

## **Personify Overview**

Personify360 is a cloud-based association management solution that offers operational support to larger associations and features a number of integrations through third-party service and solution providers.

Personify360's customer management module includes tools for tracking membership data, committees, and volunteers. Event organization features within its meetings module help planners to schedule and manage meetings, facilities and more. The solution's financial management module supports accounting processes, including accounts receivable, EFT and ACH processing.

## **Overall Benefits of Working with AOA on Personify**

- Full access to Personify database application
  - Constituent tracking
  - Membership processing
  - Meetings registration
  - Any other sales/donations wish to track (PAC, fundraising, etc.)
  - Committees
  - Reporting
  - Invoicing
  - Legislative tracking
- Integrated meetings registration web application
- Robust new website including:
  - Online join
  - Dues payment (no more 'back and forth' paperwork with dues accounting staff)
  - Donations, PAC payments
  - News syndication from AOA
  - Integrated profile area (MyXOA)
  - Ability to show/hide areas based on member type, committee involvement, etc.
  - Classifieds, Dr. Locator, social media feeds
  - Websites built by AOA
    - <https://alabama.aoa.org/>
    - <https://colorado.aoa.org/?>
    - <https://idaho.aoa.org/?>
    - <https://illinois.aoa.org/>
    - <https://kansas.aoa.org/>
    - <https://maine.aoa.org/?>
    - <https://minnesota.aoa.org/?>
    - <https://nebraska.aoa.org/?>
    - <https://pennsylvania.aoa.org/?>
    - <https://rhodeisland.aoa.org/?>
    - <https://texas.aoa.org/?>
    - <https://washington.aoa.org/?>

## **Demonstration**

For a demonstration, please email your availability (dates and times) and if you would like the 30-minute, 60-minute, or 90-minute presentation, to Jennifer Frawley at [JAFrawley@aoa.org](mailto:JAFrawley@aoa.org).