



Boost Member Registration & Renewal with Neon CRM's New Membership Forms

April 28th, 2022 | Laura Block & Sam Nyland | Neon One

Agenda

1. Introductions & Housekeeping
2. What will we be learning about today?
3. Membership Form Product Enhancements - Why?
4. Neon CRM demo - Let's build a Membership form!
5. Neon CRM demo - What is the Member experience?
6. Q&A - Hello! Hannah, David, & Esther!

Hello!



Sam Nyland, Product Marketing Manager



Laura Block, Neon CRM Product Owner

Housekeeping

1

This is being recorded. Our webinars are all recorded for future reference and placed into our [Resources: Events & Webinars section of the Neon One website](#) with slides and transcript. It'll be there tomorrow at the latest!

2

We will be taking questions. We want this to be an actionable resource for your organization, so please use the Q&A! Thanks to Hannah, David, & Esther!

3

We'll focus on practical usage. This session will talk explicitly about using Neon CRM's new form builder and how to optimize it for membership joins and renewals.

4

We have tons of resources for you. In the deck (which you will receive a copy of!), and there is a larger set of resources relating to membership management and recruitment we will be sending your way.

What will we be learning about today?

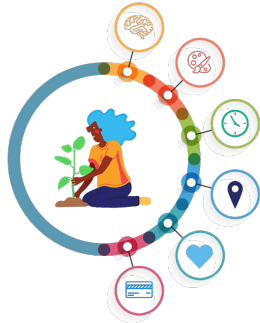


The New Form Builder

Drag n' drop, templates, easy building process



What your Members can expect
Let's see Neon CRM's forms in Action



Membership Renewals
With a focus on Personalization

WHY?



Member Process is
Modern & Sleek
Easy as 1, 2, 3

Curated Member
Experience
Renewal or Upgrade?

QR codes for
Membership Renewal
or Print Materials

Add a \$ Donation!
For added Revenue

Share your
Membership
With your
Social Network



Personalization:
Email OAuth
OR
Constituent Portal

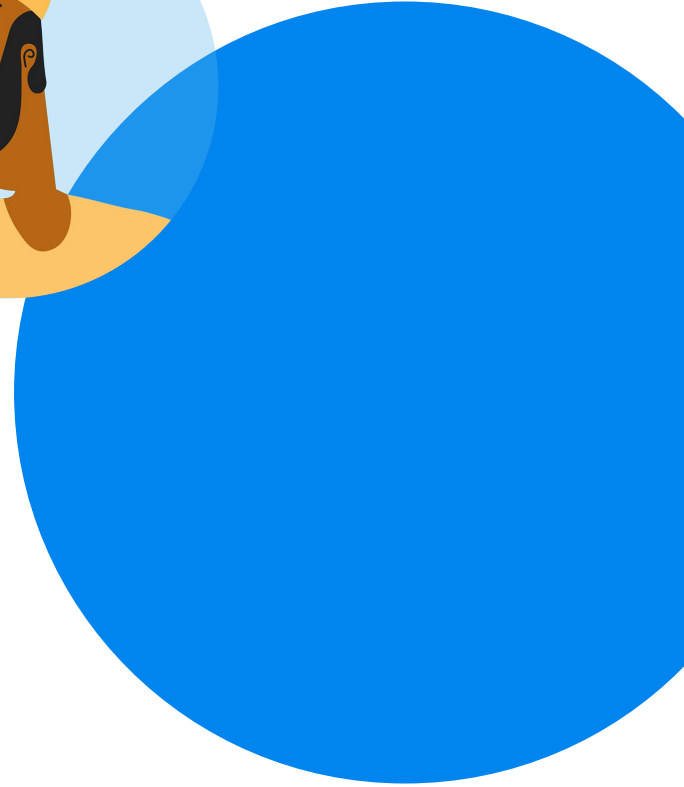




LET'S
GO!



[Create Membership
Forms in Neon CRM!](#)



Further Resources to Dive Into!

[Step-by-step instructions for creating a Membership Form](#)

[How to Increase Membership in a Nonprofit Org \(Examples Included\)](#)

Next week: New Blog post referencing Membership best practices around Renewals!



Q & A

with Hannah, David, & Esther!