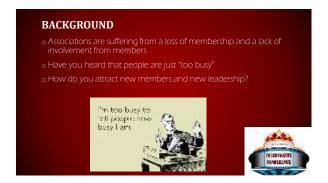


"We are who we choose to be."

-Green Goblin,
from Spider-Man



## THE MAKING OF A DOMINANT ASSOCIATION "Prosperity tries the fortunate, adversity the great" Rose F. Kennedy The goal is to build your association into a dominant, membership-attracting, revenue-generating organization, standing out from others as the best in the industry Niche Culture Dues Focus Involvement

## STARTING POINT What does your association do? - Younger generations are your toughest consumers They want to be inspired Focus on your message - Does your organization connect business? - Does your organization bring in \$25,000 in business per member/year



## EMBRACING CHANGE "When you are finished changing, you are finished" - Benjamin Franklin Focus on the future, anticipate change Making Change – denial, fear, acceptance, embracing Association life expectancy - Calculate your referention rate, run past 5 years and determine your rate. - Calculate your association's loss rate - Calculate your turnover Membership turnover Membership turnover - Where does brain drain impact you? - How do you account for the loss of baby boomers? - Succession planning, score your board, 1 likely to stay 6 years, 5 gone within a year.

### OFFER BETTER BENEFITS Do you nickel and dime members? Do you charge for stuff that should be a true benefit? When you bring in young members

# OFFER BETTER BENEFITS Associations that are struggling fall into categories Scrooge associations Inickel and diming associations – everything has a cost Diminishing returns to members Milk associations Why buy the cow when you can just buy the milk Are you giving away your main assets Antique Associations They had a niche, but may not be relevant Do you do things that are no longer relevant?

- Most have excelled at baby boomers, governed by baby boomers, but struggle as they get to new generations of leaders, members, and volunteers.

- What do the under 45 crowd want?



### WHAT GEN X AND BEYOND WANT



### WHAT GEN X AND BEYOND WANT

- Video or audio of programs
   Podcasts featuring case studies
   Mentoring programs
   Round table small guided programs
   Self guided certification

- Opportunity to make a difference
   When on the board, the need to make a difference
   Organize service activities



## FURTHERING YOUR REACH "The future belongs to those who prepare for it today" -Malcolm X oCreate solutions, make it easy to generate ideas and create alternatives oEncourage feedback oBe inclusive – would someone describe you as a clique? oWhat is your market potential?

## BUILDING ONLINE COMMUNITIES Can you tango on Twitter? You have an audience there. Do you have an online leader? Give up control, you can't control content Find an expert Determine your mission Tell you story Be timely Engage your audience Use your influence Keep working Just do it

### BUILDING A NEXT CENTURY ASSOCIATION Focus, define, with clarity your associations reason for being a niche Why does it exist? What makes it unique? What does it need to best serve its purpose? Cut out any unnecessary effort, expense, or program Goal Setting Day to day operations are one thing, what are your goals? Where should you be in 5 years? There are no right or wrong answers

### BUILDING A NEXT CENTURY ASSOCIATION Marketing If you want to sell more memberships, you need to know who benefits Better to be of value to a few people, than everything to everyone Four step process What differentiates you from the competition Determine your guarantee, what happens if you don't deliver your goals (Identity your core benefits - step by step for how you work) Determine your target market

### BUILDING A NEXT CENTURY ASSOCIATION Troubleshooting Identify obstacles to growth and potential solutions for overcoming those obstacles Beclining value, outdated member benefits, outdated technology, aging membership, describing revenue Revamp dues structure, introduce new technology, target younger audiences, eliminate negative influences Ask your leadership team to think of the obstacles, concerns, and opportunities Discuss the real reason you have aging membership or declining revenues for a reason, what are those? Discuss solutions, which may require an outside facilitator

### BUILDING INTO THE NEXT CENTURY • Targeted progress - What is the timeline for implementation and strategy? • What must get done this year? • Determine - Recention - Recruting - Revenue - Profit • What are goals for pert year.

SIX KEY POINTS	
☐ Understand what your members want and need	
■ Develop member benefits that solve the problems of your targeted audiences	
Assess the costs to provide those benefits and get rid of anything that doesn't provide a benefit	
Put a membership model in place that both aligns with the way your audience wants to pay to have their problems solved and makes it easy for your offering to sell	_
Test the offerings and revenue models with members and non-members – adjust accordingly	<u> </u>
Repeat (GDM-GTT)	_

