Spring Wine Dinner	Fee ¢



Info Hub

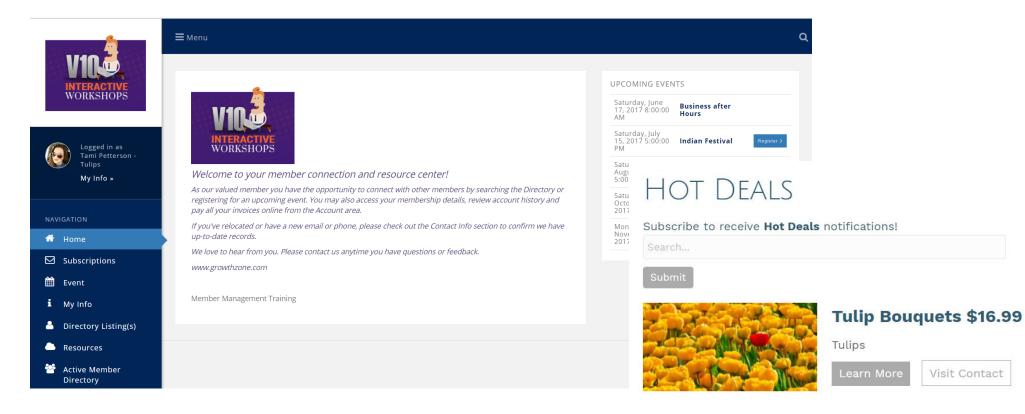
- Members can update your own information (photos, directory listing, website, etc.)
- Manage their account and pay their bills
- Register for Events, enter
 New Events
- Enter Hot Deals, Member to Member Deals, & Job Postings...





Web Content*

• Provide additional benefits to members using hot deals, job postings and member to member hot deals





Fundraising*

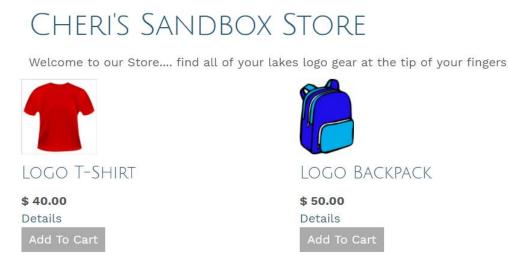
• Help the community with fundraising campaigns and track donations

eneral Information		Donation Statis				9			
ampaign Name	Special Olympics	Number of Donatio				² Actions			
Campaign Status	Active 3/6/2017	Goal Amount Current Amount Pa	Special Olympics						
ind Date	5/0/2017	Remaining to Goal	Summary Donation	Activity Recurring Donor	s Donation Setup				
escription	Support Special Olympics		Search	Customize Results	Customize Results	Amount: between 100 and	d 500 🗙 [Clear All]		*
rimary Contact	Brandon Zinda								
			Contact	Description	Total	Paid \$	Туре	Purchase Date	Actions
			Nora Breiby	Special Olympics	\$100.00	\$0.00	One Time Donation	6/2/2017	
			Bikes Bikes Bikes	Special Olympics	\$100.00	\$0.00	One Time Donation	6/1/2017	
			Matt Anakkala	Special Olympics	\$100.00	\$0.00	One Time Donation	5/11/2017	
			Henry James	Special Olympics	\$100.00	\$0.00	One Time Donation	5/8/2017	
			Cherie Swanson	Special Olympics	\$100.00	\$0.00	One Time Donation	4/27/2017	
			Cheri Petterson	Special Olympics	\$100.00	\$0.00	One Time Donation	4/18/2017	
			Jerry Mannard	Special Olympics	\$100.00	\$100.00	One Time Donation	4/7/2017	
			Daphne Duck	Special Olympics	\$100.00	\$0.00	One Time Donation	4/7/2017	
			Joan Jett	Special Olympics	\$100.00	\$0.00	One Time Donation	3/26/2017	
			Cheri Petterson	Special Olympics	\$500.00	\$500.00	one time ponation	3/20/2017	



Overview

- The Store Module is a module that allows the association to sell additional resources/products to members
- The integrated into your GrowthZone Software, makes selling and processing orders as simple as possible







Certification

The Certification module allows you to track certifications for your members

- Track hours
- Track Requirements
- Provide Certificates

earch	Show only	▼ Customize R	esults						🔁 Add
									4
Contact Name 🌲	Certification Name	Start Date 🌲	Earned 🌲	Remaining 🌲	Completed Date	÷	Status	÷	Actions
Cheri Petterson	GrowthZone Software	6/16/2017		0.00			Applied		×



Do More with Less Time

- Billing
- Reporting
- Forms*
- Project Management*



Billing

- Easy creating of invoices
- Accepting Payments
- Integrated Payment Processing

verview	Pending Delivery	Payments Invoices	Upcoming Billing Upcor	ning Recognitio	n Deposits	Credit Memos Accounting Summary		
voicing				Payments				
6	Invoices Ready to E	mail	\$8,170.83	3	Undeposite	d payments	\$2,87	
0	Invoices Ready to P	rint	\$0.00	Accounts F	Receivable	cceivable		
0 Invoices Ready to Print and Email			\$0.00	29	Total Accounts	Receivable	\$32,56	
Commo	on Tasks		Reports	0	Accounts Receiv	able over 90 Days	S	
	v Invoice		Accounts Receivable			Chart of Accounts		



Reporting

- Wide variety of reports for you to analyze all aspects of your organization
- Customizable to meet your needs

Search Billing Accounting Result Count: 18	Ŧ	Customize Results	Category:Billing	_Accounting X [Clear All]				III (III)
Name	\$	Description	\$	Date Added	÷	Only Visible to Me	÷	Actions
Accounts Receivable Aging Detail				4/11/2016		No		
Accounts Receivable Aging Summary				1/27/2016		No		
Billing Activity Report				6/24/2016		No		
Collections Report				8/18/2016		No		
Credit Memo Report				7/1/2016		No		
Deposit Summary Report				4/6/2016		No		
Open Invoices Report				4/22/2016		No		
Payment Processing Report				4/6/2016		No		
Recognized Income Report				3/4/2017		No		
Refund Report				7/1/2016		No		
Revenue Recognition Report				12/21/2016		No		
Sales By Member Report				3/25/2016		No		
Sales By Account Report				4/6/2016		No		
Scheduled Billing Report				10/21/2016		No		
Stored Payment Profiles Report				12/1/2016		No		
Taxes Billed Report				6/23/2016		No		(



Form Builder*

• Use the Form Builder/Survey tool to create online forms or insert links into emails to encourage and track responses

ame	÷	Description	÷	Form Type	÷	Total Responses	÷	Latest Response	÷	Actions
ontact Us public form		Contact Us		Contact Us		2		2/24/2017		1 🕈 🕹
fo Request				Inquiry Inforequest		<u>0</u>				A 🗘
est Form				User Defined		<u>0</u>				¢



Project Management*

• Streamline processes for membership acquisition, membership onboarding, event planning...

						Add Tags	
ummary Data E	Economic Developm	nent Tasks Files Commu	unicat	ion			
						• Add	
Name 🌲 T	Task Priority 🔶	Task Type 🔶 Contact	÷	Assigned To Person 🔶 Due Date 💠	Completed Date 🗢	Percent Complete 💠	Act
Welcome Letter	Important	Members On-boarding		Brandon Zinda		0	
Ambassador Visit	Important	Members On-boarding		Sheryl Rassler		0	
Welcome Email	Important	Members On-boarding		Brandon Zinda		0	



Questions??

For additional training, contact training@growthzone.com