

# Game-Changing Membership Retention

*How ABCA Overcame Data Silos to Achieve 70% Membership Renewals with iMIS*

## OVERVIEW

Founded in 1945, the American Baseball Coaches Association (ABCA) is the primary professional organization for baseball coaches. It serves over 15,000 members, ranging from youth and high school coaches to college and professional levels. ABCA provides year-round benefits through educational resources, including a vast video library, Inside Pitch magazine, and the My ABCA mobile app. The organization's flagship event is the annual convention, attracting more than 10,000 attendees.

## PROBLEM

ABCA was operating with fragmented systems for membership management, event registration, and educational content. The organization struggled with a lack of an integrated membership management software.

Members faced challenges in renewing memberships, accessing benefits, and keeping their information updated. Separate systems for conventions and video content created confusion, and many members only renewed if they were attending the annual convention. This siloed data setup created a disjointed experience, with member retention rates at only 45%.

## AT A GLANCE



### INDUSTRY

Professional Trade Association for Baseball Coaches

### SOLUTIONS

Clowder, iMIS, SpaceMaster

### MEMBER SIZE

15,000 members across all 50 states and 41 countries

### WEBSITE

[www.abca.org](http://www.abca.org)

### PARTNER

**getefficient.**  
Reducing Work From Workflow.

“ *Before iMIS, we were the definition of a data-siloed organization. Now, with iMIS, we’ve streamlined operations, improved member engagement, and created a seamless experience for our members. The improvements in member retention and the ability to scale our services have been tremendous.* ”

- Deputy Executive Director at ABCA

## SOLUTION

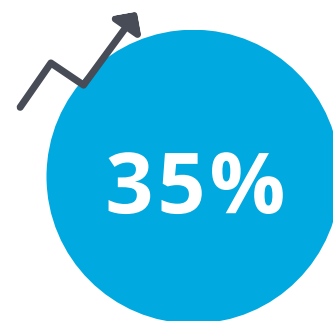
ABCA implemented iMIS centralizing all membership data, registration, and member benefits into a unified system. iMIS provided the functionality for single sign-on across various platforms, seamless renewals, and robust integrations for financial processing. This move was transformational, making the ABCA's website a hub for all activities, including the membership portal, video library, and event management.

This new iMIS integration, along with a strategic shift in how they viewed membership engagement, ABCA doubled their annual convention attendance, retention rates soared from 45% to over 70%, and increased their membership by 89%.

### Key features of iMIS for ABCA include:

- ✓ **Single Sign-On (SSO):** Members can use one login for all their needs, including event registration and accessing video content.
- ✓ **User-Friendly Website:** iMIS RiSE became the backbone for ABCA's website, handling members-only content, updates, and educational resources.
- ✓ **Seamless Integration with Convention Registration:** iMIS enables real-time synchronization of member data and transactions for ABCA's annual conference and virtual events.
- ✓ **Automated Renewals and Targeted Communications:** The system allowed the ABCA to automate renewals and segment communications based on member activity.

## THE IMPACT



**Increase in retention rates**



**Increase in early membership renewals**



**Increase in annual convention attendance rates**

*“ Our membership renewals were a manual, cumbersome process before iMIS. Now, with automated renewals and a centralized platform, we've increased retention and improved overall member satisfaction. iMIS has truly transformed how we serve our members year-round. ”*

- Deputy Executive Director at ABCA