

CASE STUDY: THE RANK FOUNDATION

The Rank Foundation is a UK-wide charity with the mission to improve the lives of people and their communities. In 2016 they transformed the way they manage and communicate with members online.

The Foundation invested in VeryConnect's membership software and added bespoke elements to make it a truly valuable platform for their team and members.

Today membership management is much easier for the Foundation, and members have a place to connect online.



Our beneficiaries now have a place to connect with each other and to engage with our organisation. The ability to tailor the software even after the launch is very valuable to us since we will be able to adapt it to meet the future needs of our community.

Natalie Kay, Community Platform Coordinator, The Rank Foundation

Challenges

In 2016 the Rank Foundation wanted a system that could help with:

- **Database management** - The Foundation held silos of information that were difficult to manage.
- **Event bookings** - The annual conference was managed by emails and spreadsheets and a more efficient system was needed.
- **Member networking** - Being a UK-wide organisation, it could be difficult for members to find and interact with each other.
- **Integration of application forms** - The Rank team wanted to create an all-in-one online solution with all opportunities offered to beneficiaries.

Solution

VeryConnect and The Rank Foundation worked closely together during the customisation and implementation of the system.

Bespoke elements, such as a market space, were added to make the software unique and valuable to the Foundation.



VeryConnect's software has made membership management easier for us. Before the launch VeryConnect provided helpful training and instructions, and the customer support is always rapid and friendly.

Natalie Kay, Community Platform Coordinator, The Rank Foundation

Results

VeryConnect's software has addressed all challenges The Rank Foundation faced.

- **Database management** - The database brings together all information regarding membership in one place that is easy to search and navigate.
- **Event bookings** - The integrated event management system allows members to book and pay directly on the platform, and then access an exclusive event online area.
- **Member networking** - Members can connect by posting and commenting in the social area, which includes blogs and discussion groups. They can also access a member directory and profiles.
- **Integration of application forms** - All application forms are available, and easy to search for and submit on the platform.

The Rank Foundation's membership software helps their team save time and better engage their members. Get in touch to see how we can help you do the same.

+44 (0)141 459 1024
mail@veryconnect.com
www.veryconnect.com