



What is AAP MemberFlix?

AAP MemberFlix is a video gathering platform powered by Gather Voices, an emerging leader in video content collection. Video messaging offers a unique opportunity to deliver content to a variety of audiences in a more compelling way.

What makes MemberFlix so unique is that it relies on “co-creation” of content by leaders, volunteers, members, and staff to promote Academy products and services by those who actually use them and benefit from them.

The biggest benefits of using MemberFlix include:

- The collection of real content from real people
- Harnessing cutting-edge resources in the co-creation of video content
- Strengthened relationships by involving our key stakeholders
- The delivery of more meaningful and impactful messages
- Increased online engagement

While we foresee many uses for MemberFlix, exceptional opportunities exist in the following areas:

- New member acquisition
- Retention of existing members
- Event promotion and communication of member benefits

Scan the QR code below to watch the video version of this document.

