Wild Apricot First Update

Glenn Berry

December 3, 2025

Wild Apricot

A fully-supported commercial product that handles:

- Memberships
- Events and registrations
- E-newsletters
- Donations
- Sales of tickets and other products
- Volunteers
- Public and private online content

However, it does not handle:

- Email forwarding
- Online forms

Nature London Current Solution Set

WordPress website (Glenn Berry, Webmaster)
- Events and registrations
- Online forms for membership, donations, sales, surveys, data collection
- Public and private online content
- Email forwarding service

MS-Access database (Hugh Casbourn, Membership Database)
- Memberships and related reports

MailChimp (Ric Symmes, E-Newsletter Coordinator)
- E-newsletter

Reasons for Modernization

Hugh Casbourn and Ric Symmes are retiring.

The current solution uses scarce technical skills.

The current membership system uses:
- over $1,000 to mail forms, letters, and membership cards; and
- over 100 hours to transcribe data from forms and emails. ($2,000?)

The current solution requires hours of volunteer time to synchronize membership information.

The current website uses components from multiple companies, making troubleshooting very complex.

Pricing Worksheet (800 to 1000 members)

	Currently	MemberPress	MemberPlanet	NationBuilder	FindJoo	Wild Apricot
Cost Element						
Domains	60	60	60	60	60	60
Website + Email	159	400	159	159	159	159
Events + Registrations	238	238				
Email Handler	159	279				
Admin tools	40					
MailChimp	320	320				
Product		399	2100	1920	2400	2722
Total $US	976	1696	2319	2139	2619	2941
Est $Can	1,366	2,374	3,247	2,995	3,667	4,117

The actual cost during the first year will depend on discounts and unavoidable license renewals.
The current website will be retained for **email forwarding** and **online forms** (needed for data collection from Chimney Swift Monitoring and the Christmas Bird Count).
MemberPress requires a (more expensive) commercial-grade website service and high-capacity email service.
Mailing and transcription costs are not included in the above analysis.

Alternatives

Product Name	Est. Annual Cost	Limitations
MemberPress added to our WordPress website	$2374	Requires all current plugins (events, registrations, email) and a commercial-grade WordPress website. Deep knowledge of WordPress is required.
MemberPlanet	$3247	Lacks waiting lists and automatic reminder emails
NationBuilder used by LEN and TTLT	$2995	Optimized for volunteer and donation management, not events or registrations
Findjoo software and WordPress website supported by Findjoo	$3667	A set of WordPress components with a "shopping cart" registration feature and limited online documentation. Some knowledge of WordPress is required.
Wild Apricot used by OFO and TOC	$4117	Less customizable than WordPress

None of the above includes email forwarding or advanced online forms.

Personal Opinions about Wild Apricot

I will be able to do a better job faster with less stress.

Training my replacement will be simpler.

Wild Apricot's limitations are "guardrails" on me, but "training wheels" for my replacement.

---Glenn

Made in Canada?

Wild Apricot was developed in Canada and was initially owned by Canadians. It was so successful that a US company bought it. The programmers and support team are still in Canada.

No Canadian alternative can match Wild Apricot's features, documentation, and support.

Data Sovereignty

MemberPress and Findjoo can use domestic WordPress servers.

Wild Apricot stores data on US-based cloud servers.

This is likely true for many other organizations we all deal with.

The only essential information required by Wild Apricot is an email address. Members are free to supply fake names and PO box addresses if they wish to mask their identities.

Volunteers often exchange real names and phone numbers informally.

Field trip registration requires a phone number (for last-minute cancellations) and a contact number (for emergencies).