NetFORUM®

CASE STUDY

American Mensa

Time savings through fewer system issues	**Higher level of data integrity**	**Simplified membership renewal process**

With NetForum, well-known society gains modern, reliable membership solution to meet unique needs

American Mensa (Mensa), a society for individuals with high IQs, needed an alternative to the organization's outdated, homegrown membership management software, which had frequent technical issues. Mensa turned to NetForum for a more modern and reliable association management software solution.

With NetForum, Mensa now has a scalable system that holds all of the organization's data in one location and offers extensive functionality that has been easily customized for the organization's unique needs and. As a more reliable system, NetForum allows staff members to focus more on their work and less on their software.

Solution
NetForum® express pay

"With our old system, I was frequently spending time fixing issues. With NetForum, we have a modern and scalable system that just works, so I can focus on activities that are important to my role, such as rolling out new programs"

Matthew Needham
Director of Information Technology, American Mensa

Challenge

Mensa had a homegrown membership software system that was not web-based, did not work with modern operating systems, and housed only a portion of the organization's data. Plus, the software frequently broke, requiring staff members to spend valuable time fixing it.
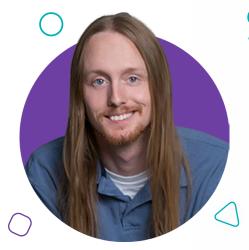
Solutions

With NetForum, Mensa's data is now housed in a modern, reliable, and scalable system that is customized to meet the organization's needs. NetForum helps Mensa to manage everything from membership and accounting to fundraising and advertising.

Results

Mensa no longer loses valuable time due to system issues. With all data in one place, Mensa also has more reliable data. Plus, using the Express Pay payment solution add-on, Mensa makes it easier for members to renew online, resulting in expected cost savings from fewer printed membership renewal letters.

> Our old system did not allow us to enforce data entry rules. We also had a sales team operating out of spreadsheets. With all of our data in NetForum, we now have higher data quality and send more targeted communications and campaigns that see greater response.

Matthew Needham

Director of Information Technology, American Mensa

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About American Mensa

American Mensa is the largest national Mensa operating under the auspices of Mensa International, Ltd. There are currently more than 140,000 members worldwide, and an estimated 6 million Americans are eligible for Mensa membership.

40k
MEMBERS

150
NATIONAL SPECIAL INTEREST GROUPS

2-106
AGE RANGE

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