

Webinar Q&A:

5 Tips for Maximizing Non-Dues Revenue from Your Communications Vehicles

Q: In regards to non-dues revenue from members, do you recommend including event tickets for our major events in the membership price or excluding them for members to purchase at their discretion?

A: What makes sense for one event – or even for one member – may not make sense for another. In short, you need to find out what your member and supplier (i.e., exhibitors and sponsors) communities want, and then weigh their wants and needs against the goals and objectives of the association to determine the best approach. To learn more about how to develop an effective non-dues revenue strategy, [contact us](#) today.

Q: Are there any tips on how to increase member use of programs once you have them in place, e.g. affinity programs?

A: To increase your likelihood of success, you'll want to create an integrated marketing and communications program to increase awareness and engagement. According to our [2015 Communications Benchmarking Report](#), about 40 percent of associations feel their member engagement could be improved by integrating key messaging consistently across all channels. It's also important to create benchmarks and make sure you have the proper tools and processes in place to effectively measure how each of your tactics is performing so you can make the necessary adjustments along the way. For the best results, consider utilizing a content strategist to oversee the content strategy, creation, distribution and measurement of your integrated marketing and member communications program. With one person owning this process, you'll be in a better position to strategically push content through the appropriate media channels and should see an increase in overall market awareness.

Q: Our advertising products are sold by two different vendors, so creating a cross-media package for more effective selling isn't an option. Any other ideas on how to achieve similar results given the circumstances?

A: We suggest consolidating sales under one vendor if possible to provide advertisers with a better customer experience. If this is not an option, you can offer a discount to your sponsors and members who advertise, but it will need to be managed independently by each vendor.

Q: Any tips for smaller associations whose primary event sales person wears several hats (e.g., event planner and promotions)?

A: One way to increase efficiency of booth sales is to have an on-site renewal program. High-performing associations can book 60 to 80 percent of next year's exhibit space during their current

show, and on-site exhibit renewals are great for relationship building and financial forecasting, not just for revenue. For more details, check out the [full article from associationadviser.com](#).

Q: What is your advice for an association just starting to move into non-dues sales?

A: Do your homework! You need to understand the expectations of your members and potential advertisers, which can be discovered through a [communications gap analysis](#). You'll also want to conduct competitive research to identify who your competitors are and how they price their products. Finally, we recommend that you consult with some third-party vendors who are experts in advertising sales (preferably within the market you serve) in order to determine if it's something you want to tackle on your own, or whether you'd be better served by having a partner to drive the desired revenue.

If you have further questions, please contact Jon Meurlott at JMeurlot@naylor.com or Laura Taylor at letaylor@naylor.com.

Please note that the answers contained in this document reflect the views of Naylor Association Solutions, and are not necessarily the same views held by all industry professionals.



February 2016