



MEMBERSHIP GROWTH ASSISTANCE

PURPOSE: To help you develop strategies and activities that attract and engage more members.

Most membership organizations rely on member dues revenue to help drive their strategic objectives. However, far too often, membership numbers decline over time. At FirstPoint Management Resources, we offer solutions to help your organization grow - and retain - more members.

We start with an in-depth research process that reveals what's impeding success and identifies your true market potential. Then we help you turn research into action via the delivery of comprehensive market analysis and plan that will help grow your organization and your budget.

The membership consulting services we offer include:

- Research of your organization's core perceived value, (member and potential member perceptions,) and analysis of that data
- Environmental scan that includes brand awareness and market dynamics/trends
- SWOT analysis/competitive positioning in the marketplace
- Identification of your unique value proposition
- Strategy for positioning your organization ahead of the competition
- Identification of tactics, marketing channels, strategic messaging and measurement

Membership is critical to the success nonprofit trade associations and professional societies. It must integrate with other association programs that help drive the value proposition and retain members.

Special Offer: Membership Oral History Call

Sometimes it's helpful to share the history of membership growth with an informed listener. If your organization has membership challenges, spend an hour with Laura to talk about your history.

- Review how your membership has changed over time
- Identify key milestones seemed to impact growth
- Discuss what kinds of competitors challenge you in the marketplace
- Talk about other environmental factors have impacted membership
- And review your value proposition and whether it has changed or needs to

We'll share anything that jumps off the page and provide some feedback.

Membership Consultant



Laura Nakoneczny, CAE, IOM, is a Senior Account Manager for FirstPoint Management Resources. She is the Executive Director of the International Epidemiological Association and the National Organization for Research Development Professionals. She served on the staff of the North Carolina Press Association, the NC Turfgrass Council, and the Precision Metalforming Association. She has more than 3 decades of association management experience and especially skilled in membership database management Laura is based in Cleveland, Ohio.