

yourmembership®

Case Study

South Carolina Nurses Association



Digital membership and event registrations save staff time



Online member community gives interest groups a place to network



Online portal gives members convenient certification tracking

Solutions

YourMembership AMS

Small-staff association does more with all-in-one YourMembership AMS

For more than a decade, South Carolina Nurses Association (SCNA) has used YourMembership as their Association Management Software (AMS). With only a two-person staff, the organization serves more than 2,000 members in a critically important industry for the economy – nursing.

SCNA's executive assistant, Rosie Robinson, has worked at the organization since 2006 and serves in multiple roles, ranging from membership and marketing director to meeting planner and webmaster. She credits YourMembership AMS for the small staff's ability to work more efficiently and effectively, ultimately providing a professional, well-run organization for the nursing industry.

"YourMembership AMS makes it possible for our two-person staff to do everything we need to do to manage our professional organization. We wouldn't be nearly as efficient working with multiple products from different companies."

Rosie Robinson,
Executive Assistant
SCNA



Challenges

With only two staffers, SCNA runs a professional organization for the nursing industry with 2,000+ members who must maintain continuing education requirements. The staff needs technology to help them work efficiently while delivering a great member experience.



Solution

The organization uses YourMembership AMS for everything from online event registration, payment processing, and email marketing to providing an online member community and tracking/issuing continuing education certifications for members.



Results

The small team quickly and easily handles processes, including tracking/issuing members' continuing education credits, and members have a convenient way to look up their individual continuing education history online, anytime.

“YourMembership makes it possible for our small staff to do more. We use it for almost everything, and I’ve never had a customer service complaint. Also, the product education that YourMembership provides its clients is outstanding, which makes it possible for me to understand and use the product more effectively.”

Rosie Robinson, Executive Assistant
SCNA

About South Carolina Nurses Association

The mission of the South Carolina Nurses Association is to represent all South Carolina registered nurses in a membership organization to promote and advocate the role of the nurses.

2,000+
members

6,000+
learners

2
staff members

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

[Learn more](#)



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