

Synchronize Your AMS Data to Mailchimp

End your reliance on manual AMS exports. The Ricochet Mailchimp AMS Connector syncs **contact fields** and **activity tag categories** from your Association Management System directly into Mailchimp.

30

CONTACT FIELDS

4

ACTIVITY TAG CATEGORIES

0

MANUAL EXPORTS

SYNCHRONIZED CONTACT FIELDS

Turbocharge Lists and Personalization

Use contact fields to sharpen your SMS and email content and audience selection. The AMS Connector automatically maps these details straight from your AMS – eliminating manual exports and keeping your records perfectly updated.

Identity

5 FIELDS

First Name

Preferred Name

Last Name

Prefix

Suffix

Contact

10 FIELDS

Email Address

Mobile Phone

Office Phone

Address Line 1

Address Line 2

Address Line 3

City

State / Province

Postal Code

Country

Profession

3 FIELDS

Company Name

Job Title

Credentials (CPA, PMP, etc.)

Membership

6 FIELDS

Member Status

Member Type

Member Since Date

Member Expiration Date

Member Chapter

Member Auto-Renew

Demographics

3 FIELDS

Birth Date

Age

Gender

System

3 FIELDS

AMS Member ID

AMS Company ID

Last Updated Date

SYNCHRONIZED ACTIVITY TAGS

Promote Only to Non-Responders

Activity tags make sure you only promote to contacts who haven't already registered, purchased, or donated. The AMS Connector applies these labels based on your members' real-time actions, organizing your data across the following synchronization areas.

In-Person Events

Annual conferences, regional meetings and chapter gatherings.

Virtual Events

Educational webinars and online sessions.

Purchases

Digital downloads and merchandise.

Donations

Gifts and giving activity.