Daxko Operations: New Pre-Approved Membership Discounts and More!
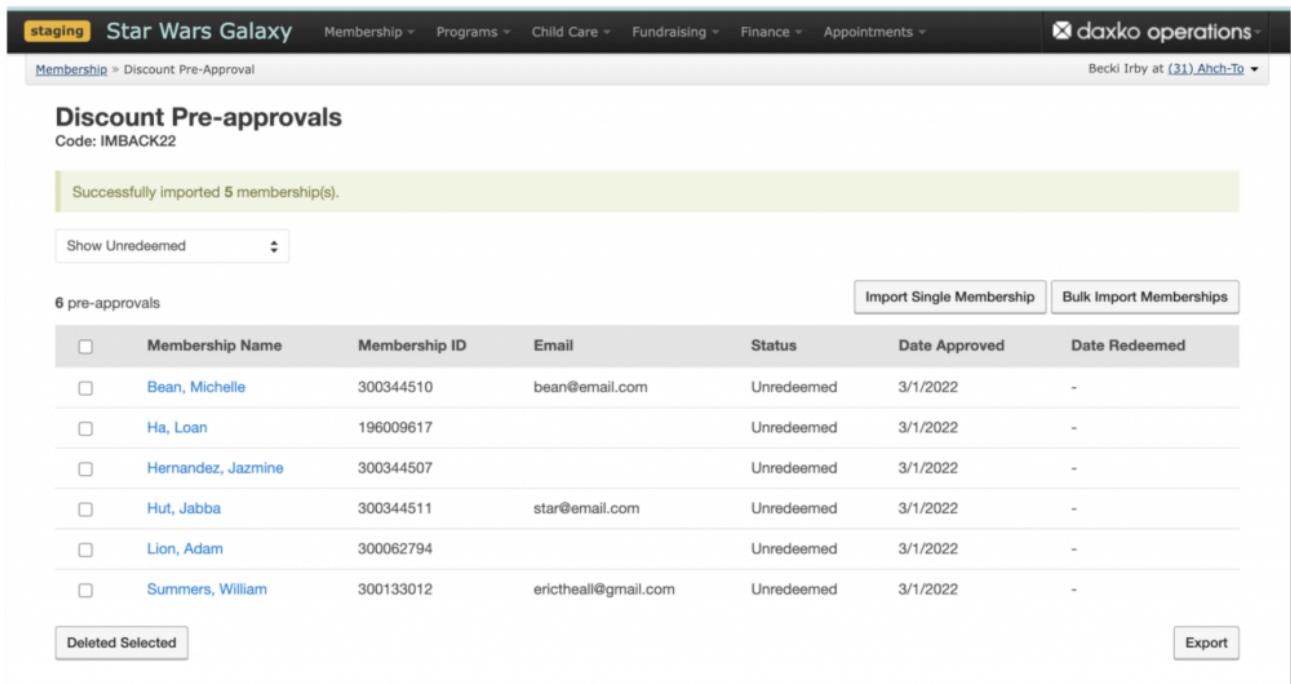
Holiday season promotions, here we come! With this Daxko Operations release, we're excited to introduce a new feature that will allow membership staff to set up win-back campaigns and other membership drives that target specific former memberships.

In addition, the release also includes enhancements that have come directly from recent user requests. Read below for more details about some **iterations to the new Membership Information design** released a few months ago.

These items will be available in Training sites and Live sites for all associations on **Wednesday, November 9**.

Membership Discount Pre-Approvals

With **Black Friday** and **Cyber Monday** approaching, we know associations have been planning end-of-year membership drives. With this new feature for membership discount pre-approvals, membership staff will be able to more easily win back former memberships through specific promotional codes.

With this feature, users will create a promotional discount group that requires a code. Then, users will have the ability to select individual memberships or bulk import memberships that are pre-approved to be eligible for the discount. Finally, use a communication tool like **Daxko Engage** to contact the list of pre-approved memberships. From there, former members can rejoin online using their promotional code.

Read the user guide here. We recommend first testing this new functionality in your Training sites so you can become familiar with the steps. We hope the features make win-back campaigns a little smoother. We'd love to continue enhancing this experience, so please share your feedback with us!

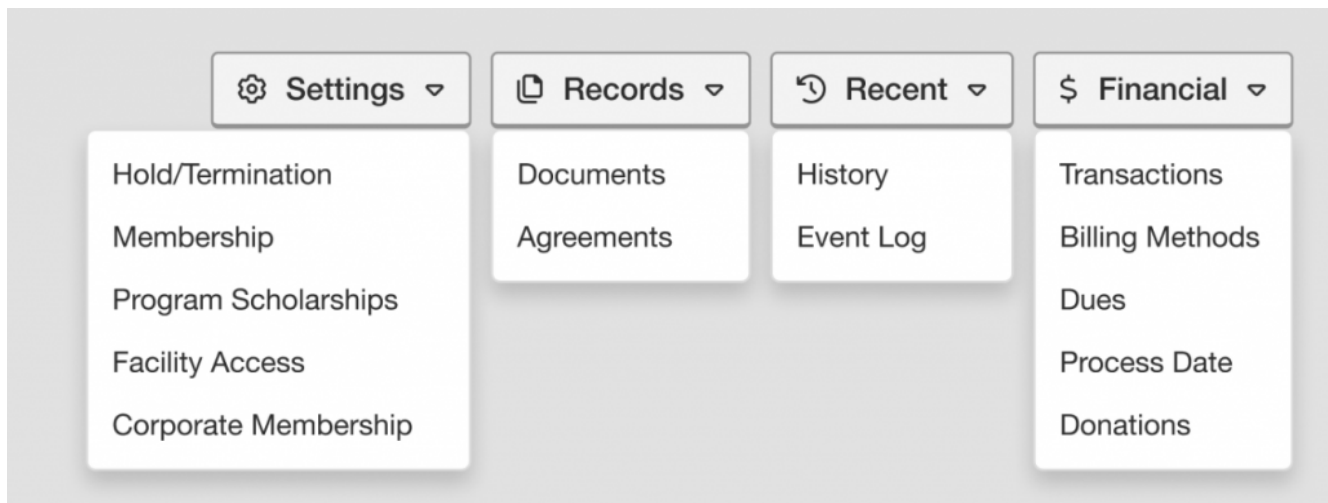**Design & Usability Updates | Membership Information**

Following recent design updates we made to many commonly used pages in Daxko Operations, we're continuing to listen to user feedback and introduce iterative changes in order to make these pages more and more user friendly. We know some of these changes have had an impact on your processes and workflows, and we appreciate your flexibility through these updates. We also appreciate learning more from you about ways we can make your processes smoother. As part of that, we wanted to share a couple changes coming to the Membership Information page:

- **Member sorting order on Membership Information:** When we previously updated the member sorting order, we ordered active and inactive members by name. Thanks to additional feedback from users, we will be changing the sorting order to use member age instead, with the active older members displaying first, followed by inactive members on the membership unit.

- **Additional links added to Membership Information drop down buttons:** With our earlier design updates to the Membership Information page, we eliminated redundant buttons and links in order to simplify the page. Although this was effective in presenting a clean and consistent interface as well as orienting users to the new design, we have learned that some of the page locations aren't intuitive to all users. Because of that, we have added each of the membership options from the top left into their respective dropdown category button as well. With this change, there will always be one place to find anything you're looking for!

Webinar: 2023 Vision-Casting With Daxko

You're invited to join us for the first webinar of our Thrive Summit Series: "2023 Vision-Casting with Daxko." Two leaders from Daxko's Product Team, Becki Irby & Charlie Peters, will share Daxko's product vision for the new year and discuss how Daxko will continue to support your organization's important work in the communities you serve.

Sign up here.

Training Site Refresh on Sunday, November 20

As a reminder, we will be performing a Training Site refresh on **Sunday, November 20**. Read more details here about what the site refresh means for your association.

If you have questions or feedback, please contact support@daxko.com.