

CASE STUDY

Pine Chemicals Association (PCA)



All-in-one
system



100%
membership growth



Enhanced member
communication

Solutions

YourMembership AMS

Pine Chemicals Association doubles its membership.

After switching to YourMembership (YM) association management software (AMS), Pine Chemicals Association (PCA) increased membership by 100 percent to 85 corporate members. YM AMS enabled PCA to easily communicate with members and prospective members, and provided an easy-to-navigate website, along with a member portal where members have access to documents in one place.

“Communication is key to every relationship you have whether it’s personal or whether it’s professional. YourMembership has enabled us to communicate more effectively with our members.”

Amanda Young,
Executive Director,
Pine Chemicals Association



Summary

Before implementing YM AMS, Pine Chemicals Association used multiple software systems piecemealed together. YM is the all-in-one platform PCA decided could accommodate its unique international needs. While continuing to evolve its member experience, PCA doubled its membership.



Challenges

PCA wanted to provide its international and prospective members with a seamless experience. PCA was looking for an all-in-one system that could communicate the value of membership and streamline their processes for their small-staff.



Results

YM delivered to PCA the membership management, communication options and website integrations it needed to drive member engagement. With a Google translate widget integrated into its website, PCA effectively reached its international audience and doubled its membership without additional technology or staff to translate materials and content.

About PCA

Pine Chemicals Association (PCA) is an international association dedicated to promoting the growth, success and sustainability of the global pine chemicals industry. The association's members are producers, processors and consumers of chemicals derived from pine trees.

70
YEARS OF
SERVICE

85
85 CORPORATE
MEMBERS

20
REPRESENTING 20
COUNTRIES

Learn more about how YourMembership can help you enhance communicate with your prospective members and grow your membership.



yourmembership®

Learn more