

Membership at Your Fingertips

The Cantarus MemConnect™ Mobile App for
modern membership engagement.



2026/27

Mobile apps that bring membership to life 24/7/365

Members increasingly expect digital experiences that feel as seamless and intuitive as the apps they use every day.

From social media to banking and learning platforms, mobile apps have become the primary way people access information, connect with others, and manage their lives.

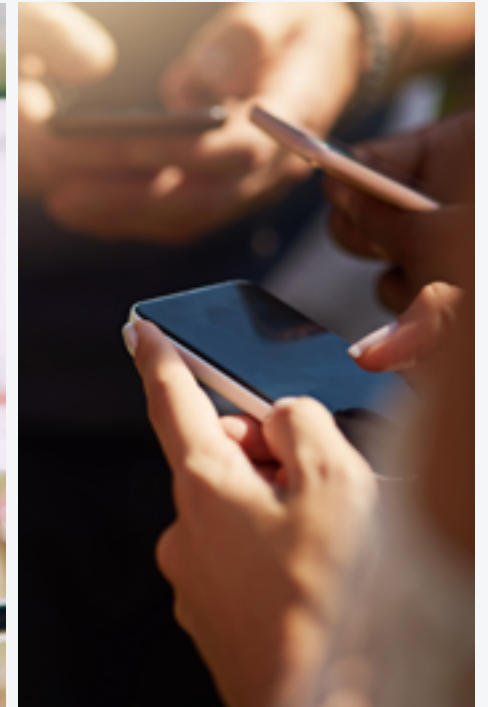
For associations, this shift presents both a challenge and an opportunity. While many associations have invested heavily in websites, member portals, and online platforms, these experiences are often fragmented, requiring members to navigate multiple systems to access the services they value most.

A well-designed member app brings these experiences together. By connecting content, services, learning, and community into a single mobile environment, associations can create a more accessible, engaging, and personalized member experience.

Mobile devices now dominate how people interact with digital services. Recent sector research highlights the growing role mobile engagement now plays in the membership experience.

According to the 2026 MemberWise Digital Excellence Report, over half of membership organizations in the UK now provide a mobile app for their members — reflecting the shift toward mobile-first engagement strategies.

A mobile app is not simply another digital channel. It represents an opportunity to strengthen relationships with members, deliver value more effectively, and create an experience that fits naturally into members' daily lives. This mobile experience is delivered as part of the Cantarus MemConnect™ ecosystem, designed to connect the platforms that power the member lifecycle.



In this portfolio:

Member mobile engagement insights

Who we support

Our mobile app capabilities

Accessibility, inclusion and usability

MemConnect™ Mobile App design system

How we support your mobile platform

Case studies

Our experience

Our services

Further insight and guidance



Scan the QR code and
explore our full catalogue
of membership case studies:



Member Mobile Engagement:

Insights from the 2026 MemberWise Digital Excellence Report

Read the full report here:



Membership organizations across the UK are continuing to invest in digital platforms that support engagement, retention and growth.

Insights from the 2026 MemberWise Digital Excellence Report — a benchmark study of nearly 500 UK membership organizations — highlight several trends shaping how membership bodies are approaching mobile engagement.

Together, these insights help associations better understand what members value and how digital services can evolve over time.



Mobile engagement is becoming mainstream

Over half of membership bodies surveyed (52%) now provide a mobile app for their members, reflecting the increasing role of mobile devices in how professionals access information and services.

At the same time, 46% of organizations believe that at least half of their members will increasingly prefer mobile engagement over desktop experiences.

52%

of membership bodies
provide a mobile app

Integration remains a key focus

Many organizations have successfully integrated core systems such as their CRM and website. However, integration across learning platforms, communities and mobile experiences continues to evolve.

Mobile apps can play an important role in bringing these services together into a more accessible member experience.

46%

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Apps are most valuable for timely engagement

The report shows that the most commonly used mobile app features include:

- Event information and registration
- Push notifications
- News and content updates
- Surveys and feedback
- Community participation

These features reflect the growing importance of real-time engagement and accessible member services.

The focus is shifting toward engagement

One of the sector's most significant challenges is measuring member engagement effectively.

Mobile platforms can support this by providing detailed analytics around content consumption, event participation and member interaction.

A member app supports a **wide range of audiences** across a membership organization, helping each group access the tools, services, and information most relevant to them.

Members

For members, the app provides a convenient way to engage with your association on a regular basis. From reading publications and exploring resources to joining discussions or accessing events, the app places the most valuable elements of membership directly in their hands.

This convenience helps make engagement easier and more natural, encouraging members to interact with your association more frequently.

Staff and Membership Teams

For internal teams, a member app provides powerful new ways to communicate with and understand members.

Push notifications, analytics, and in-app engagement data offer valuable insight into what members are interested in, what content is being used, and how engagement patterns evolve over time. These insights can help teams deliver more relevant communications, reduce operational workload, and continuously improve the member experience.

Learners

Many membership organizations provide professional development, training, and CPD opportunities. Mobile apps make learning more accessible by allowing members to access educational resources, track their progress, and participate in training from anywhere.

This is particularly valuable for busy professionals who want to engage with learning content in short, flexible moments throughout their day.

Volunteers and Community Contributors

Many associations rely on volunteers, ambassadors, and committee members to support their work. A mobile app helps these contributors stay connected with their peers, collaborate more easily, and participate in discussions regardless of location.

By bringing these audiences together in a shared mobile environment, associations can create stronger connections across their community while simplifying access to services and information.



Mobile App Capabilities

The Cantarus MemConnect™ App, part of the Cantarus MemConnect™ ecosystem, provides a set of core capabilities designed specifically for membership organizations.

It is a productized mobile solution, available out of the box and configurable to your organization's needs – enabling rapid launch while building on proven functionality.

Each implementation can then be configured and extended to reflect your priorities — integrating with existing systems and supporting the unique needs of its members, services and community.

According to the 2026 MemberWise Digital Excellence Report, the largest survey of association technology in the UK, the most widely used member app features focus on events, notifications, content and community interaction.

These capabilities align closely with how members increasingly expect to access services and information through mobile devices.

The MemConnect™ App brings together the services, content, and tools members use most often, designed specifically for mobile access. The following capabilities represent the building blocks that can be combined to create the right mobile experience for your members.

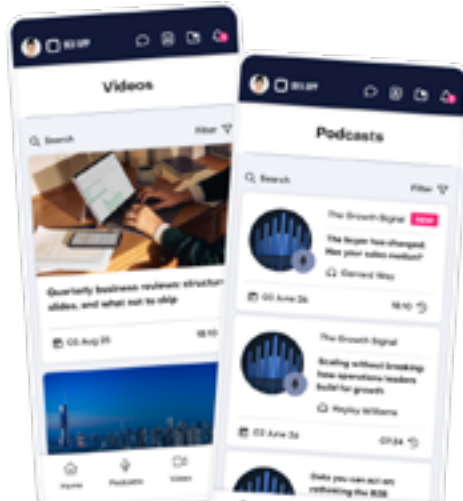


Publications

News, magazine articles, peer reviewed journals, and professional resources surfaced in one place, discoverable and immediately engageable.

Videos & Podcasts

Video content and podcasts are delivered directly within the app, giving members access to multimedia resources in a range of formats.



Events & Registration

Members browse upcoming events, view event details and register to attend. Where appropriate, registrations and payments can be completed directly within the app.

Digital Asset Access

Provide access to policy guides, manuals, research papers and other long-form resources directly through the app, with offline access and bookmarking for immediate retrieval.



Rich Community Integrations

Extend the value of your community platform through discussion participation, personal messaging, content commenting and content sharing directly within the app.

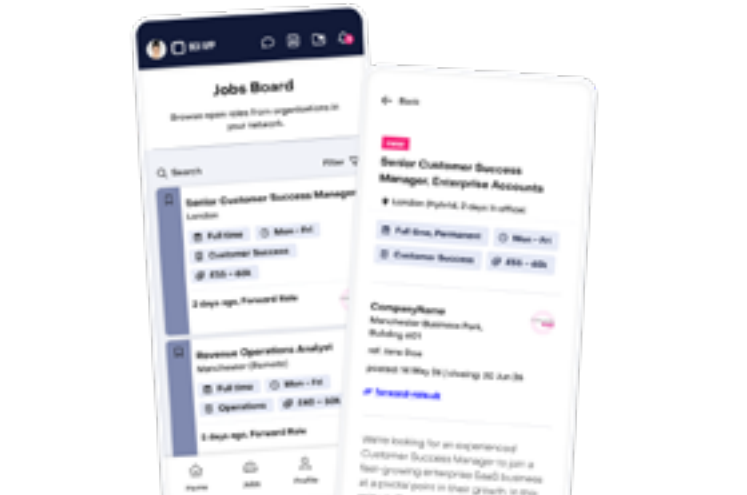
Push Notifications

Open a direct communication channel to your members with segmented and scheduled push notifications. Deliver the right messages to the right audiences, from news and events to important member updates.



Jobs and Opportunities

Job boards and career opportunities are surfaced in the app, helping members discover relevant roles and professional opportunities.



Membership Card and Identity

Digital membership cards allow members to quickly verify their membership and access services, events, or venues where identification may be required.

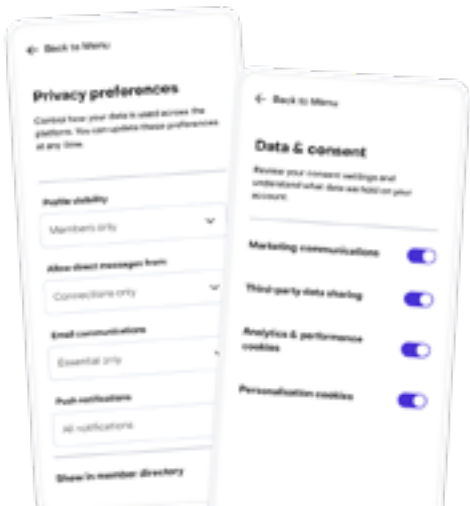


Polls, Surveys and Member Data

Polls, surveys and member profile updates help create new and unparalleled opportunities for associations to learn more about their members

Privacy and Data Protection

Built with privacy and security in mind, the app works alongside your existing AMS, helping ensure sensitive member data remains protected and compliant.



Learning and CPD

Access training resources, CPD content, and learning materials through the app. Features such as flash cards and micro-learning modules help make professional development more accessible.



Dashboards and Analytics

Dashboards give valuable insight into member engagement with content, events, and services — helping associations understand behavior through usage analytics, content interactions, and participation metrics.



Regular Updates

Your app benefits from continuous platform improvements, security enhancements, and new feature releases, ensuring the experience stays modern and up to date.

App Store Management

We manage your branded Apple App Store and Google Play listings, alongside the release and review process, keeping your app secure, updated, and running smoothly.



Dedicated Support

Our expert support team provides ongoing assistance, guidance, and platform support, helping your association get the most from your app long after launch.

Onboarding Experience

Introduce key features, services, and updates through a simple onboarding experience tailored to your members, helping users get value from the app from day one.



Single Sign-On

Allow members to log in using their existing website or AMS credentials, creating a seamless experience with secure access across your digital ecosystem.

Member Personalization

Tailor navigation, content, and recommendations based on member profiles, interests, and behavior so every user sees the most relevant experience.



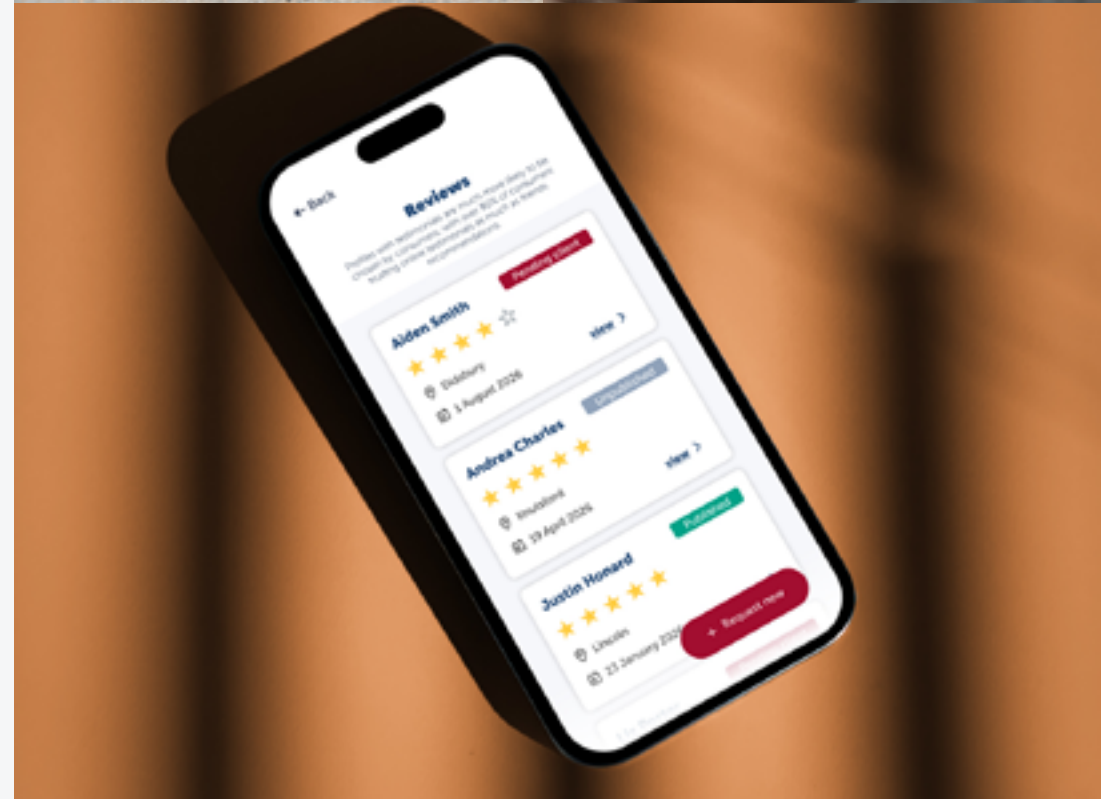
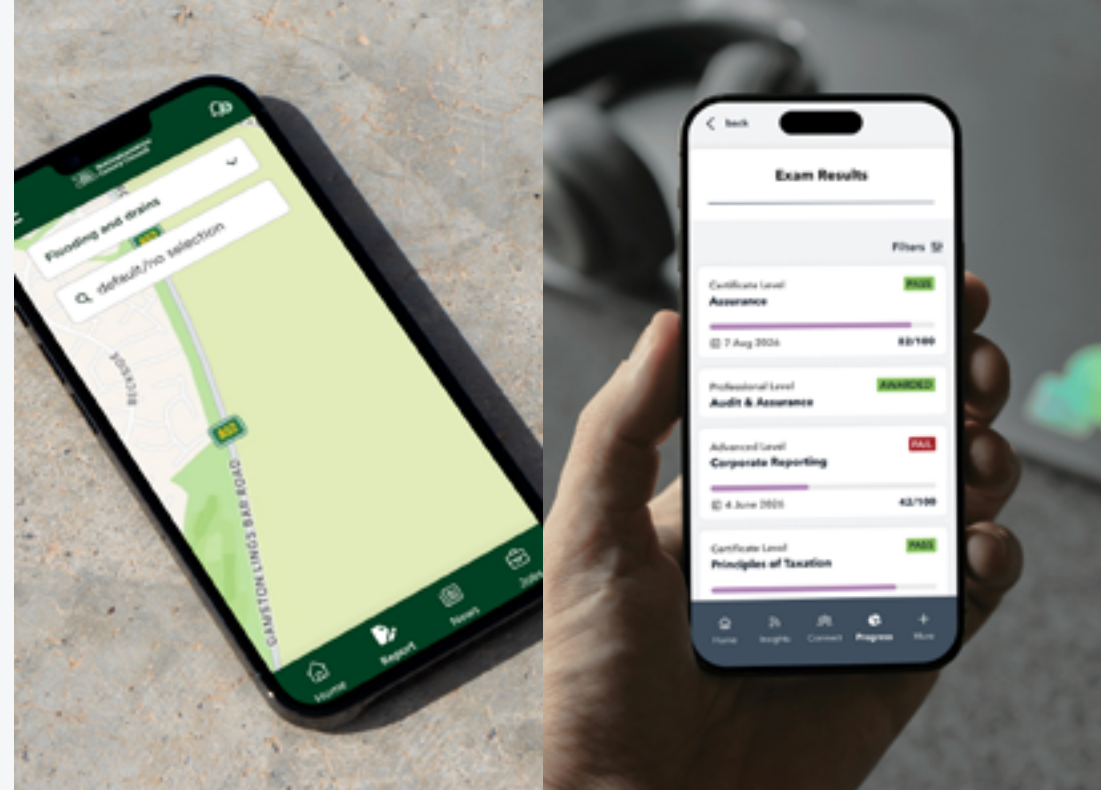
Your App. Your Advantages.

Blend your own killer app feature into a rich member experience.

Go beyond standard app functionality by introducing bespoke features tailored to your members, your services and your goals.

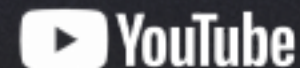
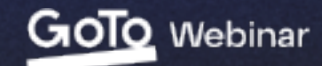
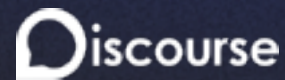
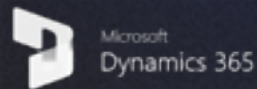
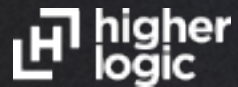
From unique member journeys and specialist tools to innovative new services, custom functionality can be blended seamlessly into the wider app experience, creating something truly distinctive for your association.

Because the most valuable member experience is the one that's built around what makes you different.



Our Integrations

AMS and SSO integrations come as standard, with discounts available where they are not required. The platform is pre-integrated with leading solutions used by associations in the US and internationally, while also supporting additional content feeds and canonical file sources. Its flexible architecture adapts to evolving tech stacks and future digital experience needs.



MemConnect™ Mobile App Design System

Flexible Brand Application

Achieve a fully branded experience without high costs of custom app design.

High-Impact Design, Low Effort

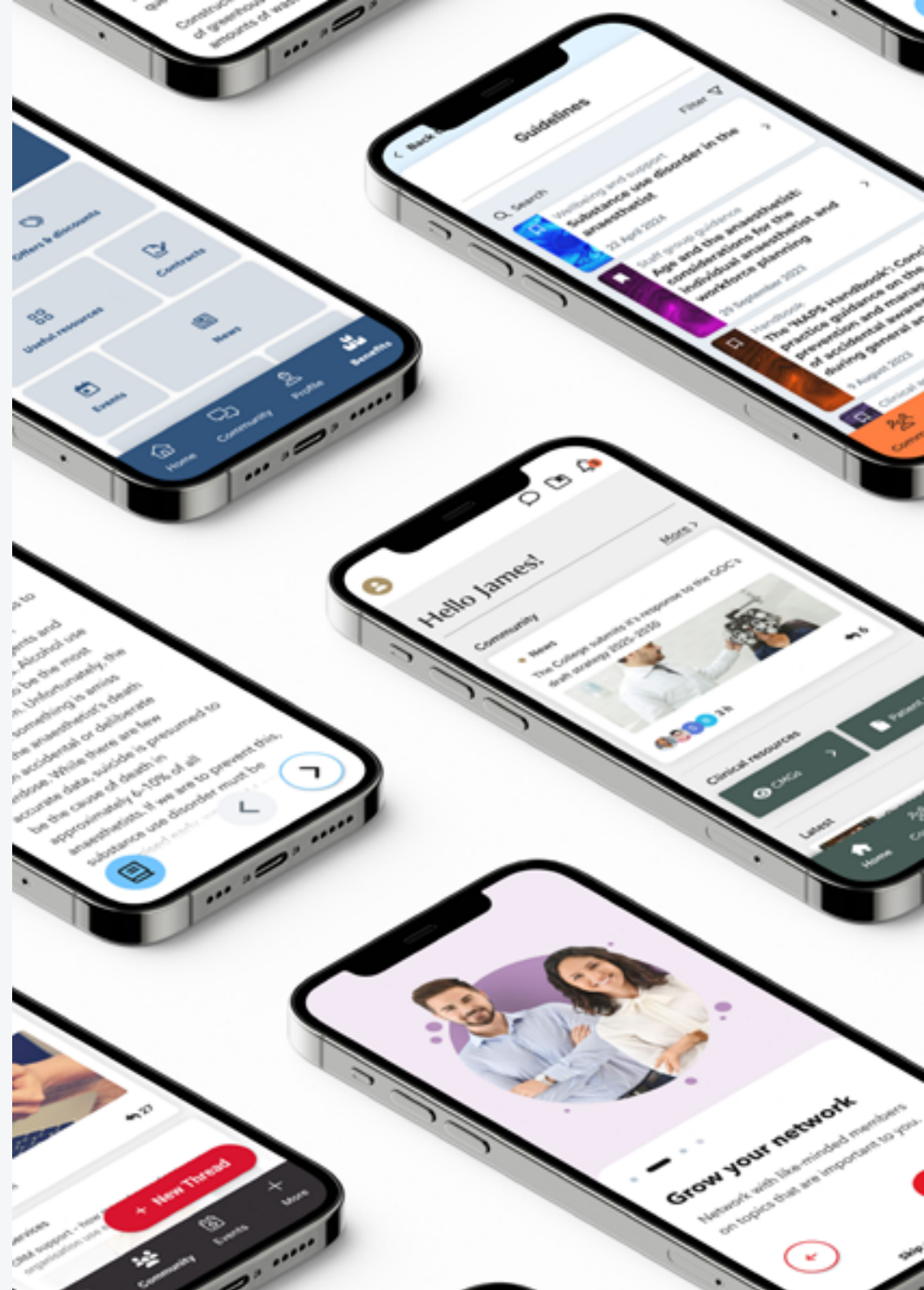
Easily shape key areas of the user experience – including landing pages, in-app prompts, and navigation – through powerful admin tools.

Accessibility as Standard

Rewarding rich brands while continuing to leverage the device native accessibility tools members already rely on.

Design Together

Our collaborative design approach is built for speed and clarity, enabling informed input from all stakeholders.



How the Cantarus Team Supports Your Mobile Platform

Launching a mobile app is only the beginning. The most successful member apps evolve over time as associations introduce new services, expand features and respond to changing member needs.

The wider Cantarus team works alongside associations to ensure their mobile platform continues to deliver value long after launch.

App Store Management and Release Support

Publishing a mobile app is about more than launch day. The Cantarus team manages the entire app store submission, approval and release process, working directly with Apple and Google on your behalf. New app versions are released every three weeks, with fully branded listings tailored to your association.

Ongoing Optimization and Platform Evolution

As member expectations change, digital platforms must adapt. MemConnect™ mobile apps are continually enhanced through regular platform updates and new features released across the client base, helping organizations benefit from ongoing innovation without the cost of starting from scratch.

When you're ready to go further, additional functionality and bespoke enhancements can be introduced to support new services, member experiences and organizational goals. This long-term approach ensures your mobile platform continues to grow alongside your association, delivering value to members today while remaining ready for tomorrow.



Case Studies

Membership organizations are already using the Cantarus MemConnect™ App, part of the Cantarus MemConnect™ ecosystem, to bring together content, services and community engagement into one accessible mobile experience.

Makaton

Bringing Makaton resources to members' fingertips

Designed to make Makaton easier to access and use, the app brings more than 45,000 approved signs, symbols and learning resources into one convenient place. Members can search the dictionary, save frequently used content, explore Sign of the Week and connect with the wider Makaton community from anywhere, anytime.



11,000+ downloads

and 50%+ active adoption among the membership base

4.5-star rating

on the Apple App Store.

Improved engagement:

Users report significant time savings and delight



"Cantarus delivered a mobile experience that brings together our resources, community, and membership services in a way that's intuitive and reliable, providing a central pillar of our long-term digital strategy."

- Stephen Hall, CEO, The Makaton Charity



Chartered Institute of Building

A smarter, connected future for CIOB members

Cantarus worked with CIOB to deliver a fully branded mobile app, CIOB Connect, using the Cantarus MemConnect™ App. The app unifies community, content, and services in one accessible place. With real-time news, CPD access, events, messaging, and personalization, CIOB now offers members greater value wherever they are.



18,000+ downloads to date

6,800 verified CIOB members using the app

Exceeded 20% member uptake target



“Our CIOB Connect app is now an important part of our multiple communication channels strategy for members and non-members alike. A hugely valuable tool that enables our community to have a one stop shop for news, events, CPD content, member discussion, policy updates, podcasts and searchable directories. The appetite for increased functionality doesn’t stop and we are committed to working alongside Cantarus to deliver even more content and further improvements in the user experience.”

– Kate Macbeth, Director of Marketing & Customer Experience, CIOB



Institute of Chartered Accountants in England and Wales

Transforming how finance professionals engage

The MyICAEW app puts finance professionals in control with instant access to CPD tracking, subscriptions, events, and industry insights. A single sign-on system ensures users can seamlessly interact with ICAEW's digital services, while tailored content recommendations keep members engaged with relevant updates and career-building opportunities.



High user satisfaction

Majority rated the app 4 out of 5 for experience.

Strong return rate

85% of users returned within the first 6 months.

Significant adoption

Surpassed 10,000 downloads, demonstrating widespread demand.



"We are thrilled with the outcome of the MyICAEW app so far! It has exceeded our targets for every single measure in its first year. Cantarus really understood our vision and the unique needs of our split audience. The intuitive interface and seamless integration have made the app an indispensable tool."

- Adam Thompson, Head of Digital Product & Experience at ICAEW



Federation of Master Builders

Powering the future of UK builders through digital innovation

Cantarus partnered with FMB to deliver an app rich with member benefits, content, and customizations yielding revenue for individual members. Integration with the web member directory yields automatic push notifications when a member has qualified for a bid. Invoice download and send from a personalized central repository also drives member utility and value.



5,000+ Active Users

Over 70% Engagement Rate

Enhanced access to industry news & legal support



"The new FMB member app has transformed the way members connect with the FMB. Since its launch, over 20% of our membership has downloaded the app, granting them easy access to a wealth of benefits. Members stay informed with real-time updates on job leads, events, industry news, and exclusive offers. They can also connect with fellow FMB members for advice and support, fostering a stronger sense of community. This innovative tool has not only streamlined processes but has also enriched the overall member experience."

- Federation of Master Builders



College of Optometrists

Empowering optometrists with on-demand clinical guidance

Optometrists need fast, reliable access to clinical guidance, even in environments where connectivity is limited. This app ensures key patient safety and ethical guidelines are always available offline, with smart bookmarking tools to keep essential references at hand. Designed for real-world use, it offers quick navigation and mobile-optimized readability.



High adoption rate

Achieved a 26% member adoption rate.

Positive user feedback

Maintained a 4.9-star average review across app stores.

Extensive reach

Surpassed 10,000 total downloads on iOS and Android platforms.



"Cantarus is professional to deal with and has adopted a flexible approach to delivering the first phase of an app that we hope will come to be recognised and valued by members as a leading membership benefit. I would recommend Cantarus to any organization considering building a member-facing app."

- Catherine Bithell, Director of Member Services & Communications at the College of Optometrists



Digital with Purpose. Experience that Matters.

We deliver extraordinary digital experiences that connect people, grow communities, and drive long-term success.

With over 20 years of experience, Cantarus is the trusted digital partner for ambitious brands and purpose-led organizations across membership, non-profit, public sector, education, retail, and commerce. We go beyond technology — helping clients modernize legacy systems, scale impact, and build deeper connections through:

- strategy-led, insight-driven digital platforms
- seamless, personalized user journeys
- accessible, inclusive design
- integrated ecosystems that unlock operational value

This approach is delivered through our Cantarus MemConnect™ ecosystem, designed specifically for organizations with a membership model.

And we don't stop at launch. From optimization to iteration, we stay close — ensuring every platform continues to evolve, perform and deliver measurable value over time.

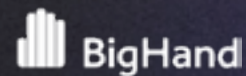
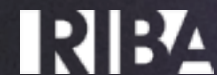
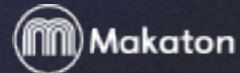
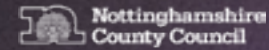
20+
years experience

100+
digital products

5+ million
members support

95%
client retention

Trusted by organizations including:



Our Services

We help ambitious membership organizations turn vision into reality — creating connected digital experiences that enhance every stage of the member journey, grow communities, and deliver measurable impact.

From strategy and design to technology and optimization, our expertise spans the full membership ecosystem.

By combining design excellence with data-driven insight and accessible innovation, we craft solutions that scale, adapt, and create lasting value — helping our clients transform how they serve their members and strengthen long-term engagement.

Together, these capabilities form the foundation of our services, empowering you to deliver extraordinary member experiences from end to end.

Web & App Engineering

We build enterprise-grade websites, mobile apps, and integrated platforms that form the backbone of your digital ecosystem — connecting systems, empowering users, and unlocking new opportunities for growth.

Support & Hosting

We strengthen your in-house team with dedicated website developer support from our world-class Client Success team, alongside flexible, secure hosting packages built to meet enterprise demands.

Online Community

We create secure, connected experiences by integrating Higher Logic communities across web and mobile, helping audiences engage, collaborate, and thrive through a seamless user experience.

Experience Design & Branding

We design experiences that are simple, beautiful, and effective, crafted with purpose to meet real user needs and deliver measurable value.

Consultancy

We bring deep sector expertise and an independent, agnostic mindset to every challenge, helping you make confident, informed decisions that accelerate your digital journey.

Content Marketing

We develop data-driven content strategies that unify your message, elevate visibility, and build stronger connections across your digital ecosystem.

Data & Insight

We turn data into clarity — helping organizations make smarter, evidence-based decisions that drive growth, engagement, and performance.

Digital Publications

We transform traditional publications into dynamic, accessible digital experiences across web and mobile — setting new standards for journals, magazines, and member content.

Further Insight and Guidance

Organizations exploring mobile engagement often want to understand how apps fit into a broader membership strategy. Cantarus regularly shares research, insights, and practical guidance to help organizations make informed decisions about their digital platforms.

Explore some of our latest resources:



The Ultimate Guide to Member Apps

A practical guide exploring how mobile apps support engagement, learning, and member services.



Why Associations Need a Year-Round Member App

How mobile platforms support continuous engagement beyond events and conferences.



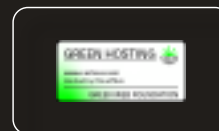
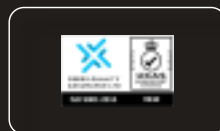
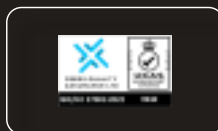
Bespoke vs product vs platform: How to choose the right model for your member app



What Member Conversations Reveal That Traditional Analytics Miss

How AI-driven conversations can reveal insights about member needs and experiences.

For more insights and resources, visit:
cantarus.com/insights



Digital with Purpose
Experience that Matters



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