

Massachusetts Collectors
and Treasurers Association

Small-staff association discovers new efficiencies with all-in-one solution, YourMembership AMS.

The purpose of the Massachusetts Collectors and Treasurers Association (MCTA) is to provide a continuing program of education and training for the management of public funds, sponsor and support legislation, and encourage and foster the development of effective municipal procedures.

One of the biggest challenges the MCTA faces is their need to keep up with the turnover in the municipalities due to the aging population, and Treasurers and Collectors leaving their positions for new opportunities in other communities. By switching to YourMembership, they were able to streamline processes for their database and website in a clean and easy format.



**Newfound efficiencies
for events and
member invoices**



**All-in-one solution
eliminated complicated
disparate systems**



**Smooth integration made
the transition to the new
platform painless**



Challenges

For years, MCTA used multiple products across several brands for each of their services. Having their website, database, and other functionalities spread out on different systems meant the data was not integrated with one another and the cost of each product was an ineffective use of their budget. Because MCTA lacked a modern AMS, invoices and other responsibilities were manual, inefficient, and tedious for staff. With new employees onboarding, it seemed like the ideal time to migrate to a system that could help MCTA continue to advance and meet the organization's latest needs.

"We had a really good team that helped us with the integration. They really listened and were very responsive if we had questions."

Beth Whitman
Executive Director at MCTA



Process

Coming from NetForum Pro, a member of the Community Brands family of solutions, MCTA was on the hunt for the right software to help them through their organization's next phase. YourMembership offered MCTA a team of hands-on experts to execute a smooth integration while ensuring the software could be customized to their specific needs. Throughout the integration, the YourMembership team worked diligently to maintain excellent communication through any setbacks, ensuring a seamless transition.

During the migration process, the implementation staff dedicated extra time listening to MCTA's needs and gaining a clear understanding of what their association/membership flow looked like.

MCTA had a clear vision of what they wanted and needed and YourMembership brought that vision to life.

“Since it's hard to keep track of members statuses, with YM we can just run a query to send out an invoice and they can quickly respond to the email to update any changes they need.”

Beth Whitman

Executive Director at MCTA



Results

MCTA executed the big reveal of their YourMembership integration at their November annual meeting. During this large event, MCTA was able to explain the platform and demonstrate the new system's advanced features live at the meeting. Association officers were able to address and alleviate their members' fears by showcasing the platform's powerful and easy-to-use capabilities.

Members were not only onboard with the integration, but excited to explore all YourMembership's robust features. Members of MCTA joined groups and updated their profiles while staff were able to effectively run queries to send out 800-900 invoices for membership dues through email with the click of a button - something that was previously done via U.S. post mail.

MCTA was thrilled to upgrade to a consolidated platform and improve organizational efficiencies with YourMembership's all-in-one solution. The staff at MCTA dove into training courses to learn more about the platform and its features.

Since the integration with YourMembership, MCTA has more independence and efficiency for their current workflows and overall, the organization can now offer an enjoyable experience for staff and members.

“I felt like when we had to send out an email, it was time consuming to configure. And now with YM everything is much smoother since it's all integrated into one platform.”

Beth Whitman

Executive Director at MCTA

Massachusetts Collectors and Treasurers Association

Organized in 1912, the Massachusetts Tax Collectors Association and Massachusetts Treasurers Association led to a merger of these two groups into the “Massachusetts Collectors and Treasurers Association” in 1928.

The association has served as a medium for discussion and dissemination of information concerning the work of Collectors and Treasurers, which is continually changing due to improved techniques and changing legislation. Its membership today embraces all the Collectors and Treasurers of the State’s 351 communities in addition to many treasurers and collectors of districts and other entities.

[Learn more about MCTA](#)



Learn more about how YourMembership can help your organization work smarter, engage members and increase member retention.



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