

MASAE Demon Exchange

January 28, 2010

Summary of Ideas and Suggestions



Online Reference Library at

www.midatlantic-sae.org

Membership

Creating Membership Development Plan

Programs, Products and Services

Better Evaluations

Association Endorsements:

The Current State of the Tax Law

Endorsements & Licensing:

Minimizing Your Association's Legal Liability

Corporate Sponsorship: The Final Regulations

Association Hotel Contracts: Steering Clear of the

Common Legal Hazards



Top Challenges

- #1 Increasing Membership**
- #2 Marketing the Association**
- #3 Retaining Members**
- #4 Working with the Board of Directors**
- #5 Keeping Costs Down and Identifying Appropriate Technology for Supporting the Association.**



Top Challenges of Attendees

- Struggling with basic economic conditions
- Focus on retention – increasing member value (more for their dues dollars)
- New and creative value-added programs for members
- Identifying alternative sources of funds and program opportunities to help members meet their certification needs
- Share the burden with association clients from associate member perspective
- Meeting legislative and regulatory initiatives while increasing membership



Summary of Ideas

- Reaching next generation of members with communication tools they utilize
- Helping associations communicate better with members
- Focusing on brand issues
- Be on same page as members by bringing services and benefits in-line with members' needs.

Membership Recruitment & Retention Ideas

- Rework marketing materials to focus on member needs rather than what association is all about.
- Prospective member databases are very difficult to update and maintain. Find “one-stop” database software system.
- Leadership endorsements and leverage are key to recruitment and retention.
- Member to member campaigns still work.
- What is the decision/reason to join? Make sure you know this for all levels of membership.



Member Recruitment Ideas:

- Identify affinity programs that save members “real” money
- Add incentives to renew.
- Reach out to schools – MASAE could do this

Retention Ideas:

1. Focus on loyalty of senior association members.
profession
2. Provide hardship policies to keep members in at reduced costs.
3. Create a mentor program to engage next level of contacts.
4. Use interns to assist in member retention calls or data management.

Working with Volunteers

- Consistent messages with all
- Focused work for board v. committees
- Balance between strategic v. tactical issues
- Keeping flow of committee work moving forward
- Giving volunteers opportunity to succeed and achieve goals for association
- Longevity of board/committee members. What's reasonable for strategic goals for association?
- Provide balance of new and old on committees/board.
- One time tasks – get involvement on finite project and then publicize this.



Association Branding & Marketing

- Do not confuse mission statement with brand identification.
- Use outside resources for a different perspective on your brand image.
- Be committed to go the distance to figure out or change brand perception.
- Understand the image v. reality of your brand.
- Focus on what association is perceived to be – what you do best.

Database Management

- Information is lost, duplicate entries, numerous people Working with databases can be confusing and frustrating. Designate one person to handle all updates.
- One database source for all operations.