

# Welcome, we're glad you're here.

The following document is one of our primary resources. It explains our app, provides imagery for our features, and outlines a product roadmap/implementation model.

It also walks through REAL problems that associations have, and **what we do to solve them.**

If you have any questions, reach out to our Resource Manager:  
[tylergebhart@rola.tech](mailto:tylergebhart@rola.tech).



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## **OVERVIEW**

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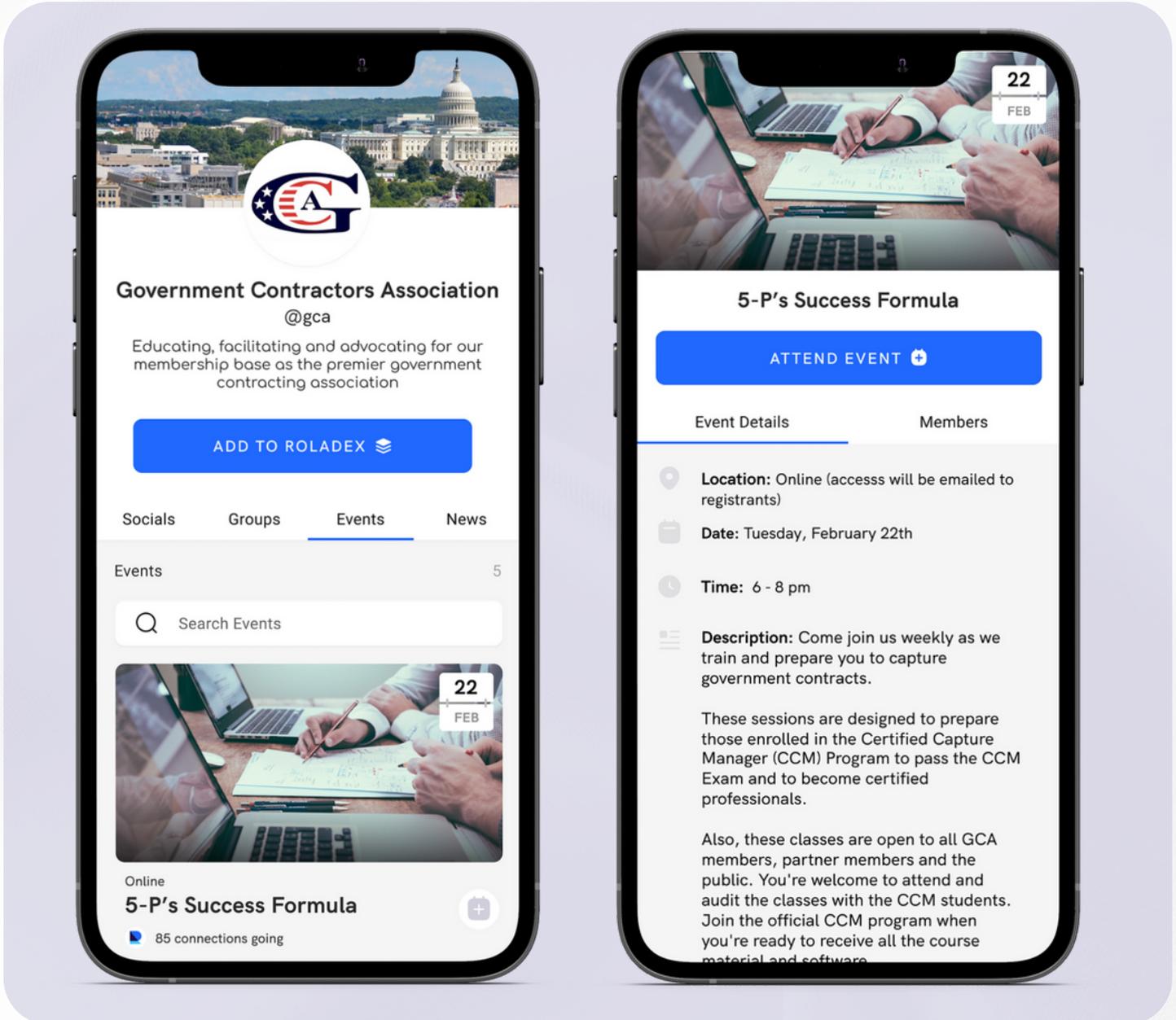
## **SOLUTIONS**

3. Events
4. Engagement
5. Community
6. Customer Funnel
7. Revenue

## **NEXT STEPS**

8. Product Roadmap
9. Implementation

# Centralize Event Information.

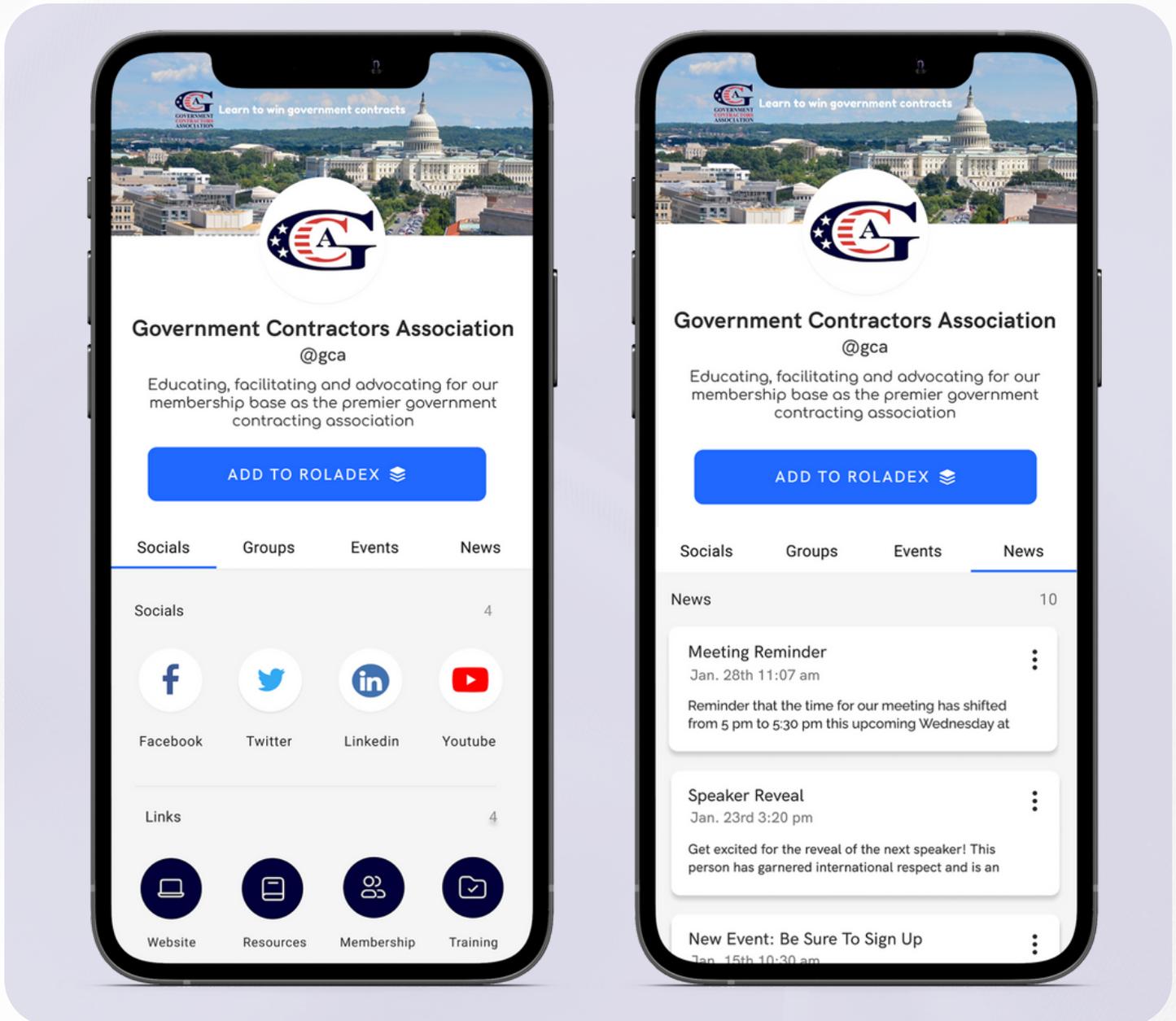


With no central hub, your event information is dispersed across platforms.



**OBJECTIVE:** Centralize information in your mobile-optimized platform, improving event attendance and awareness.

# Increase your Content Engagement.

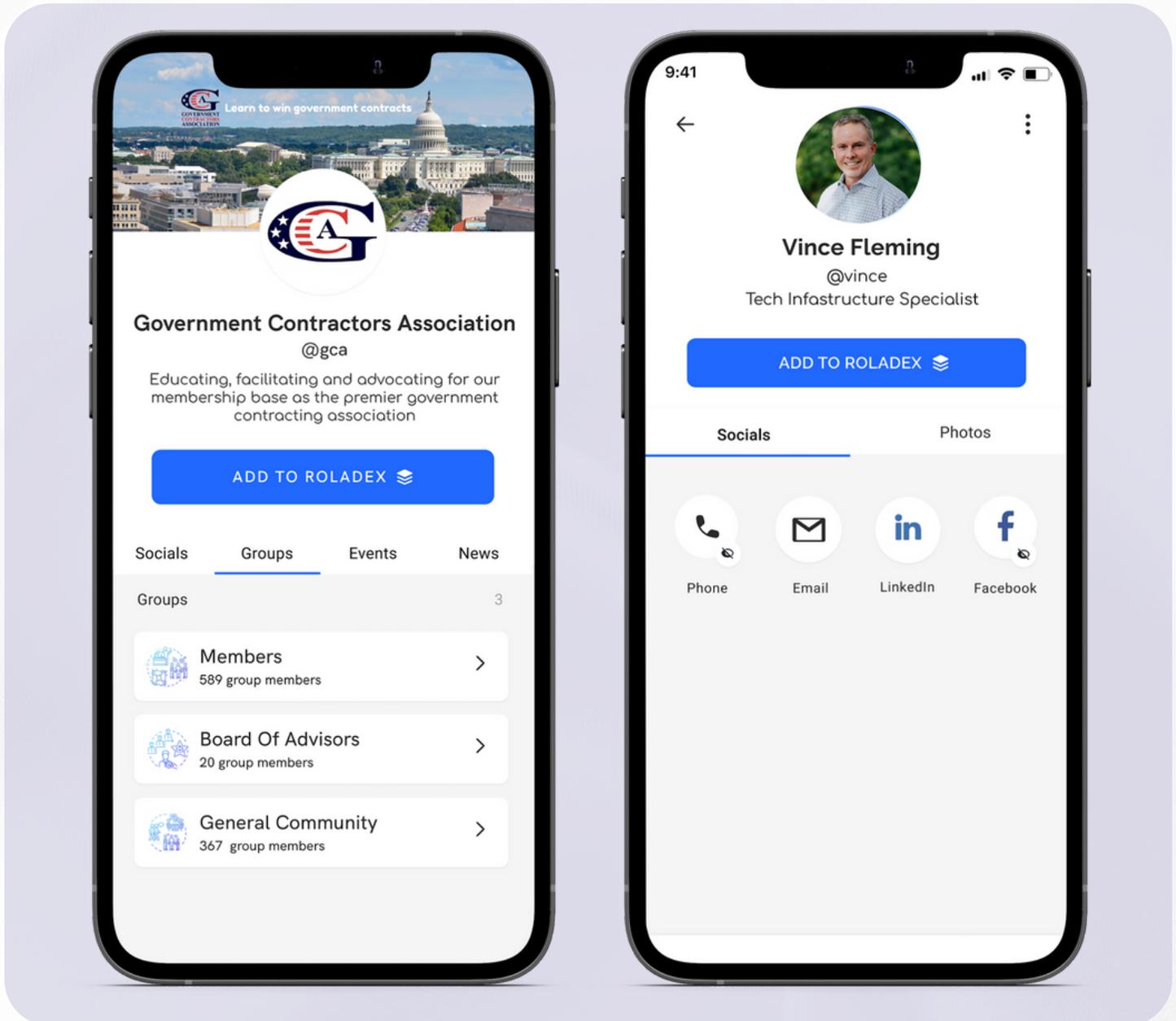


Your updates and content (i.e. Youtube) get lost in the noise of other cross-promotion.



**OBJECTIVE:** Create a hub of GCA information and directly promote updates to your entire community, increasing engagement.

# Reinvigorate your Community.

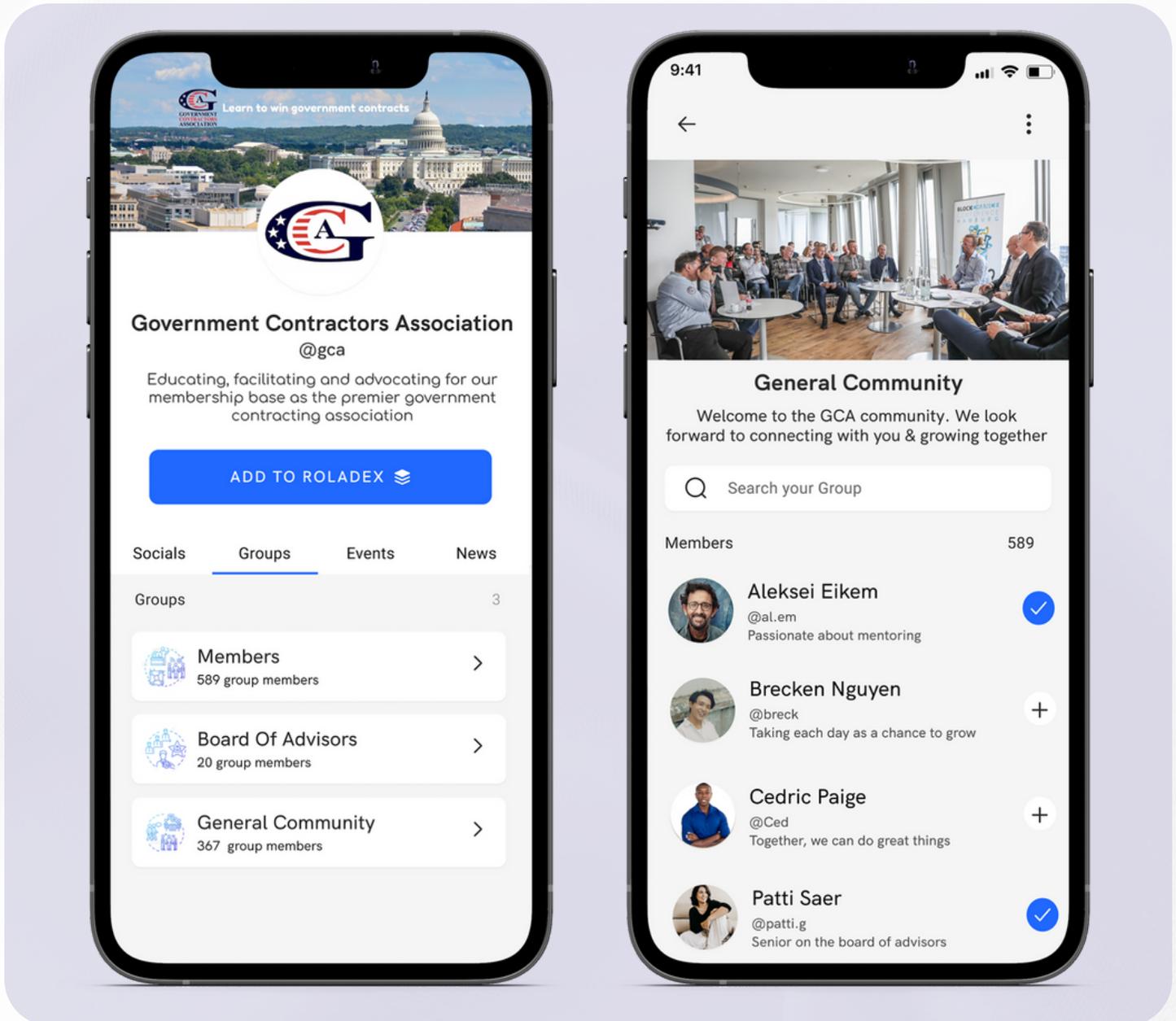


Without in-person meetings, your members only take advantage of your training, not your community.



**OBJECTIVE:** Allow members to build relationships with one another beyond the limited interaction offered via webinar. Increasing a sense of belonging, and decreasing turnover.

# Improve your Customer Funnel.

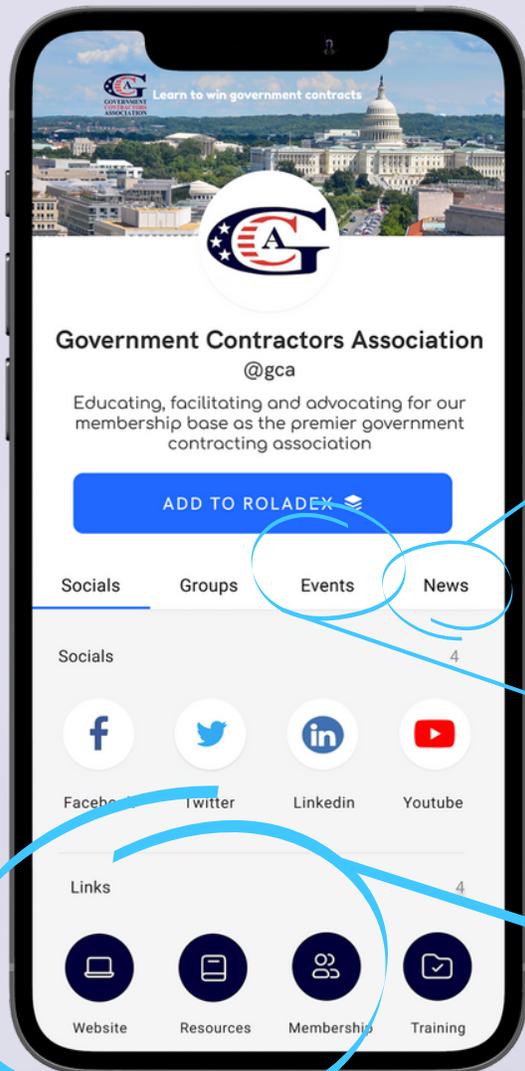


A prospective member is thrown into an email list, not a community.



**OBJECTIVE:** Use Rola to immediately activate prospective members, increasing return visits.

# Increase your Revenue.



**Send push notifications to update members on products.**

**Highlight relevant products in event details.**

**Use Custom Links to push products and other resources.**



Product information can be hard to access for members.



**OBJECTIVE:** Easily promote products to your entire member base, increasing revenue.

# **Product roadmap.**

Over the next several months, these are a few of the new features coming out. We want to work together to build solutions that suit your needs.

## **Management portal/database**

- The back-end hub for the Rola administrator at WFBF. You will be able to track analytics and customize communication/marketing.

## **Advertising**

- Your association can advertise your partners/sponsors and products to your member base.

## **Chat capability**

- Enable communication between members and office staff from within the Rola app.

## **Events ticketing & API integrations**

- With this feature, there will be no more need for Eventbrite or other ticketing services.

# Implementation.

We will help you operate your Rola account, and track increased member engagement.

1. **Contract meeting**
  - a. Discuss 12-month product roadmap
  - b. Internal WFBF Review
2. **Sign Contract**
3. **Set Up Account**
  - a. Create KPI's for app engagement
4. **Onboarding**
  - a. Rola will help build roll-out plan and design continuing promotional content
  - b. Begin onboarding
5. **Continued support**
  - a. Rola has a hands-on approach to helping you build community
6. **Roll-out new features**
  - a. As Rola continues to develop around your needs, you'll get first access to updates



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