

# Communicating the Value of Membership

Live Webinar w/ Beth Brodovsky

Thursday, October 6, 2022 | 11:00 am CT





**Grow Faster**  
**Association Management Software**



**BUILT-IN MARKETING AUTOMATION  
& SALES FUNNEL MANAGEMENT**

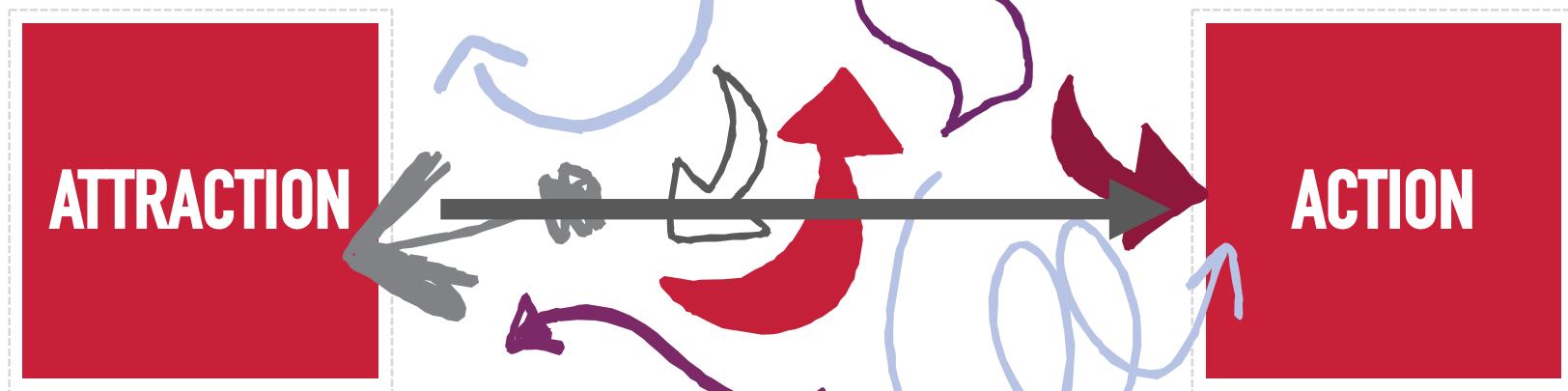
**GET A 1-TO-1 DEMO**

**VIEW A PRODUCT TOUR**



## You Will Receive:

- Today's Webinar Recording
- CAE Credit Certificate



If you keep making withdrawals  
without making any deposits,  
you'll eventually hit zero.

*Anne Samoilov*

# COMMON MARKETING CYCLE



The problem with marketing  
is content not frequency –  
It's too much **conversion** and  
not enough **conversation**.

# CONVERSION MARKETING

- Direct Sales
- Action Focused
- Transactional
- Outcome Driven

**VS**

# RELATIONSHIP MARKETING

- Awareness
- Value
- Engagement
- Responsive

CONVERSION  
MARKETING

PUSH

RELATIONSHIP  
MARKETING

PULL

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# HEALTHY MARKETING CYCLE



**YOUR GOAL IS TO  
MOVE YOUR AUDIENCE  
FROM INFORMATION  
RECIPIENT**



**TO ENGAGED  
ACTION-TAKER**

# TOP VS BOTTOM OF THE FUNNEL



AWARENESS

Becoming  
informed/educated

RELATIONSHIP

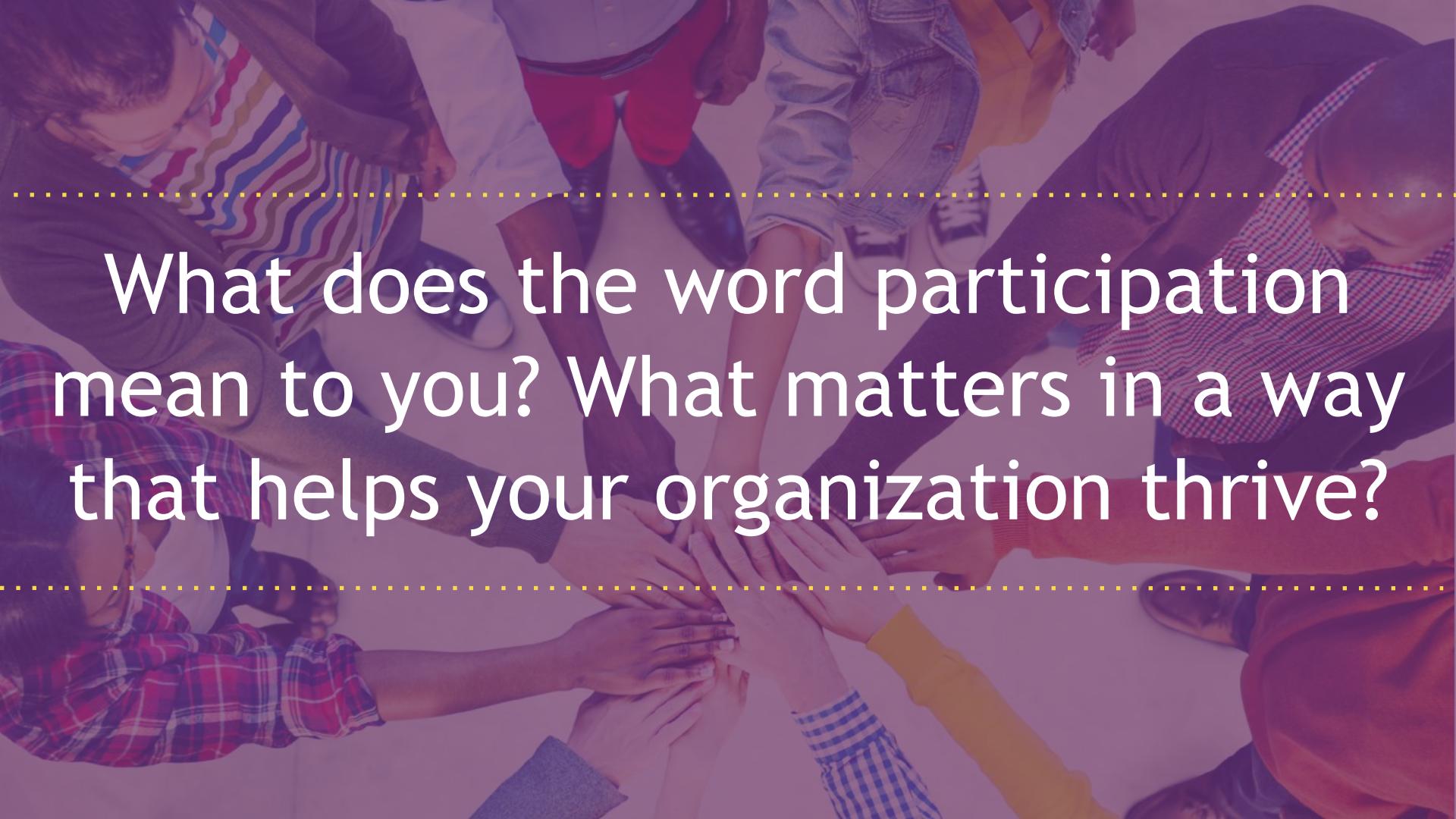
developing an emotional  
response or connection

CONVERSION

Taking a desired action

# MAP YOUR CYCLE: Identify peaks and valleys

ASK	July	August	September	October	November	December	January	February	March	April	May	June
THANK	Post- Fiscal year end Thanking Donors email w/ video, sometimes print	Back to School Mailing Soft Ask	Fall Appeal mailing F/U email	Thankful Appeal – Email appeal. Focused on Parent Participation. Matches for classes	GivingTuesday - social + email to nongivers End of calendar year emails. Phone outreach to regular givers who have not given	Letter to show what you gave in calendar year - for tax purposes Happy new year email (sometimes)				LYBUNT Mailing	Alumni match or challenge- email	
RELATIONSHIP BUILDING		TY email to givers	Online automated thank you Receipt letter (mail) Depending on gift Email from Karen or letter from Larry	TY - online receipt, letter from Whitney TY video. Last year used Teacher					EOY to parents- mailing TY - online receipt, letter from Whitney Depending on gift email from Karen or letter from Larry	TY - online receipt, letter from Whitney Depending on gift email from Karen or letter from Larry		
SILENT									Planning Info Gather SM Post Schedule SM Post Upload	Email Invite Day of Giving HoH Videos - Alumni TY HoH Personal Calls online receipt	TY card mailed	
IMPACT				Invite HC for an outdoor tour HC mailing - ASK	F/U letter w/ calls or emails Pledge reminders				Pledge Reminders	Harley Circle Celebration - Canceled Pledge Reminders	Harley Circle Town Hall - connecting and info sharing Pledge Reminders	
Planning Begins - Look, Theme, Vendors Confirmed Co-Chair Search	Committee Begins Meeting	Matching Gift Solicitation	Sponsorship Solicitation	Sponsorship Solicitation	Sponsorship Solicitation Live Auction Solicitation	Sponsorship Solicitation Live Auction Solicitation Ticket Sales Open Invites Mailed	BLAST - Cancelled Sponsorship and Ticket Sales moved to HoH DoG					
Reunion Outreach Contact class agents find out what they are interested in. Get them excited	Alumni e-Newsletter	Alumni e-Newsletter	Alumni e-Newsletter	Alumni e-Newsletter Candlelight Reception (TBD) May invite to watch ceremony	Alumni e-Newsletter Alumni Event in Brooklyn (canceled for Covid)	Alumni e-Newsletter	Alumni e-Newsletter Boulder Trip - Cancelled Seattle Trip - Cancelled LA Trip - Cancelled	Alumni e-Newsletter	Alumni e-Newsletter	Alumni e-Newsletter	Alumni e-Newsletter Reunion - Rescheduled for 20/21	
				Get the HF mailing					HOH Videos - Alumni TY HOH Personal Calls		Harley Fund Challenge	

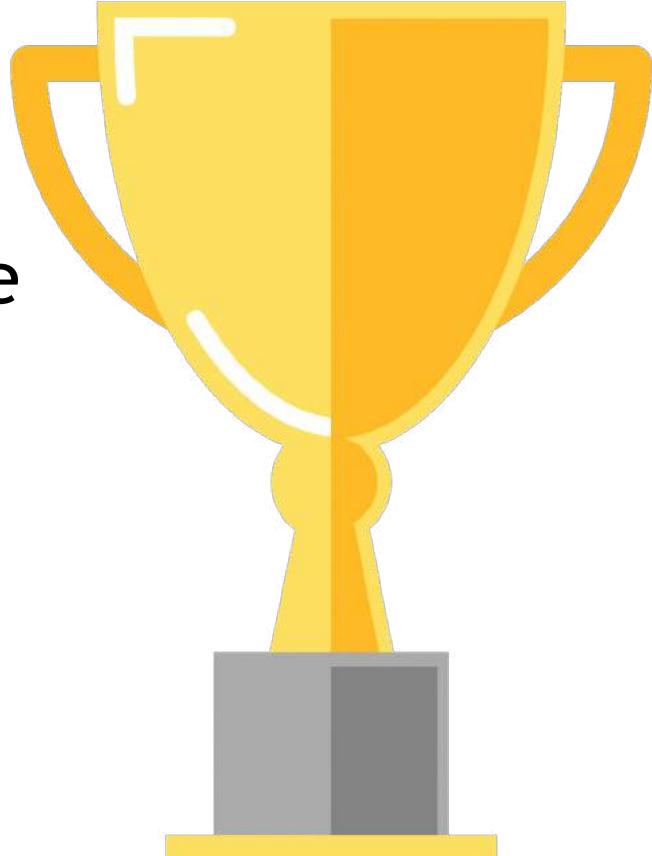
A photograph showing a group of diverse people from various ethnicities and ages holding hands in a circle. They are all smiling and looking towards the center of the circle. The background is a plain, light-colored wall.

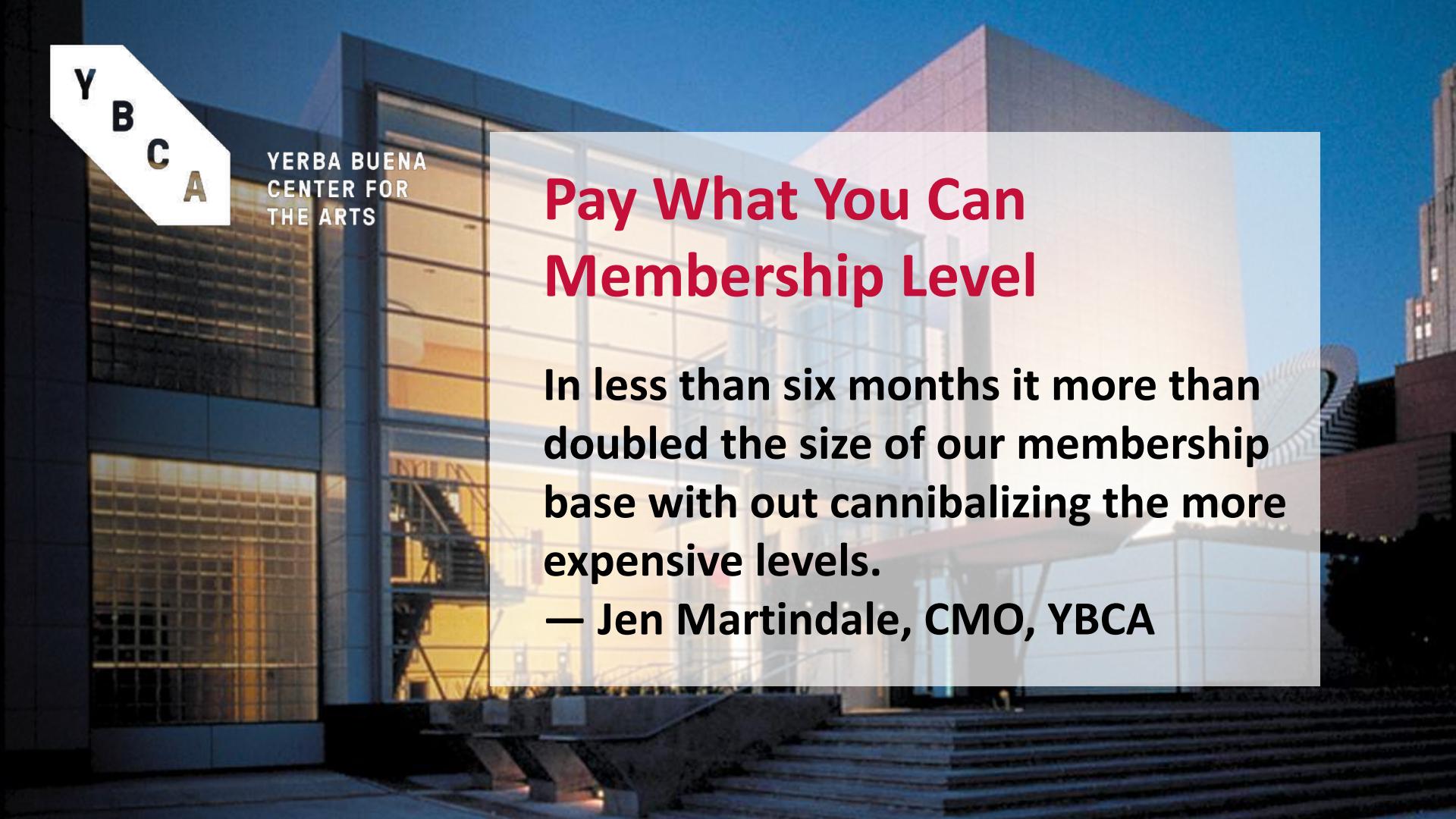
What does the word participation mean to you? What matters in a way that helps your organization thrive?



# 1 LEADERSHIP BUY-IN

If you want people to value membership, you need to rally your community around **SHARED VALUES** and become their **CHAMPION**.





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A

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CENTER FOR  
THE ARTS

## Pay What You Can Membership Level

In less than six months it more than doubled the size of our membership base with out cannibalizing the more expensive levels.

— Jen Martindale, CMO, YBCA

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**KNOW YOUR AUDIENCE**

# WHO ARE YOUR AUDIENCES?



# UPON WHOM IS YOUR FUTURE DEPENDENT?

– Cynthia Round, Former EVP Brand Strategy, United Way Worldwide,  
Creator of the LIVE UNITED campaign

# HOW TO CHOOSE?

LOVERS

LIKERS

HATERS

UNAWARE

# HOW TO CHOOSE?

LOVERS

LIKERS

HATERS

UNAWARE

HATERS and OUTLIERS

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UNAWARE

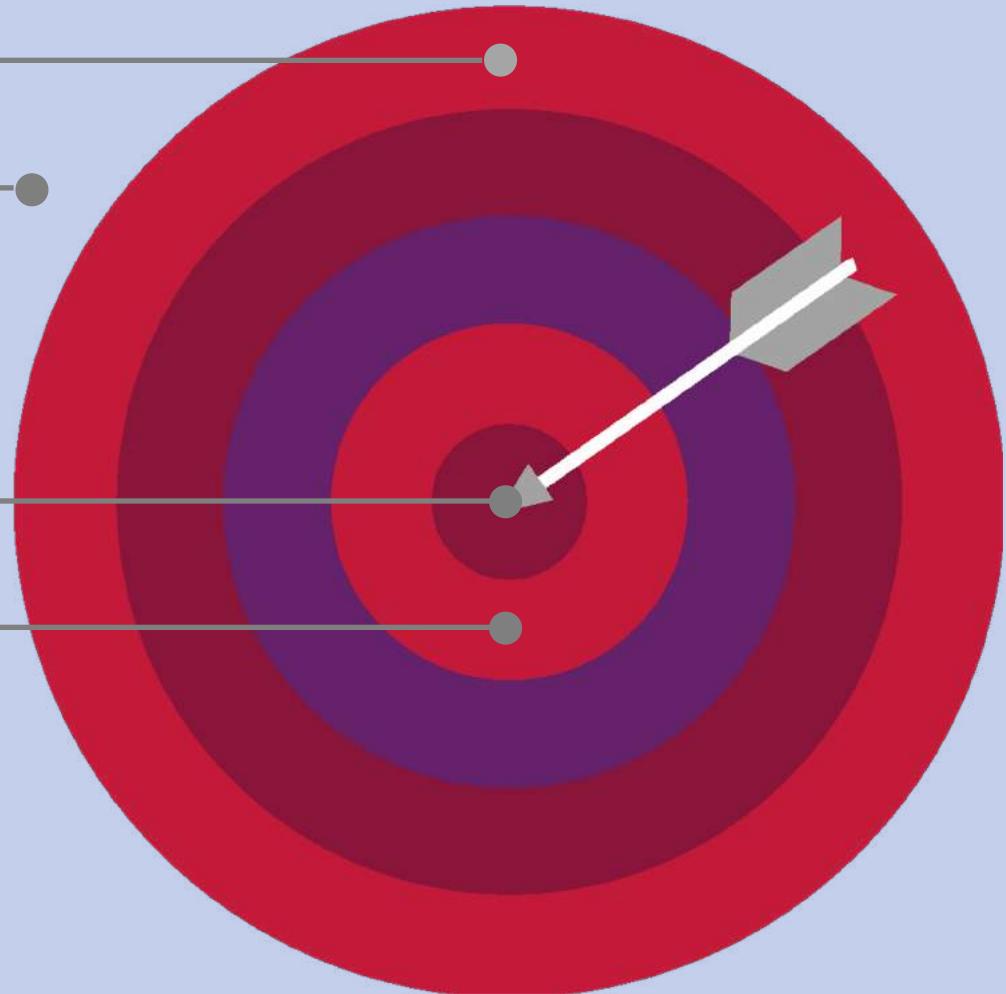
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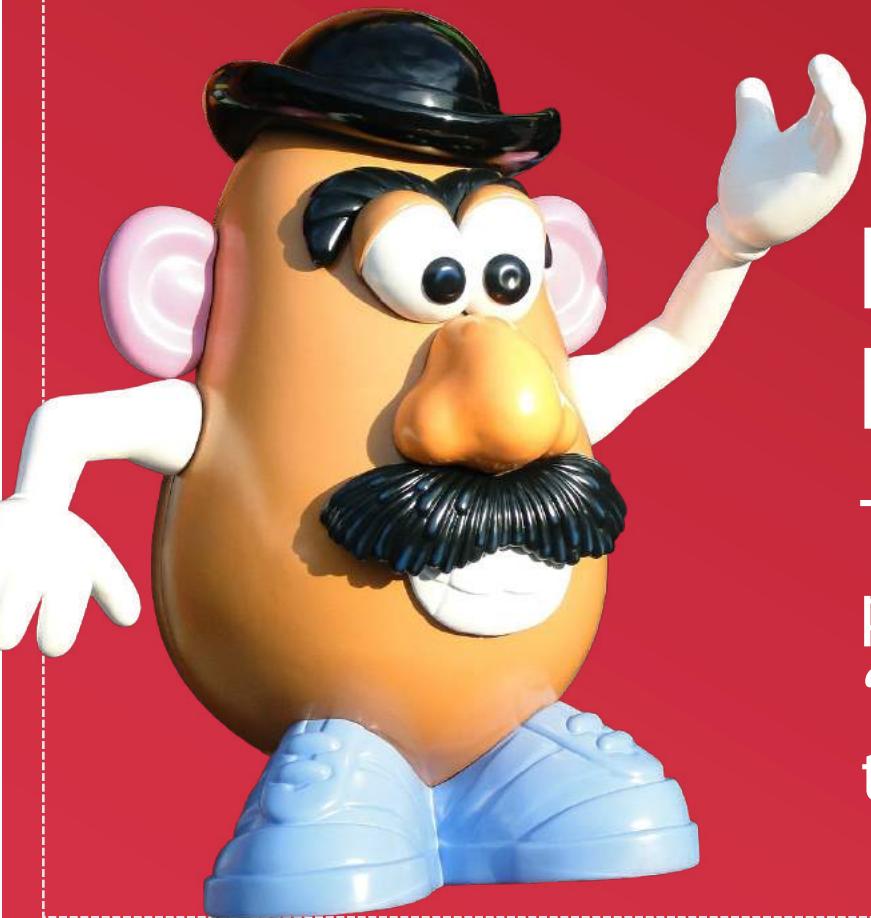
LOVERS

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LIKERS

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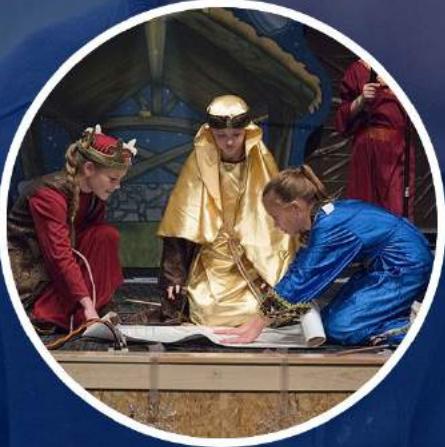




## FIND AND KEEP THE PERFECT PEOPLE

The more people you try to please the more you “genericize” your message, the more you miss the target.

# GETTING FOCUSED GETS RESULTS



CHRISTIAN

*Biblical Worldview*

BEAT THE GOAL BY  
**100**  
NEW STUDENTS

*Historic, Proven Educational system*

COLLABORATIVE

*Parents are active, vital partners*





# 3 BE THE FACILITATOR

# WHAT DOES IT MEAN TO BE MEMBER-CENTRIC?

It's not about you. It's about how you can help people reach their dreams.

Become the conduit through which people find what they are looking for.

Look for **WE**, **US**, and **OUR** in your copy and change it to **YOU**



As a member of **SCTE-ISBE** you have access to everything you need to keep learning at the speed of innovation throughout your career.



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How do we get people to **WANT**  
to do what we want them to do?

— *Everyone Ever*

# 4 EMBRACE COLLABORATION



**COLLABORATION** brings together a powerful group of people all working toward similar goals...this multiplies everyone's effectiveness exponentially.



## Audiences

- Local community leaders
- People who work on environmental issues (green teams)
- Attendees of other environmental groups
- Local residents in Narragansett & Ocean City
- Summer villa visitors/wealthy visitors
- Restaurant associations
- Retail associations/grocery associations
- Chamber of Commerce
- Educators
- People w/ local fishing permits
- People who touch the water (boaters/boating stuff)
- Youth sailing groups
- Individual service programs
- Marine charter schools (MATES)
- Religious/ private schools
- Colleges (sustainability programs)
- Local restaurants (COA)
- Market owners
- People w/ expendable incomes (before + after COA)
- County parks
- Mass Audubon/Nature/Water/Walking programs
- Conservation/operating vehicles
- Narragansett State Survey/Assessment
- RI Dept of Env. Resources

# BUILD YOUR SHARED VISION INSIDE & OUT

Gather insight from key stakeholders, lovers and likers



# TURNING “RARE” INTO “DISTINCTIVE”

## The Histiocytosis Association of America

Members only wanted to give to fund research. They didn't value the relationship among the organization's services.

Competitors were beginning to draw money away from the Association.

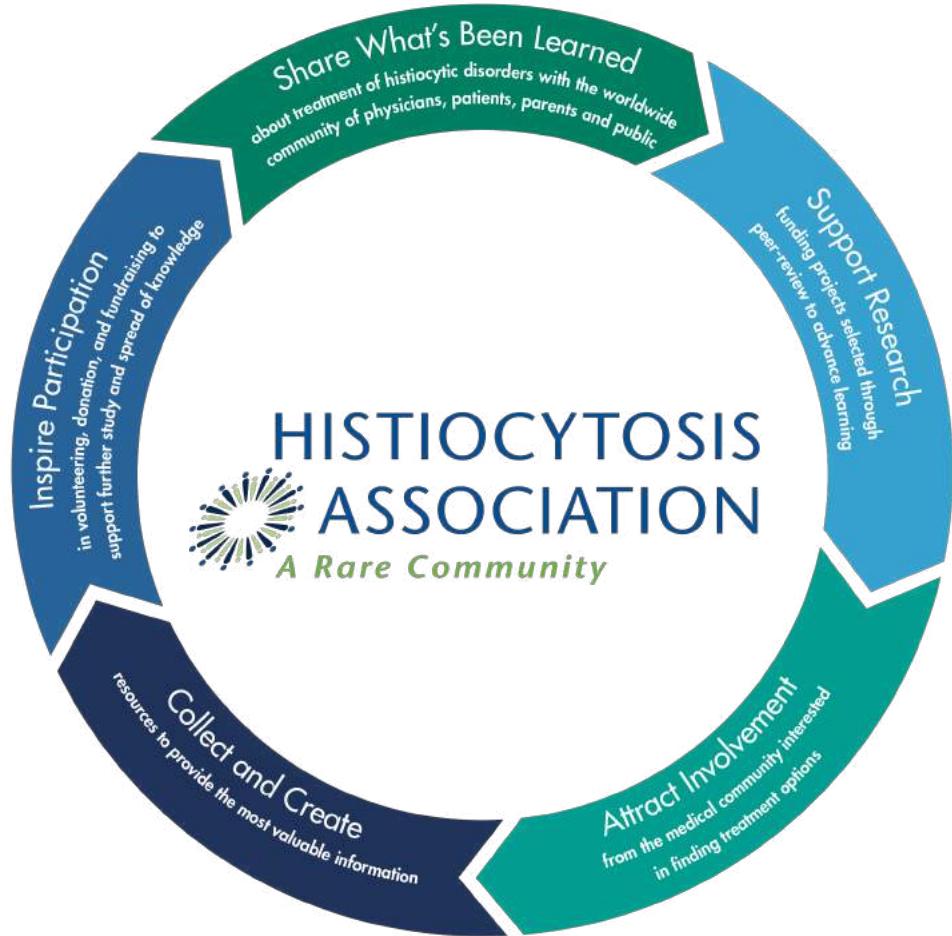


# REBRAND

## Histiocytosis Association

### POSITIONING STATEMENT:

The only place where patients and practitioners come together to fund and find a cure.

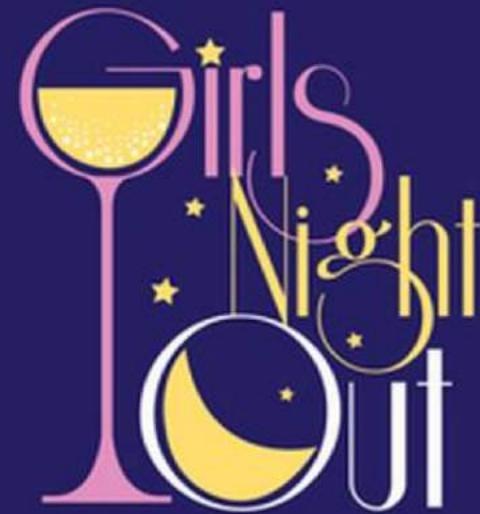


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# DELIVER ON EXPERIENCE

# *somerville main events*

movies, music and much, much more!



**50%**

**INCREASE IN  
PARTICIPATION**

Do you have a retention rate of at least 60-75%?

Do your events and programs sell out quickly?

Are your inquiries coming from the perfect people?

If not, then your message  
isn't driving participation...

A new logo, website or  
program won't fix that.

# THE 5 SHIFTS

That turn engagement into action

1. LEADERSHIP BUY-IN
2. KNOW YOUR AUDIENCE
3. BE THE FACILITATOR
4. EMBRACE COLLABORATION
5. DELIVER AN EXPERIENCE

**SHIFT YOUR THINKING BEFORE  
SHIFTING YOUR TACTICS**

# QUESTIONS?

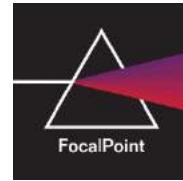


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