

EVERY DOLLAR COUNTS AT A NONPROFIT

Maximize membership, program, and donation revenue to fuel your mission.



RECOVER LOST REVENUE



PREVENT INVALID DECLINES

POWERED BY  **daxko** payment services

Credit cards are the most popular payment method for members, accounting for 59% of YMCA and JCC transactions. But, declined cards lead to lost revenue and hour spent by staff trying to collect. The impact of a card decline doesn't stop there—1 in 3 members will terminate within 30 days of it happening. Daxko Payment Services prevents declines from ever happening and keeps cash flow on the right track.



RECOVER DECLINES DUE TO NSF

POWERED BY **daxko** full service billing

Insufficient Funds (NSF) declines have become common, increasing 11% since 2016. Most nonprofit billing teams spent up to one week a month trying to chase down these payments. Daxko's full service billing can recover declines and prevent membership terminations while relieving your billing team of hours of tedious work.

PROACTIVELY grow revenue



LAUNCH CORPORATE MEMBERSHIPS

POWERED BY  **daxko** operations

More than two thirds of US employers offer a wellness benefit; but managing a corporate partner program can be time consuming. Daxko Operations accelerates all areas of member management, including corporate partnerships.



STAY COMPETITIVE WITH 24 HOUR ACCESS

POWERED BY  **daxko** facility access

Three million Americans are third shift workers who have limited options for fitness in their time off. Also, the typical YMCA can expect a 20% decrease in membership once a competitive 24 hour facility opens in their community. Daxko Facility Access can help you stay competitive offer a safe place for members to exercise anytime.



PROACTIVE PROSPECTING

POWERED BY  **conversica**

It takes at least eight attempts to reach a prospective member, but most sales teams only have time for two. Our AI-powered membership sales assistant can help pass qualified leads for membership and programs to your team for maximum effectiveness.



INCREASE GIVING

POWERED BY  **daxko** **engage**

Only 6% of members will ever give to your fundraising campaigns and half that number will donate a second time. Maximize fundraising efforts by identifying and communicating with the members most likely to give.



BOOST PROGRAM REVENUE

POWERED BY  **daxko** **engage** &  **conversica**

Your community is likely not aware of your organization's many offerings. Targeted marketing campaigns and 1:1 cross-selling can accelerate participation and registration revenue. An AI-powered sales assistant can help increase program participation. Marketing automation can amplify –and prove the value of –your program registration efforts.