

# ABCA's Game-Changing Engagement Strategy

*Achieving 1,000+ Daily Member Logins with a New Clowder Mobile App*

## OVERVIEW

Founded in 1945, the American Baseball Coaches Association (ABCA) is the primary professional organization for baseball coaches in the United States. ABCA provides extensive educational resources, including a video library with over 850 instructional videos, Inside Pitch magazine, and other year-round benefits. The organization's flagship event is the annual convention, attracting more than 10,000 attendees.

## PROBLEM

Prior to using Clowder, ABCA struggled to keep members actively engaged throughout the year. Most members joined primarily to attend the annual convention, and many saw limited value in maintaining their membership during the off-season.

As a result, membership retention rates were low, and the association had difficulty ensuring that members were regularly accessing the educational content, updating their profiles, or engaging with the association's resources. In addition, ABCA's systems for delivering video content and managing communications were not mobile-friendly, which limited accessibility for coaches on the go.

## AT A GLANCE



### INDUSTRY

Professional Trade Association for Baseball Coaches

### SOLUTIONS

Clowder, iMIS, SpaceMaster

### MEMBER SIZE

15,000 members across all 50 states and 41 countries

### WEBSITE

[www.abca.org](http://www.abca.org)

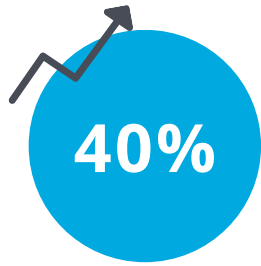
### PARTNER

**getefficient.**  
Reducing Work From Workflow.

*“ Clowder has completely changed how our members engage with ABCA. By putting everything in their hands via the app, we've seen higher retention, more frequent use of our resources, and an easier way for members to stay connected. The app's real-time notifications and easy access to content have been a game changer for us. ”*

- Deputy Executive Director at ABCA

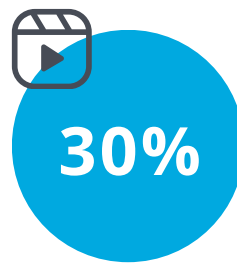
## THE IMPACT



**Increased retention rate for three consecutive years**



**Daily member app-logins**



**Increase in video library views**



**Increase in overall member retention**

## SOLUTION

ABCA implemented Clowder to create their member app My ABCA. Clowder enabled ABCA to create a branded app that serves as a central hub for content, notifications, educational resources, and member services. Through My ABCA, members can engage year-round—not just at the annual convention—and easily access key resources like ABCA's extensive video library. The app also seamlessly integrates with iMIS, their engagement management system, allowing all membership data to flow in real time.

**Key features of Clowder for ABCA through their My ABCA mobile app include:**

✓ **Year-Round Engagement:** The app facilitates ongoing engagement, encouraging members to interact with ABCA content and resources beyond the annual convention.

✓ **Video Library Integration:** Members can easily access the extensive video library directly from the app, allowing coaches to watch instructional videos anytime, anywhere.

✓ **Push Notifications:** Keeping members informed in real time about new content, upcoming events, and membership reminders.

✓ **Member Profiles:** Members are able to update their personal information directly on the app, ensuring up-to-date contact details without the friction of logging into a desktop site.

“ *Our members are more connected than ever. The ability to engage with ABCA's resources from anywhere has increased member value and streamlined how we deliver content and interact with our community, resulting in higher retention and a deeper connection with our members.* ”

- Deputy Executive Director at ABCA