



GRAVITI – a **powerful**  
Association Management  
System



# What is Graviti AMS ?

Graviti is a powerful Association Management System designed to help associations and non-profit organisations manage your daily operations more efficiently. A comprehensive system that streamlines and automates various tasks, including but not limited to:

- ✓ Membership management
- ✓ Email marketing automation
- ✓ Member engagement
- ✓ Payment processing
- ✓ Reporting and analytics

Being a cloud-based system, it offers a user-friendly interface, automation of repetitive tasks, and in-built AI co-pilot features to make it easy for associations to manage and take control of your operations.

By utilising Graviti system, your organisation can streamline tasks such as membership registration, communication with members, tracking of finances, and more,

decrease the volume of work, and enhance efficacy, therefore allowing greater concentration on advancing member engagement and fulfilling essential objectives like membership recruitment, improving the quality and reach of communication with members, expanding the organisation's services and offerings, achieving financial stability, and more.



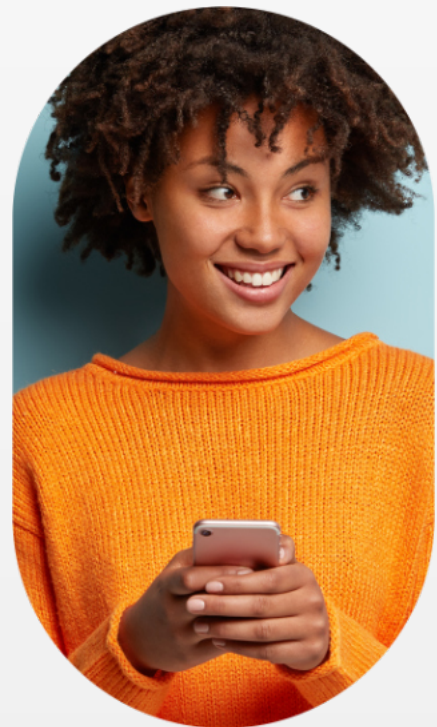
# What makes Graviti AMS **unique** ?

**We have designed our platform to simplify complex processes and help you focus on delivering the core objectives of your association.**

Graviti comes with a function that automates revenue collection renewals, which helps boost your financial status. Additionally, its payment processing characteristics offer a secure, effective, and convenient payment collection method for members.

The system's integration guarantees safe and compliant payment processing and incorporates auto-updates, providing excellent adaptability.

With Graviti AMS, you can rely on top-notch customer support from our experts, who are always available to help you navigate the platform and get the most out of your experience.



# Why should I use the **Graviti** system?

**Graviti system offers benefits that make running a membership business easier, namely:**

- ✓ **Secure cloud hosting:** Graviti as a SaaS system can benefit your organisation in several ways, such as flexible scalability (it can scale up or down depending on your organisation's changing needs), cloud-based remote access to data, industry-standard identity management that guarantees data security, and compliance with modern security protocols.
- ✓ **Access to reports and useful analytics:** Graviti provides you with access to reports and useful analytics that can help you run your business. It generates accurate and timely reports on membership, events, and financials; this helps provide insights that enable informed decision-making.





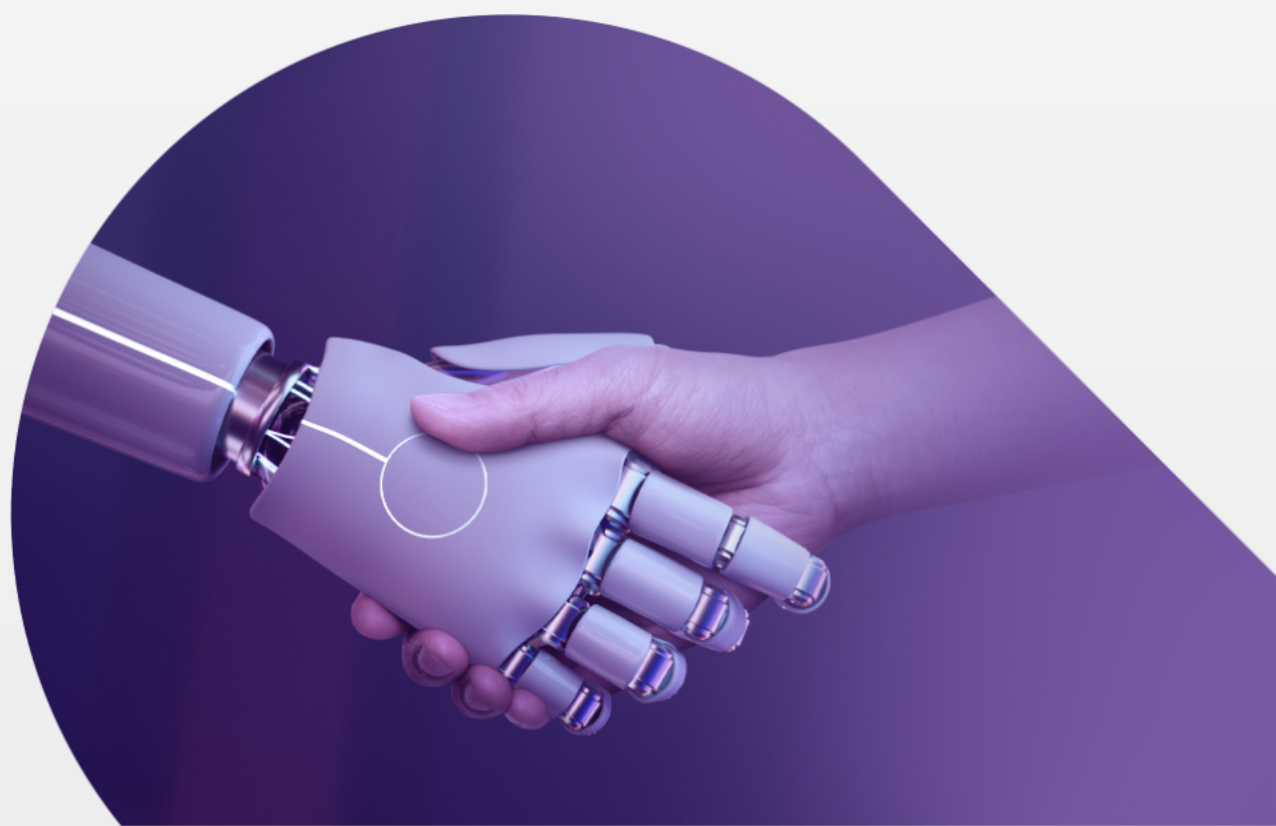
- ✓ **One-stop access to your organisation's data:** Graviti is a centralised database that stores essential information and data related to your organisation, including your finances, events, members, and more. Authorised users can access all the necessary data from a single location, which saves them time and effort. The system provides a comprehensive view of your organisation's operations, allowing data-driven decisions to be made, progress to be tracked, and areas for improvement to be identified.
- ✓ **Save time and streamline administrative tasks:** administrative processes can be time-consuming and tedious, but with Graviti, you can automate membership management, centralise communication, simplify event management, and enhance financial management for your organisation, resulting in significant time and resource savings that would have been spent on manual data entry, management, and reconciliation.
- ✓ **Strengthen member engagement and retention:** Boost the engagement of your members by providing them with access to exclusive content, events, and other benefits. Graviti system enables your organisation to provide members with self-service access to their accounts, which allows them to renew their memberships, update their contact information, and review their payment history. This feature helps to improve member engagement and retention.







- ✓ **Simple and secure payment processing system that increases revenue and reduces costs:** Graviti system automates payment processing, generates invoices, receipts, and tracks revenue and expenses while reducing costs associated with printing, mailing, and storing paper records.
- ✓ **Automated renewals:** Graviti offers a process that is easy to set up, manage, and cancel scheduled payments, ensuring that your members pay their dues on time with automated renewals.

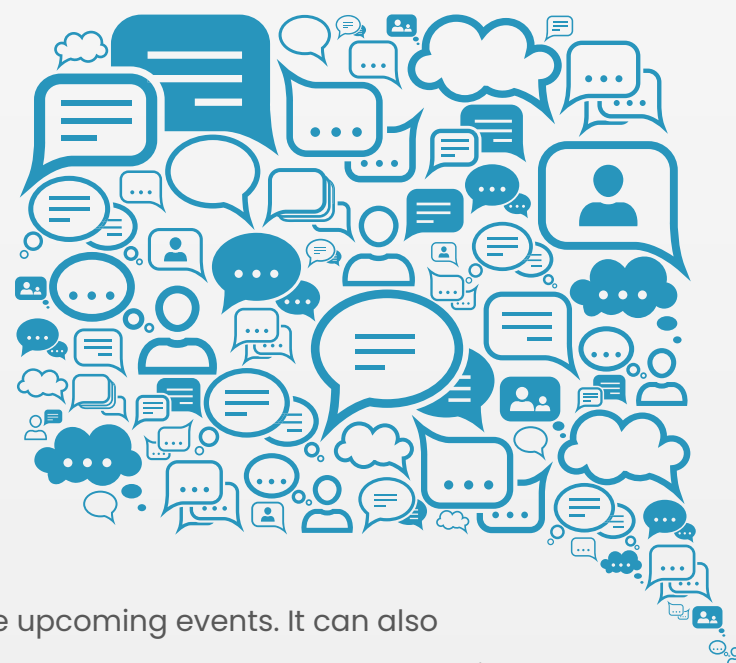




- ✓ **Simple integration with other systems:** Graviti system can integrate with your favourite third-party system, such as:
  - Accounting systems: Sage Accounting, Quick books ,Xero, Wave, and Zoho Book.
  - Payment gateways: Genius payments, PayFast, OZOW payment, PayGate, PayPal, Authorize.Net and more.
  - Storage systems: OneDrive for business, Google drive and Dropbox
  - CRM systems: Salesforce, Microsoft Dynamics, HubSpot, Zoho CRM, Microsoft Dynamics 365, Pipedrive, Agile CRM etc.



- ✓ **Improved communication and collaboration:** Graviti system includes email communication and marketing tools, allowing your organisation to engage with members through article publications, sending of notifications and reminders, email campaigns and promote upcoming events. It can also promote collaboration among board members and stakeholders by enabling information and file sharing.

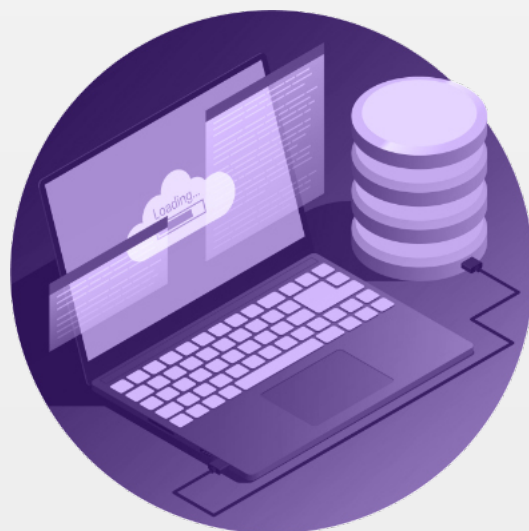


# Product **highlights** and **features**

## Membership Database

Graviti system offers a centralised membership database for efficient management of member information, providing quick and easy access to all relevant data.

- Add new members, edit existing member data, or delete members with ease.
- Automate membership renewals and send renewal reminders to members who are due for renewal.
- Create member categories, groups, and types, and apply them to different members, depending on their subscription level, member types, or other defining criteria.
- Track membership status, payment history, and more in real-time.
- Industry-standard access control and authorisation with a role-based access policy.





## Member Portal

Graviti system offers a dedicated member portal that enables members to manage their profiles, access resources, and view membership details. This feature strengthens communication and engagement between your organisation and members.

- Customise the portal to match your organisation's branding and colours, making it feel like an extension of your website. Additionally, you can configure functionalities to match your organisation's specific needs.
- Members can also manage their accounts and update their information easily. Members can renew membership, update their contact information, and view their payment history without having to contact the association, thus reducing time spent on administrative tasks.
- The portal is designed to be mobile-friendly, allowing your members to access their accounts on tablets and smartphones.
- Members can access their event registration data, submit proposals, access online courses, and participate in community discussions.
- Graviti member portal offers built-in security features that enable your members to access their profiles securely. This includes password-protected login, CAPTCHA verification, and two-factor authentication.



## Automated Fee Reminders

Graviti system has an automated fee reminder feature that helps you to send reminders to your members about their membership fee payments. This helps maintain membership numbers and minimise lapsed members.

- Automate and send reminders at pre-determined intervals, reducing the need for manual intervention.
- Send multiple reminders to your members to ensure they are aware of the upcoming payment deadlines.
- Track the delivery and response of the reminders, which allows for better monitoring of member compliance."



## Email marketing features

Graviti comes with robust email marketing features that allow you to create and send targeted marketing campaigns to your members. You can track opens, clicks, and conversions to measure the effectiveness of your campaigns.

- Create branded and personalised messages that resonate with your members. Use targeting options that help you send messages to specific groups based on membership status or other demographics.
- Segment your email lists based on member behaviour, interests, and preferences. Automate email campaigns based on triggers such as membership renewal or event participation. You can also schedule communications or campaigns to be sent at a particular time.
- Track the performance of your email campaigns and make data-driven decisions using the reporting and analytics feature.





## Member Engagement

Graviti manages all member communication, including email, phone, and postal mail. You can track all communication, making it easy to stay on top of your member engagement.

- The system offers multi-channel messaging options, including email, SMS, and push notifications, allowing your organisation to reach its members through their preferred communication channels.
- Automate messaging based on triggers such as membership renewal, event RSVP, or payment due dates.
- Personalise your messaging by including member information such as names, membership status, and event attendance.
- Send messages to specific groups based on demographics, interests, behaviours, or other criteria using targeted messaging options.
- Track message open rates, click-through rates, and other metrics using the analytics and reporting tools to assess the effectiveness of your organisation's communication strategy.

## Reporting and Analytics

Graviti provides a robust reporting and analytics module that allows you to track membership trends, track engagement metrics, and measure the effectiveness of your campaigns.

- Track and analyse a wide range of trends in membership management, event attendance, and financial transactions.
- Create ad hoc reports on-demand by setting up custom queries with filters, fields, and date ranges.
- Access your organisation's data in real time, data about your members, events, financials, and website traffic.
- By analysing your data, you can decide where to allocate resources, which events to plan, and how to engage your members.
- Export data into Excel, CSV, and PDF formats for easy sharing and collaboration with stakeholders.





**Contact us**

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Graviti gives you intuitive member record management and seamless integration experience with a plethora of other systems your member data may reside.

