

# CASE STUDY on Building an Online Community

## Member Value, Recruitment, Engagement



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- 3,000 certified doulas and 5,200 members in 50 countries.



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- Provides management, outsourcing and consulting services to professional societies, trade associations, foundations, and other not-for-profit organizations.
- Delivers cutting-edge, long-term solutions with proven results.
- Passionate about and dedicated to its mission to transform organizations through client experience, culture and value.

### Challenge

- DONA International knew they had a global network of members who were craving collaboration but the methods for engagement were disjointedly residing in social networks, email, and informal networking groups. Using Bostrom's experience in launching communities for associations they embarked on a journey to implement a solution for their members.

### Actions Taken

#### Step 1

DONA implemented their own Higher Logic Community, *DONA Connect*.

#### Step 2

Technology requirements, integration and platform buildout planning.

#### Step 3

Volunteer and staff training along with platform testing.

#### Step 4

Communication to members letting them know about the tool.

### Goals

- Increase member engagement at all levels.
- Elevate opportunities members had to learn, grow, share, mentor and improve their work and business operations.

### Results

- 62% of DONA's members have logged in and created their profile.
- DONA has 32% of contributors in their communities which is over the industry average of 12%.

### Insights/Learnings

- DONA will monitor, promote and utilize the platform as a key component in their content and engagement strategies.
- It was a heavy lift from both the staff and volunteer side but the investment has proven to be well worth the effort so far!

"DONA Connect is a game-changer. It has given our members a dedicated space to talk shop, stay informed about the happenings within the organization, as well as receive peer-to-peer mentorship."

~Melissa Harley, 2020 DONA President