

Persistent communities for associations

What is a persistent community?

A persistent community *is an online space or social network, where people connect and communicate year-round.*

Associations need an online community where members can exchange messages, express opinions, share documents, participate in groups, and keep tabs on upcoming meetings and events. While these communities may be punctuated with events, they exist and thrive independent of those events. They may be restricted to association members only or open to anyone with an interest in the association's charter.

The Value of Persistent Communities to Associations

Associations are becoming increasingly global, with members spread out all over the world. Persistent communities meet the growing need of associations to connect its members around relevant content, with the ability to log in securely, any time of day from anywhere. Associations may also have a high need for privacy, and persistent communities can support this requirement in a variety of ways, making sure that members can communicate and share privately, while still sharing certain information with the interested public.

Creating a plan to start your persistent community begins with strategy. Start by setting your goals:

- Do you want to increase engagement with your membership?
- Do you want to grow your membership numbers?
- Do you want to provide more value and key services to your members?
- Do you want to increase your revenue per member?

Answering these questions will help guide and shape your association's community, today.

Pathable can help you think through the implications of your questions and goals to develop the best possible solution for your association's unique needs.

Through features like personal and community-wide calendars, one-to-one meeting scheduling, groups, mobile accessibility and more, Pathable offers association members **easy** and **engaging** ways to **stay connected online**.

Pathable knows that associations may have one or more events per year. As the leading provider of event-focused community solutions, Pathable can help you leverage engagement from your events into year-round engagement in your membership community, all embedded tightly into your existing web presence. Find out how Pathable can power **your** association's community - contact us today.

