JourneyCARE or Wild Apricot?

Given that I have so many clients who use Wild Apricot, I'm often asked if JourneyCARE is a "competitor" of Wild Apricot. This is a tricky question to answer because they are two very different products.

Wild Apricot is membership software.
JourneyCARE is member _care_ software.

What this means is that BOTH platforms allow you to:

- _sign up members_
- _process renewals_
- _accept credit cards_
- _manage your member data_
- _send email blasts_
- _protect members only content_
- _host and edit your website_

Joy Duling, Founder
The Joy of Membership
JourneyCARE

But JourneyCARE *adds* an emphasis on using automations to deliver a highly customized and truly exceptional member experience. We also have more active development with enhanced functionality rolling out often.

When you use the software, Wild Apricot feels like an older sedan - classic and reliable. Not much has changed in Wild Apricot in the past decade, but it still moves you from point A to point B quite effectively. In contrast, JourneyCARE feels like the zippy little sports car that's sleek and modern, has the latest tech, and gets frequent updates and enhancements. JourneyCARE is simply a lot more exciting to drive.

BOTH platforms require approximately the same amount of set-up. I typically recommend allowing 8-12 weeks for a full migration You can do it faster or slower, depending on the resources that you have available.

| _Week 1: planning_ | _Week 2: design_ | _Week 3: design edits_ | _Week 4: build pages_ |
| _Week 5: automate_ | _Week 6: integrate_ | _Week 7: test & train_ | _Week 8: launch_ |

BOTH platforms have similar set-up costs. However, the subscription for JourneyCARE is a flat-rate $97/month or $997/year while Wild Apricot's fee increases based on the number of contacts in your database.

On the next few pages, you'll find functionality highlights that may help you choose which platform is right for you.

Managing Contacts

WILD APRICOT
- Cost increases as contacts increase
- Unlimited custom fields but strangely organized in different places - contacts vs members, vs events, vs donations

JOURNEYCARE
- Unlimited contacts for same proce
- Unlimited custom fields all in one place
- Flexible tagging
- Can do automations when a field changes or tag is added
- Shows two-way conversations
- Also captures responses to forms and surveys

Communications

WILD APRICOT
- Drag-n-drop email builder
- Outbound (1-way) email only
- Text for notifications only

JOURNEYCARE
- Drag-n-drop email builder
- 2-way email
- 2-way text
- 2- way social channel messaging
- Phone calls
- Pre-recorded voicemail
- All can be integrated into automations

Website

WILD APRICOT
- Web-based visual editor
- Layouts and gadgets
- No ability to duplicate or save sections for use in other places
- Storage limited to 2 GB

JOURNEYCARE
- More flexibility
- Easily duplicate and save
- More elements
- Native video hosting up to 4 GB per video which is twice the size that Wild Apricot gives for your entire library
- Dynamic pages that are automatically created based on a pre-set template
- Integrated forms
- Timers can automate showing or hiding elements on the page
- Modern looking blog element
- Chat widget
- UNLIMITED storage

Accepting Payments

WILD APRICOT

- Can only have 1 payment processor
- Charge more if you don't use Affinipay
- Only pay for one thing at a time
- Only 1 email after purchase
- Invoice tied to specific person

JOURNEYCARE

- Use multiple processors - Stripe, PayPal, Apple Pay, Google Pay, Authorize.net
- Can customize payment forms to allow multiple purchases at same time
- Robust automations after purchase
- Invoice can easily be sent to someone else

IMPORTANT: It is NOT possible to transfer recurring billing from Affinipay. We handle this by simply inviting people to set up a new billing profile when it's time for their renewal.

Member Only Pages

WILD APRICOT

- Protected website pages
- Can't automatically add people to groups to give access
- People can only have one membership

JOURNEYCARE

- Protected website pages
- Also full course builder for continuing education
- Community spaces (coming mid-year)
- Native video hosting (no need for Vimeo, YouTube, Wistia, etc.
- Automatically grant access based on anything you want
- People can have multiple memberships

Member Care

WILD APRICOT

- Transactional focus
- Limitations such as only being able to send one email after someone joins

JOURNEYCARE

- Beautiful multi-step automations nurture your members, donors, sponsors, and other stakeholders
- Personalize everything
- Automations can include logic branches... if this, then do this... if this other thing, then do something different

Forms & Surveys

WILD APRICOT
- Not included

JOURNEYCARE
- Unlimited forms and surveys (no need for Survey Monkey, Google Forms, etc.)
- Form responses stored in contact's record

Social Posting & Scheduling

WILD APRICOT
- Not included

JOURNEYCARE
Easily post to
- Facebook
- Instagram
- LinkedIn
- TikTok
- Twitter
- Google My Business

Events

WILD APRICOT
- Calendar is not very customizable
- LImited to only one ticket type
- No way to combine event registration with other payments

JOURNEYCARE
- Calendar is more modern
- Allow people to "subscribe" to the calendar
- Accept event submissions
- Uses e-commerce approach so can combine tickets and different types of payments

Directory

WILD APRICOT
- Design is not flexible at all
- Edit your profile to edit directory

JOURNEYCARE
- Much more flexible for design
- Can create beautiful custom pages for each member/sponsor/partner
- Uses automations and dynamic pages more than a "profile"

E-Commerce

WILD APRICOT
- Very simple store
- Can do physical and digital
- No returns
- No order tracking
- No tax rates based on buyer location
- Can't have different shipping options for different products

JOURNEYCARE
- Full ecommerce
- Physical and digital products
- One-time or subscriptions
- Automatic sales tax calculations
- Real-time shipping estimates
- Coupons / automatic discounts
- Customers can track orders

App

WILD APRICOT
- Admin app
- Member app

JOURNEYCARE
- Give specific app access to those who need it
  - App for editing website
  - App for accessing store
  - App for contacts and communications
- Member app ONLY used for accessing content

Reports

WILD APRICOT
- Canned reports with essential information

JOURNEYCARE
- Custom reports based on what your board would like to see

These pages have highlighted just a few of the key differences between the two platforms. Every organization's needs are different, so if you'd like some help talking through which would be best for you, we're always glad to help.

Please let me know how I can support your decision-making process.

Warmly,

Joy