Mobilizing the Aviation Community

How ABS Increased Monthly Engagement by 70% with Clowder

OVERVIEW

The American Bonanza Society (ABS) supports over 10,000 members who own, maintain, or fly Beechcraft piston aircraft. As the largest general aviation type club, ABS provides education, safety resources, and a community for both pilots and mechanics. With a team of just five staff, they operate a dual-entity structure: a for-profit membership organization and a nonprofit safety foundation.

ABS manages membership, events, and training, delivering continuing education and fostering connections among a geographically dispersed aviation community.

PROBLEM

ABS relied on a single-use event app that only supported its annual convention. Staff spent significant time promoting the app each year, but once the event ended, member engagement with the app stopped entirely. There was no functionality or content to keep members returning, and the app offered no year-round value.

ABS also lacked a centralized platform for ongoing communication, community interaction, or real-time updates. As its membership began shifting to a more digitally engaged demographic, the organization had no scalable solution to support continuous connection, content sharing, or social engagement across its dispersed audience.

AT A GLANCE

INDUSTRY
Professional/Trade Association

SOLUTION
Clowder

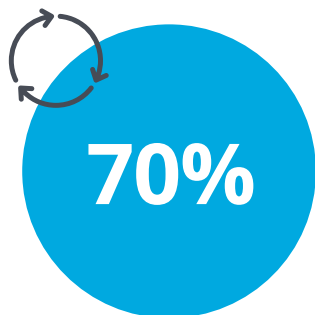**MEMBER SIZE**
10,000+

WEBSITE
bonanza.org

PARTNER

We now have a central place where members can connect, get updates, and interact - no more fragmented tools.

- Senior Director of Operations at ABS

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THE IMPACT

70%

Engagement Per Month

3,000

Monthly Users Within the First Year of Implementation

From One-Week Event Use to 24/7, Year-Round Engagement

SOLUTION

ABS replaced its single-use event app for Clowder, a year-round mobile platform. Members now access news, event details, and a member-generated feed in one place. The app supports continuous engagement, allowing pilots and mechanics to share photos, ask questions, and stay connected.

ABS uses Clowder's push notifications to deliver timely updates, including renewals. Adoption reached nearly 3,000 users in the first year. The platform helped ABS engage younger members accustomed to social networking and provided a scalable way to connect a geographically dispersed community.

✓ **Delivers timely updates** using push notifications, including membership renewal reminders.

✓ **Engages younger members** with a mobile experience aligned with social media habits.

✓ **Centralizes access** to news, events, and community features in one platform.

✓ **Strengthens member connections** across a geographically dispersed aviation community.

> *We didn't just need another event app - we needed something that would support community, communication, and visibility. Clowder has given us something we've never really gotten to see - members sharing what their lives look like in this aviation space.*
>
> - Senior Director of Operations at ABS

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