HIGHER LOGIC
ALL TOGETHER

Group Manager

Empower volunteer leaders to engage with and understand their unique groups

Many organizations have groups, or subsets of members formed around common interests or work that distinguishes them from the larger organization. These groups provide an opportunity to deliver a unique experience to these members. Empower your volunteer group leaders with the tools they need to succeed with Group Manager, a Higher Logic module built specifically for targeting, engaging with and tracking the success of your group.

Group Manager offers group leaders tools to:

- **Customize** the member experience
- **Communicate** with target audiences
- **Track** their success

> *The Higher Logic platform is already transforming our ability to interact with our membership at a much deeper level, and the new Group Manager shows that the Higher Logic team is continuing to innovate to help take us to the next level of engagement. This new module will empower our volunteer chapter leaders to engage far more effectively with their specific communities."*
>
> *– Jessica Lombardo, CIP*
> *Director, Membership, AIIM*

© Higher Logic. All rights reserved

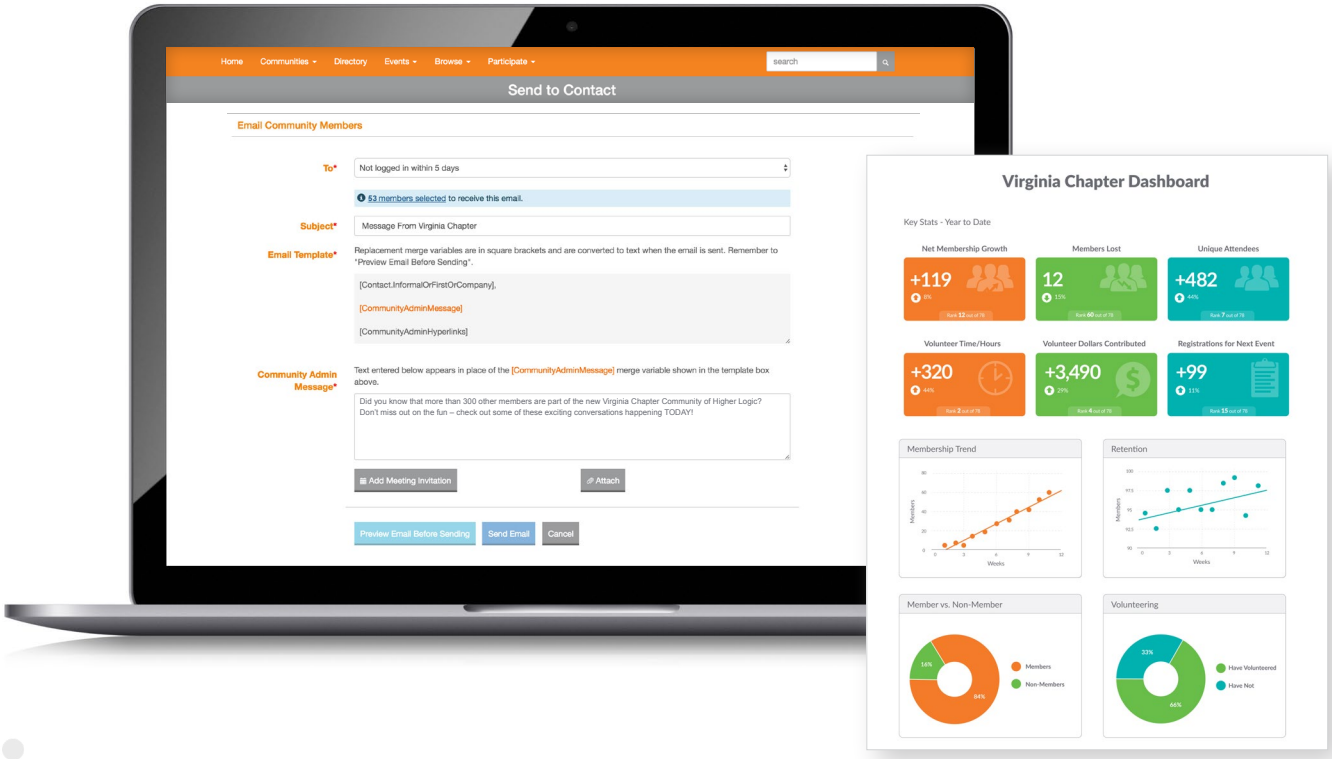
HIGHER LOGIC
ALL TOGETHER

Group Manager Core Capabilities

Customize the member experience by creating unique landing pages for each group. Targeted ads increase the opportunity for advertisers to reach their intended audience and give members relevant content. Customized slide shows create a more personal feel for group members.

Communicate with target audiences using targeted emails with automated workflows. Administrators can create lists from predefined criteria to segment the database for targeted member campaigns and outreach using sophisticated automation rules. Create templates and include attachments to make the process seamless for group leaders and useful for your community members.

Track their success with new group-specific dashboards. Group dashboards provide insights into member activities, allowing for period-over-period performance tracking. Customizable, dynamic charts include membership growth tracking, retention rates, volunteer hours, contribution tracking and more.



© Higher Logic. All rights reserved