



# Why Associations Are Switching from WildApricot to **Member Lounge**

The Member Growth Platform that is **Faster. Smarter. Scalable.**





# WildApricot manages records.

## Member Lounge drives growth.

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- ☐ **Better engagement**  
Create conferences, groups, and resources that drive real member interaction.
- ☐ **Clearer value**  
Give members a modern digital hub that shows your association mission in action.
- ☐ **AI-powered support**  
Automate engagement and member journeys.  
No more manual work!



# Compare the differences

| Feature               | WildApricot        |  Member Lounge | Why choose Member Lounge                                              |
|-----------------------|--------------------|---------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| Pricing Model         | Pay per contact    | Pay per active member                                                                             | Grow your audience without being charged for leads or prospects.      |
| Member Engagement     | Basic admin tools  | Integrated ecosystem                                                                              | Create conferences, groups, and resources that drive real engagement. |
| Website Customization | Limited templates  | Full suite / tailored                                                                             | Deliver a branded, modern digital hub that reflects your association. |
| AI Engine             | ---                | Yes                                                                                               | Automate engagement and member journeys. No more manual work.         |
| Growth Strategy Calls | ---                | Yes                                                                                               | Ongoing strategic guidance to improve results over time.              |
| Analytics             | Standard reporting | Detailed engagement data                                                                          | Make decisions based on member behavior, not static data.             |

# Make the right choice

| Feature          | WildApricot            |  Member Lounge | Why choose Member Lounge                                                   |
|------------------|------------------------|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| Access Control   | Rigid access           | Granular permission groups                                                                        | Control access by role, chapter, or user type.                             |
| Member Directory | Static database        | Dynamic & automated                                                                               | Deliver real member value with smart visibility and automation.            |
| Scalability      | Complex and manual     | Seamless scaling                                                                                  | Support large teams and high-volume memberships.                           |
| Paid Content     | Limited                | Flexible monetization                                                                             | Offer paid events and resources to members and non-members.                |
| Integrations     | Limited                | Designed for customization                                                                        | Connect with CRMs, LMSs, and custom tools as needs evolve.                 |
| Support Quality  | Technical support only | Hands-on strategic support                                                                        | Get fast, attentive support from a team that actively helps solve problems |



# Stop Paying the "Growth Tax"



## WILDAPRICOT

Charges you for every contact, including prospects and inactive users.



## MEMBER LOUNGE

Includes up to **3,000 free users**, so you can grow first and convert when you're ready.



Built to reward growth, **not penalize it.**

CASE STUDY

# Why Alberta Dental Association Left WildApricot

Over 3,000 members migrated successfully

- From ticket-based support ➤ **hands-on collaboration**
- From contact-based pricing ➤ **pay-per-member growth**
- From static records ➤ **an engaged member hub**
- From manual admin ➤ **automated journeys**



• **Tabitha Skolski**  
Member Services Director



“You guys really listen and hear us, from the process of winning the RFP to working through it, there were a lot of good responses and understanding.”



# What You Get with **Member Lounge**

## **AI-Powered Engagement**

Automate engagement so your team spends more time connecting with members.

## **Scale Your Growth**

Grow your audience freely and convert when the timing is right.

## **Your Digital Member Hub**

One centralized space for discussions, events, and resources.

## **Advanced Business Intelligence**

Understand what members use and value. Decisions based on behavior, not assumptions.

## **Strategic Growth Partnership**

Ongoing guidance to remove friction and improve results.

## **24/7 Expert Support**

Real human support from onboarding through every stage of growth.

# Compare the differences

|                             | WildApricot       | Higher Logic       | GrowthZone             |  Member Lounge | The Member Lounge Advantage                                                 |
|-----------------------------|-------------------|--------------------|------------------------|---------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| Pricing Model               | Pay per contact   | Contact-based      | Tiered / Contact-based | Pay per active member                                                                             | Grow your audience for free; only pay for those who actually provide value. |
| Member Engagement           | Basic admin tools | Community tools    | CRM-tied workflows     | Integrated Ecosystem                                                                              | Move from ""tracking activity"" to ""driving participation"" in one click.  |
| Customization               | Limited templates | CMS add-ons        | Template-based         | Tailored Digital Hub                                                                              | A fully branded experience, not a generic portal.                           |
| AI Engagement               | None              | Limited AI         | None                   | Built-in AI Engine                                                                                | Automate member journeys and engagement.                                    |
| Growth Strategy Calls       | None              | Enterprise only    | None                   | Strategic Guidance                                                                                | Get ongoing strategic guidance, not just software access.                   |
| Advanced Analytics          | Basic reports     | Community focused  | CRM-focused            | Actionable & Behavioral Intel                                                                     | Predict what members want next based on how they actually behave.           |
| Access Control              | Rigid rules       | Complex/Enterprise | CRM-dependent          | Granular Groups                                                                                   | Precise control over who sees what, without the technical headache.         |
| Member Directory            | Static database   | Forum-based        | CRM-linked             | Dynamic & Automated                                                                               | Deliver real member value through smart visibility and automated updates.   |
| Scalability                 | Manual / Complex  | Enterprise-only    | CRM-heavy              | Seamless Scaling                                                                                  | Support large teams and high-volume memberships without friction.           |
| Multi-Chapter               | Limited           | Often complex      | CRM-dependent          | Native & Flexible                                                                                 | Centralized power with local autonomy for every chapter.                    |
| Paid Content                | Limited           | Module-based       | CRM add-ons            | Flexible Monetization                                                                             | Monetize events and resources for members and non-members.                  |
| Integrations                | Limited           | Enterprise-led     | CRM-centered           | Designed for Customization                                                                        | Connect easily with CRMs, LMSs, and custom tools as your needs evolve.      |
| Support Quality             | Technical only    | Tiered support     | Standard help desk     | 24/7 Strategic Partner                                                                            | A proactive extension of your team, available whenever you need.            |
| Implementation & Onboarding | Self-serve        | Long/Enterprise    | CRM-style              | Guided Onboarding                                                                                 | Go live faster with hands-on experts leading the way.                       |
| Target Association Size     | Small/Mid         | Large/Enterprise   | Mid/Large              | All-Stage Scaling                                                                                 | Scale with the only platform you'll ever need.                              |



# Trusted By



Member Lounge was able to offer us things nobody else could. They built a portal exactly for what we were looking for — it's night and day compared to what we had before.

- **Allison Calnen**

Pharmacy Association of Nova Scotia



## **Risk-Free Growth**

Try Member Lounge for **30 days**.  
If it's not the right fit, you get a  
**full refund.**



**30-DAY MONEY BACK GUARANTEE**





# Member Lounge is the **Wild Apricot Alternative.**

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WildApricot is built to manage member records.  
**Member Lounge is built to grow associations.**

**BOOK A DEMO**

memberlounge.app

