

The **A B C**'s of an LMS for large membership-based organizations

How **Crowd Wisdom Learning Management System (LMS)**
+
Aptify Membership Management software

work together to help you deliver a great professional learning experience with big benefits

Members are seeking ways to advance their careers, and continuing education is on their list of top important benefits. Here's why offering a great professional education program benefits your organization, plus how you can provide a top-notch learning experience for your members:



A

The benefits of offering great continuing education opportunities

Increased membership

Attract and retain members by giving them more of the resources they seek to grow their careers.

Findings from the 2023 Association Trends Study by Community Brands show that help with career advancement is one of the most important benefits to members.

A competitive edge

Offer excellent continuing education opportunities to stand out as a leading career growth resource for your members.

The 2023 Association Trends Study reveals that members are turning more to their professional organization and employer as top sources for professional education.

Increased revenue

As the go-to place for professional education in your industry, you can drive non-dues revenue through sales of educational content and increase membership dues revenue as you attract and retain more members.

TIP: Offer a variety of learning opportunities throughout the year to accommodate members' schedules, learning preferences, and training and certification needs

B

What the right LMS can help you do



Energize your educational program and easily create valuable learning content.



Deliver a personalized and enriched learner experience.



Easily administer dynamic tests and assessments to help learners manage learning paths, credits, and certifications.



Sync data from your learning program with your membership management software to enhance member engagement, improve staff productivity, and grow membership.

Crowd Wisdom LMS by Community Brands is a powerful, flexible, and scalable system that helps you manage every aspect of your educational program.

C

Crowd Wisdom LMS + Aptify = An exceptional learning experience

Single sign-on

Learners can easily navigate through your website, online learning catalog, and member page to find the educational content they're seeking.

Personalized learning recommendations

You can use demographic, career, and past training insights from Aptify to make personalized learning recommendations to the right members at the right time.

Simple e-commerce experience

Members can easily purchase products, including learning courses, in your Aptify-powered store, and then immediately begin courses in Crowd Wisdom.

Easy credit tracking

Once learners have completed courses, the credit earned in Crowd Wisdom can be automatically synced with Aptify for accurate record keeping. Learners can also easily see their credits earned.

Learn more about Aptify and Crowd Wisdom LMS

As members look to your organization for the professional education opportunities they seek, don't let them down. Whether your organization is an association, labor union, or other large membership-based organization, Aptify and Crowd Wisdom LMS work together to help you deliver the learning opportunities members seek. Learn more today:



[Request a demo](#)