

## MyLO and ClubExpress

### What You Need to Know

With the launch of the LWVUS partnership with ClubExpress to provide membership processing, dues/PMP payment streamlining, donation management, and roster management, many Leagues have had questions about what this means for their My League Online (MyLO) websites. This FAQ is designed to provide a fast and accessible resource on some of the questions we are being asked.

**1. If I sign on with ClubExpress, do I have to get rid of my MyLO site?**

No! You can still use your MyLO site in conjunction with ClubExpress. That will allow you to take advantage of MyLO's auto-posted content (You can subscribe to get website content from other LWVs on MyLO), shared media library, and strong search engine performance, while leveraging the back-end database power of ClubExpress. So, you get the best of both worlds and the most streamlined experience for your members and volunteers.

**2. What is the shared media library? Auto-posted content?**

- MyLO manages a shared library of files (images, PDFs, docs, etc.) that all webmasters can access. Each newly uploaded file can be shared within the library so any webmaster can make use of that file on their site.
- Every League on MyLO can subscribe to automatically receive the action alerts, articles, events, and/or positions of any other League on MyLO. This means that content will be posted automatically on your website. This includes LWVUS content, as well as your state League content if they are on MyLO.

**3. Oh. So, how does it work to use them both together?**

It's actually very common for membership software to be used with a different website provider/content management system (even when the membership software offers a website). This set-up (separate membership database/software and website provider) reduces risk in the event that you want to change websites

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or software providers in the future. You only have to manage changing one piece at a time by keeping them separate, and it increases the flexibility for your League to make decisions about which products/services will best meet their needs over time.

Here's how it works:

- Your MyLO site stays intact, as-is.
- ClubExpress builds out your back-end membership database, membership processing web pages, donation web pages, etc. to whatever level of service and support you have purchased with them.
- LWVC grants all active MyLO customers permission to have your membership processing web pages, donation website pages, etc (any pages a member will see) that are part of the ClubExpress interface to be designed to look exactly like your existing MyLO site. (In tech lingo, this is known as "skinning".)
- On your MyLO site, you will have links to join, donate, etc. and those will link to the ClubExpress pages that process those transactions, which have been designed to look like your MyLO site. This creates a seamless user experience.

#### **4. If I cancel MyLO and have my website through ClubExpress, can I have my ClubExpress site look like MyLO?**

No. Only active MyLO clients are permitted to use the MyLO design/look and feel.

#### **5. ClubExpress said their product doesn't work with MyLO. So, what's the deal?**

From a technology standpoint, ClubExpress does not directly integrate with or exchange data with MyLO. ClubExpress is not affiliated with and has no business relationship with LWVC or MyLO. So, they do not work with MyLO, it's not their product. But, as explained in #2, you can use the two together to get the best of

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both worlds, while providing a seamless user experience. And, it's a common practice in associations and nonprofits to structure it that way.

**6. If we cancel MyLO, will a ClubExpress website be able to automatically update with Action Alerts and content from state and national Leagues? Will I still have access to the shared media library across Leagues?**

- No. Those features are exclusive to MyLO. If you cancel your MyLO site, you should plan to have more volunteers/staff available for frequent manual content updates to keep your site fresh and relevant to members and the public. You will also need to find alternate sources for copyright released photos, League-related PDF files and graphics.

**7. What about website traffic and search engine performance?**

- MyLO provides extensive integrated search engine performance features designed to help your site show up at the top of Google searches. These search results increase traffic to your website, drive increased membership, and increased donations. They also boost your visibility in your community and your reputation as an authority on the voter service and advocacy issues we tackle as Leagues. This feature is built into your MyLO service, while organizations generally hire consultants to manage this on other platforms. MyLO also has built-in access to Google analytics (website traffic) data from your MyLO site, so you have real time information on your website performance.

**8. Is MyLO planning to develop a database back-end like ClubExpress?**

- No. Many software providers out there specialize in database production and management. ClubExpress, Star Chapter, Wild Apricot, Salesforce, and hundreds more do this, and do it well! MyLO will continue to focus on LWVs, what best serves our volunteers, leaders, members, and the public in the website and content management space. We know Leagues like no

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one else - because we are one. And we have over a decade of web building experience and providing website solutions to Leagues across the country. Our focus will remain on what we do best, and we will work hand-in-hand with other service providers (like databases and donation platforms) to do what they do best.

#### **9. Is LWVUS pushing all Leagues to go to ClubExpress?**

- MyLO and ClubExpress are both partners of LWVUS, with neither receiving preference from LWVUS. Both programs offer unique value and a different price point, feature set, and level of knowledge about LWVs. LWVUS is also aware that not all Leagues will be able to afford the fees associated with ClubExpress.

What else can we help you with? Send your questions to [mylo@lwvc.org](mailto:mylo@lwvc.org) and we'll get back to you as quickly as possible. We love to see Leagues thrive and enjoy working hand-in-hand with our colleagues across the country to accomplish our mission of empowering voters and defending democracy.

Visit our MyLO Info page at [lwvc.org/mylo](http://lwvc.org/mylo) to get started with MyLO today!

Note: The League of Women Voters of California is not affiliated with ClubExpress in any way.