

# Benefits of the App

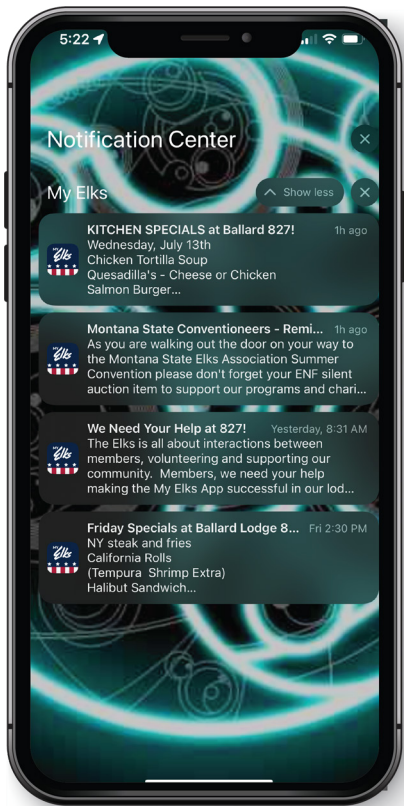
The main benefit of the My Elks mobile app is to increase engagement with your membership. Studies conducted with other fraternal organizations who have implemented mobile apps have seen several advantages.

## 1. Increased member retention:

Other fraternal organizations have seen nearly a 5% increase in member retention. For Lodges with 400 members this would equal 20 members a year who renew their membership rather than go delinquent or drop.

## 2. Increase in lounge sales:

Lodges have seen an average combined increase of 15-20% in sales from their clubs, dinners, and events. Considering each member that comes in spends between \$20 and \$35 per visit, using the My Elks mobile app to bring in members who otherwise may not have come to the Lodge will increase your revenue.



The My Elks App Notifications on a users phone

## 3. Ability to send push notifications directly to members:

These messages show up on the phone's main screen in addition to being accessible within the app itself. These notifications can be used to promote dinners or events, announce schedule changes such as the Lodge closing due to an issue, or to even promote charitable fundraisers or raffles. These notifications can also be used to send notices to members when it is time to pay their annual dues, and if your Lodge is in the Grand Lodge Dues Billing Program, can include the link to the Revopay payment site.

## 4. Dynamic events calendars:

Calendars allow Lodges to add and update events quickly with changes immediately viewable by members. Members using the app can also add events and dinners they wish to attend to their phone's calendar so that they will receive reminders from their phone for events they wanted to attend. Recurring events are also easy to set up in the events calendar as well as saving Lodge admins time.

## 5. Ability to advertise facilities to members:

Using the My Elks App can highlight facilities such as club rooms, lounges, and event spaces. This allows members to know exactly what the Lodge has to offer including rentals for their private events.

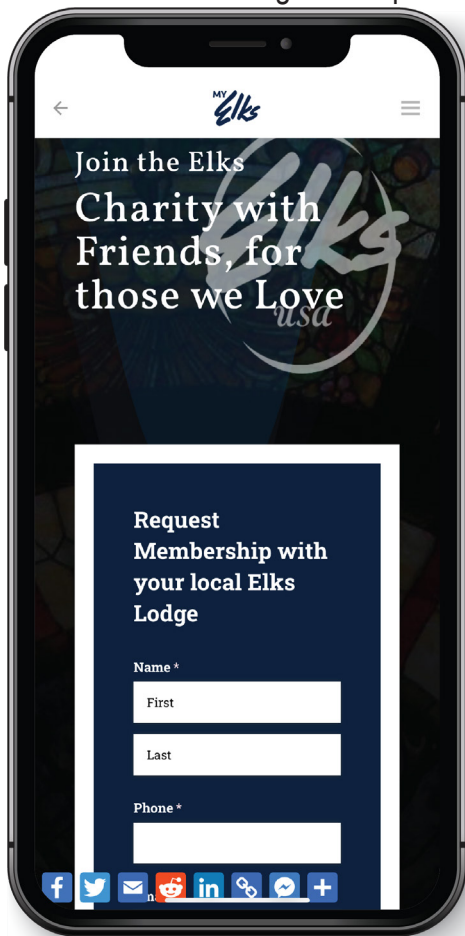
## 6. The app can also be used to highlight amenities:

This includes RV parks, swimming pools, and fitness facilities. By promoting your amenities to your members as well as traveling Elks you can engage members to come in and take advantage of those services.

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## 7. Signing up new members has never been easier:

With the My Elks Mobile app we have included both the join.elks.org membership inquiry as well as the members only invitation to join the Elks linked within the app. This will enable members who are using the app to encourage their friends and family to join the Elks without having to hand them a paper application or risk that the prospective member won't return the paper application. This makes recruiting new members easier and the goal of a plus 2 membership gain for 2022-2023 even more attainable.



The My Elks App with the join.elks.org membership inquiry form open. This is a great way to sign up new members right from the app.

## 8. Third party integrations:

If your Lodge has great information on your website, you can link directly to it via the app. When you update the information on your website, it will automatically update in the app. For example: Salem Elks Lodge pulls its dinner menus from its website rather than having them re-entered on the app. You can also link to third party resources like signup.com via the app to encourage volunteers to sign up for your events. This third party integration can also be used to sell tickets for events through platforms such as TicketLeap or other online ticketing platforms.

## 9. Optional Rewards Program:

The app also has a built in rewards program that is available to all Lodges. This rewards program gives app users points each time they come into the Lodge. The member can then redeem their rewards points in a manner pre-determined by the Lodge. For example, points could be used towards a free taco on Taco Tuesday or a free appetizer during a Friday night dinner. The rewards program is optional and can be customized by each Lodge. Other Lodges have given a prize to the person with the most points. The possibilities are endless for how this resource can be used to incentivise your members to come into your Lodge.