CASE STUDY

MAKING MEMBERSHIP MATTER

How Green Grass Notes Transformed Community Through Technology

Green Grass Notes is a non-profit support group for families with children with special educational needs (SEN) and disabilities, as well as adults with SEN and disabilities. Run by dedicated volunteers, the community-driven organization offers music courses and social events for its members. The music courses serve to unite children with differing levels of disability and provide them with a sense of belonging. The social events provide a platform for members to meet and socialize with others facing similar challenges.

Event Management Issues Come to Light

Non-profit organizations like Green Grass Notes often face challenges such as fundraising, limited resources, and event management. One specific issue for Green Grass Notes is the registration process for events, which has led to errors, nonmembers signing up, and increased workload for volunteers. A hypothetical fundraising event serves as an example of such issues. The organization sends invitations to its members, stating that the event is solely for them. However, a member forwards the invitation to a nonmember friend, who then registers for the event and wins a place. The organization must then decide whether to allow the nonmember to attend or revoke the invitation, causing confusion and frustration among members and nonmembers alike, ultimately damaging the organization's reputation. "Members would sometimes forward event invitations to friends," Helen, chairman of Green Grass Notes recalled. "As a result, nonmembers could register for events and won places. We appeared disorganized."

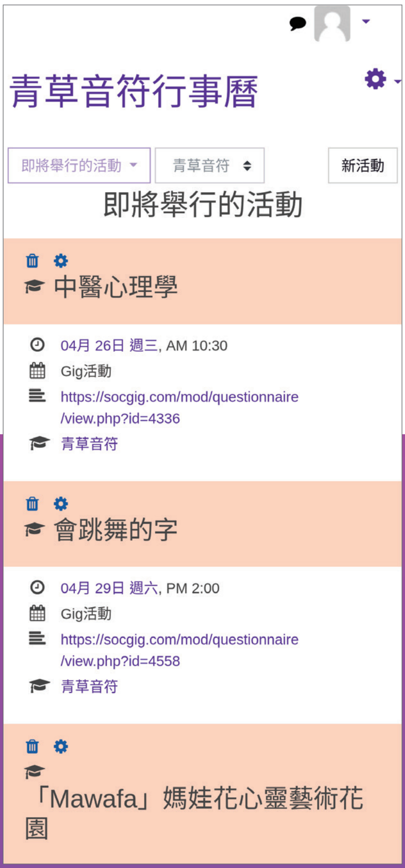
A Solution Emerges: The 社·團 Community Platform

Green Grass Notes found a solution to their event management challenges by using 社·團, a straight-forward community platform for creating their own membership mini app. With the help of William, a member and a sales rep for 社·團, Helen was able to create a modern community experience without needing to hire IT staff. William provided invaluable assistance in setting up the app and helping the organization get up and running.

Benefits of using 社·團 for event management at Green Grass Notes are significant. For starters, the platform streamlined the registration process, eliminating typing errors and preventing nonmembers from registering. This saved several man-hours a month previously spent on processing registrations.

Mr Mok
Gig leader, Green Grass Notes

> The process of registration for events is efficient. Typing errors are avoided, and nonmembers can't mistakenly register. Our volunteers save hours a month spent processing registrations.



青草音符行事曆

即將舉行的活動

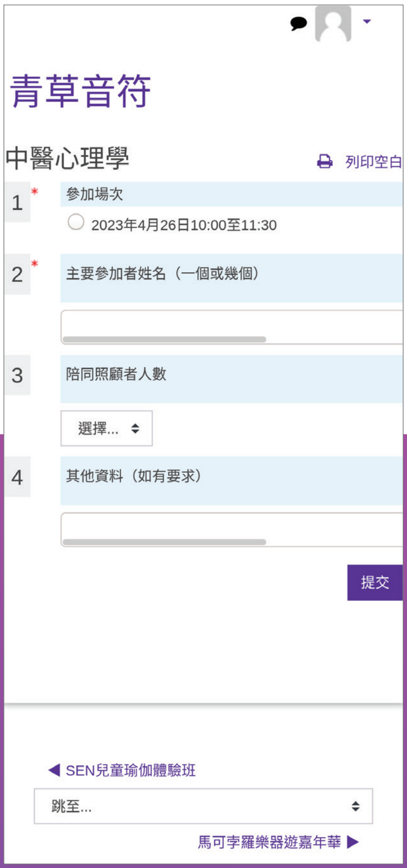
中醫心理學

04月 26日 週三, AM 10:30
Gig活動
https://socgig.com/mod/questionnaire/view.php?id=4336
青草音符

會跳舞的字

04月 29日 週六, PM 2:00
Gig活動
https://socgig.com/mod/questionnaire/view.php?id=4558
青草音符

「Mawafa」媽娃花心靈藝術花園



青草音符

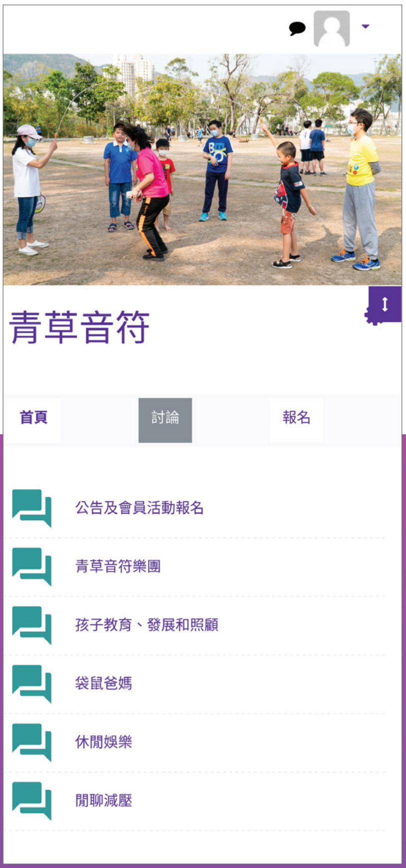
中醫心理學

1 * 參加場次
○ 2023年4月26日10:00至11:30

2 * 主要參加者姓名（一個或幾個）

3 陪同照顧者人數
選擇...

4 其他資料（如有要求）



青草音符

公告及會員活動報名
青草音符樂團
孩子教育、發展和照顧
袋鼠爸媽
休閒娛樂
閒聊減壓

Immediate Benefits: Streamlined Processes and Stronger Connections

The platform also increased active participation in discussion forums, with 60% of members now engaging, a significant increase attributable to the user-friendly interface of 社·團. Moreover, the platform reduced the number of unwanted instant messages received by members by 5 per day, allowing members to focus on relevant and meaningful conversations. During the provision of technical assistance, volunteers identified and offered emotional support to members in need, showcasing the platform's potential to facilitate a supportive, engaged community.

SUCCESS STORY FACTS

5 man-hours/month are saved on event management

60% of members are active participants in discussion forums

-5 unwanted instant messages/day are received

Growing Together

In the long-term, using 社·團 can foster growth and engagement within the Green Grass Notes community. Efficient event registration and error prevention help build a reputation for quality management, attracting and retaining members. The time saved on event management can be used for developing new programs and initiatives benefiting the members.

In conclusion, the 社·團 platform has provided immediate benefits to Green Grass Notes and has the potential to contribute to the long-term success and growth of the organization as they continue to expand their membership base and forge partnerships with other organizations.

Build Your 社·團 Mini App

Request a proposal. Discuss it with fellow leaders and our IT specialists.
rfp@socgig.com

CASE SUMMARY

Customer:
Green Grass Notes

Headquarters:
Hong Kong

Industry:
NGOs

Number of members:
410 (as of July 2023)

Solution:
社·團Membership mini-app - Members’ Gig plan

Biggest challenges:
Event registration

Feature highlights:
Discussion forums, Community announcements, Events calendar, Standard online application forms, Member database, Leader support, Google Sign-In

socialgig