

CASE STUDY

# Texas Statewide Network of Assessment Professionals (TSNAP)



logins during  
60 days



AMS  
implementation



member growth  
within 90 days

## Solutions

YourMembership AMS

TSNAP becomes part of its members' everyday social networking habits.

Being a 100 percent volunteer-driven organization, covering the entire state of Texas, efficiency and engagement are keys to growth. With YourMembership (YM), Texas Statewide Network of Assessment Professionals (TSNAP) combined its membership management software, website and online social community into one easy-to-use platform. TSNAP discarded its manual processes and grew membership engagement, weaving the association into the daily social networking habits of its members.

"After the implementation of YourMembership AMS, we averaged one new member a day beyond our membership drive."

**Shannon Kuhrt,**  
Past President,  
Texas Statewide Network of  
Assessment Professionals



### Summary

Before implementing YM AMS, TSNAP functioned in a manual process nightmare. Thankfully, TSNAP was referred to YM for its all-in-one membership and website solution to streamline operations, while increasing membership and engagement.



### Challenges

TSNAP’s volunteer board worked from spreadsheets, operated a website only one person could use, couldn’t send bulk emails, accounting was lost in a sea of paper checks and the regions utilized disjointed solutions to connect with members.



### Results

YM provided TSNAP an all-in-one solution for its membership portal, new integrated website and built-in online community. Immediately, TSNAP reported an increase in volunteer staff efficiency and an improved member experience.

“Prior to implementing YourMembership’s online community, our members had no reason to login every day. Now, they have a reason to login every day to check their feed and what’s happening in the community.”

Shannon Kuhrt, Past President, Texas Statewide Network of Assessment Professionals

### About TSNAP

Texas Statewide Network of Assessment Professionals (TSNAP) is a volunteer-driven professional organization, which supports the needs of assessment professionals in Texas.

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TSNAP  
WAS BORN

1,2k  
ASSOCIATION  
MEMBERS

0  
PAID  
STAFF

Learn more about how YourMembership can help your organization become part of your member’s daily social networking habits.



yourmembership®

Learn more