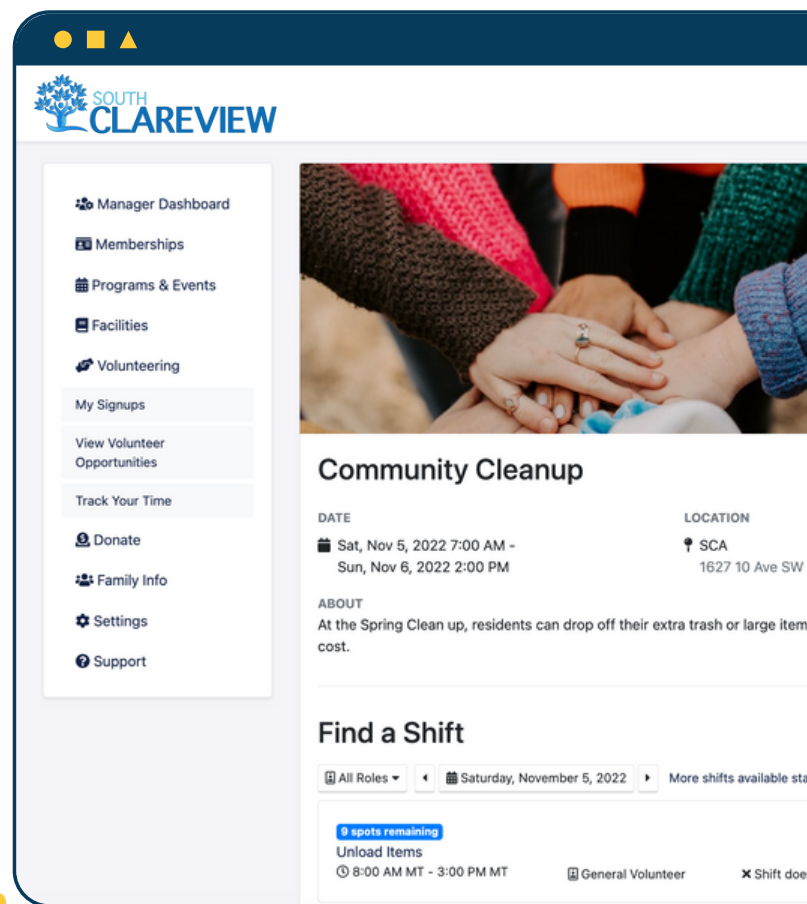


# All-in-one nonprofit software

## Greater community impact

### Technology to help nonprofits increase memberships, organize volunteers and grow community engagement

Communal helps community focused organizations reduce manual administrative tasks while managing memberships, programs & events, volunteering, donations, and facility rentals.



The only management solution designed and priced for community-based nonprofits



# 1

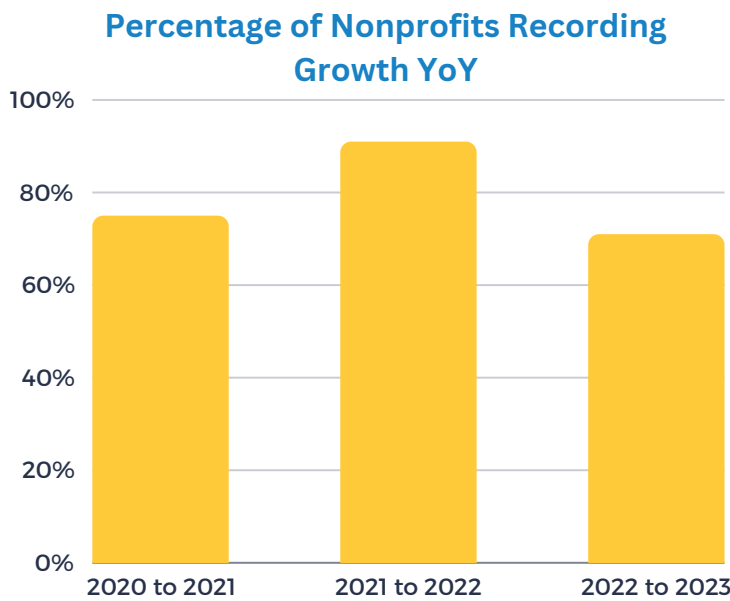
## Testimonial

So far Communal has been a lifesaver for me. **We saw both an increase in revenue and a reduction in time spent managing our nonprofit.** Previously, we attempted to manage everything through various online programs before Communal. Now, the whole process is all easy peasy lemon squeezy.

*Heather K. | Hawkwood Community Association*

# 2

## Greater Engagement



### NONPROFIT MEMBERSHIP GROWTH

The majority of the nonprofits leveraging the Communal experienced positive membership growth rates, with 75% seeing growth from 2020 to 2021, nearly 91% from 2021 to 2022, and over 71% from 2022 to 2023. This indicates that Communal helps increase member engagement YoY.

# 3

## Nonprofit Reviews



Don't just take it from us, [here's](#) what our customers have to say.

# 4

## A Single Nonprofit Solution

With Communal, you have access to features that help you manage all aspects of your organization. The end goal is to provide you with a platform that does everything you want now and in the future.

### MEMBERSHIPS

- ✓ Accept credit card payments online
- ✓ Members can opt-in for auto-renewals
- ✓ Ability to run fiscal or rolling memberships
- ✓ Membership tiers to handle pricing for different groups (seniors, families, associates, etc)
- ✓ Create add-on memberships that can only be purchased once the main membership is held (garden, tennis, etc)
- ✓ Automated e-mail reminders sent to users prompting membership renewal
- ✓ Manually assign memberships to users for payments made by cash or cheque
- ✓ Automated resident vs non-resident memberships
- ✓ Ability to ask custom questions, such as volunteer interests, that are answered during the membership buying process
- ✓ Auto-generated custom membership cards

### PROGRAMS & EVENTS

- ✓ Build an unlimited number of programs
- ✓ Accept credit card payments online
- ✓ Offer member-specific prices
- ✓ Upload custom waivers and require user acceptance before program registration
- ✓ Enter offline sign-ups so all program activity can be tracked in one solution
- ✓ Offer discounts on programs to volunteers
- ✓ Collect custom information during registration

### COMMUNICATION

- ✓ Send mass emails
- ✓ Email specific user groups using user tags
- ✓ Create branded, rich-text emails using our editor
- ✓ No limit on emails sent

### FACILITY MANAGEMENT

- ✓ Create public or private calendars for each rentable space
- ✓ Configure spaces to be booked instantly or subject to admin review
- ✓ Offer member-specific rental prices
- ✓ Stay organized with an admin calendar where each booking can be updated and actioned (approve/decline)
- ✓ Keep track of the information related to each recurring renter
- ✓ Ability to create custom invoices and capture payment online
- ✓ Storage of each rental agreement form online
- ✓ Admin calendar that presents all spaces in one view
- ✓ Capture and track damage deposits
- ✓ Collect custom information during rental process

### REPORTING

- ✓ Export all transactions to allow for import into accounting software
- ✓ Leverage consolidated reports to get a full picture of all revenue streams on a daily and monthly basis
- ✓ Quick refunds for online transactions

### VOLUNTEERING & DONATIONS

- ✓ Create an unlimited number of volunteering opportunities
- ✓ Build individual shifts for people to sign up (rink manager, cashier, pancake cook, etc)
- ✓ Automated tax receipts

### SECURITY

- ✓ Credit card processing is handled by Stripe.com using a secure payment flow
- ✓ Sensitive user information, like passwords, are stored in a secure and encrypted database

# COMMUNAL CASE STUDY

How the North Glenmore Park Community Association Saved Admin & Volunteer Time while Doubling Program Registrations



## INTRODUCTION

The North Glenmore Park Community Association has been running various summer camps that provide hundreds of kids with an exciting opportunity to make new friends and learn new skills.

Renee, the office administrator, was looking for a way to simplify the registration process for parents. She was having a hard time finding the right solution since the summer camps were only available to members of their association. They wanted to move to an online solution, but they couldn't find something that could also handle their membership needs.

## BEFORE COMMUNAL

Renee outlines that registration was done with a mix of paper and online forms - **“Once the forms were received from parents, we had to process the payment on our POS terminal, receive the payment in our accounting software to get a receipt, email a confirmation and receipt to registrants, and track the registrations and wait lists on a printed list or spreadsheet. It wasn't a sustainable solution. Overall, the registration process took the us over 30 hours to complete. The extensive list of manual tasks was causing significant admin stress and frustration for the parents”**

## WITH COMMUNAL

### 1. No more manual data entry:

Instead of manually entering registration details in a spreadsheet or list for each registration, Communal automatically captures and associates parent and child information with the correct summer camp.

### 2. Online member-only registrations:

Communal allows the entire member-only registration process to be moved online, automatically checking if a parent is a member and triggering the purchase of a membership if necessary.

### 3. Drastic workload reduction:

“Communal solved all our problems. The amount of staff time saved with Communal was a huge win, but the amount of pressure it takes off the staff is also noteworthy”  
- Renee

## SUMMARY

Renee estimates that Communal reduced her workload for managing camp registrations from **30 hours to 5 hours**. With Communal automating manual processes that once inhibited growth, **North Glenmore was able to double the size of their camps.**

## RENEE DESROCHES

Office Administrator - North Glenmore Park Community Association

admin@ngpca.ca