

Communicating the Value of Membership

Live Webinar w/ Beth Brodovsky

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



For Association &
Chamber Pros





Grow Faster Association Management Software

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

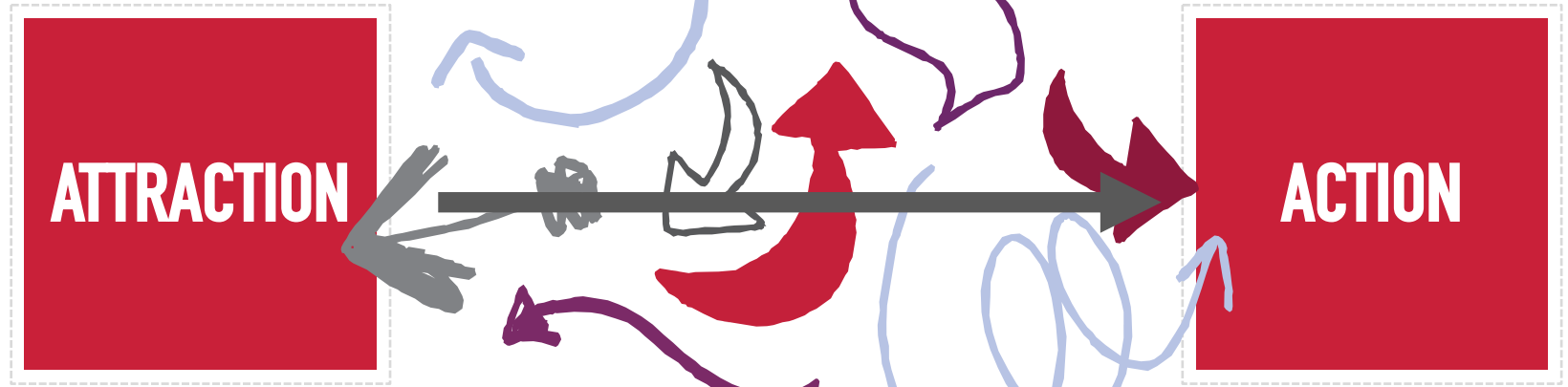
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If you keep making withdrawals
without making any deposits,
you'll eventually hit zero.

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

**B
A
L
A
N
C
E**

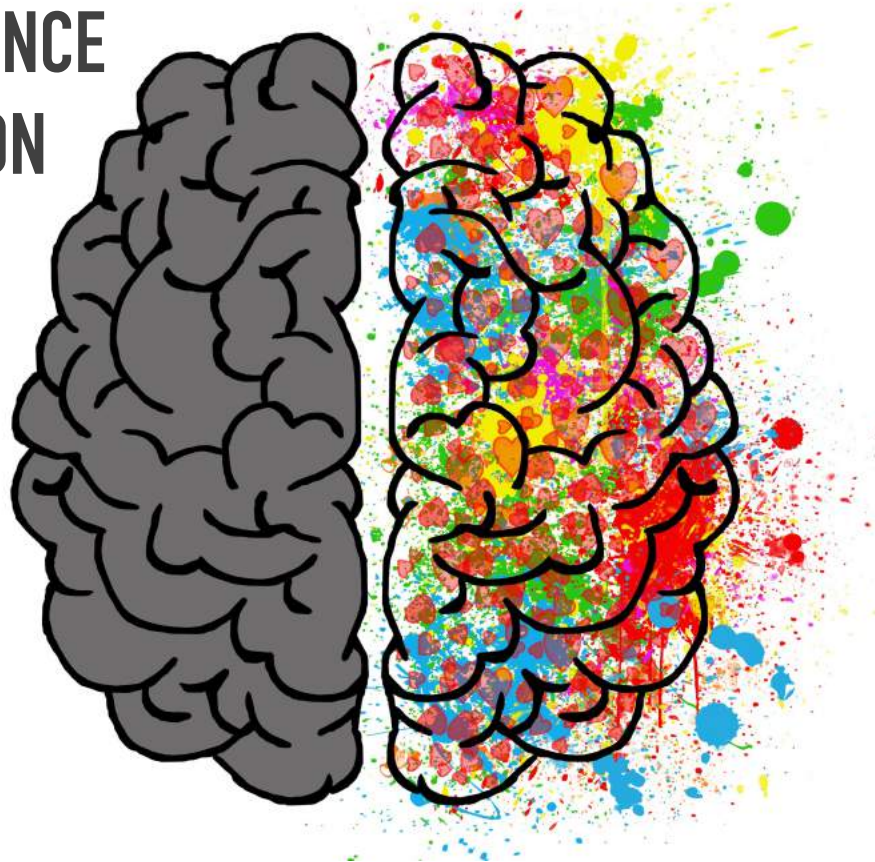
**RELATIONSHIP
MARKETING**

PULL

HEALTHY MARKETING CYCLE



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



**TO ENGAGED
ACTION-TAKER**

TOP VS BOTTOM OF THE FUNNEL

KNOW

AWARENESS

Becoming
informed/educated

FEEL

RELATIONSHIP

developing an emotional
response or connection

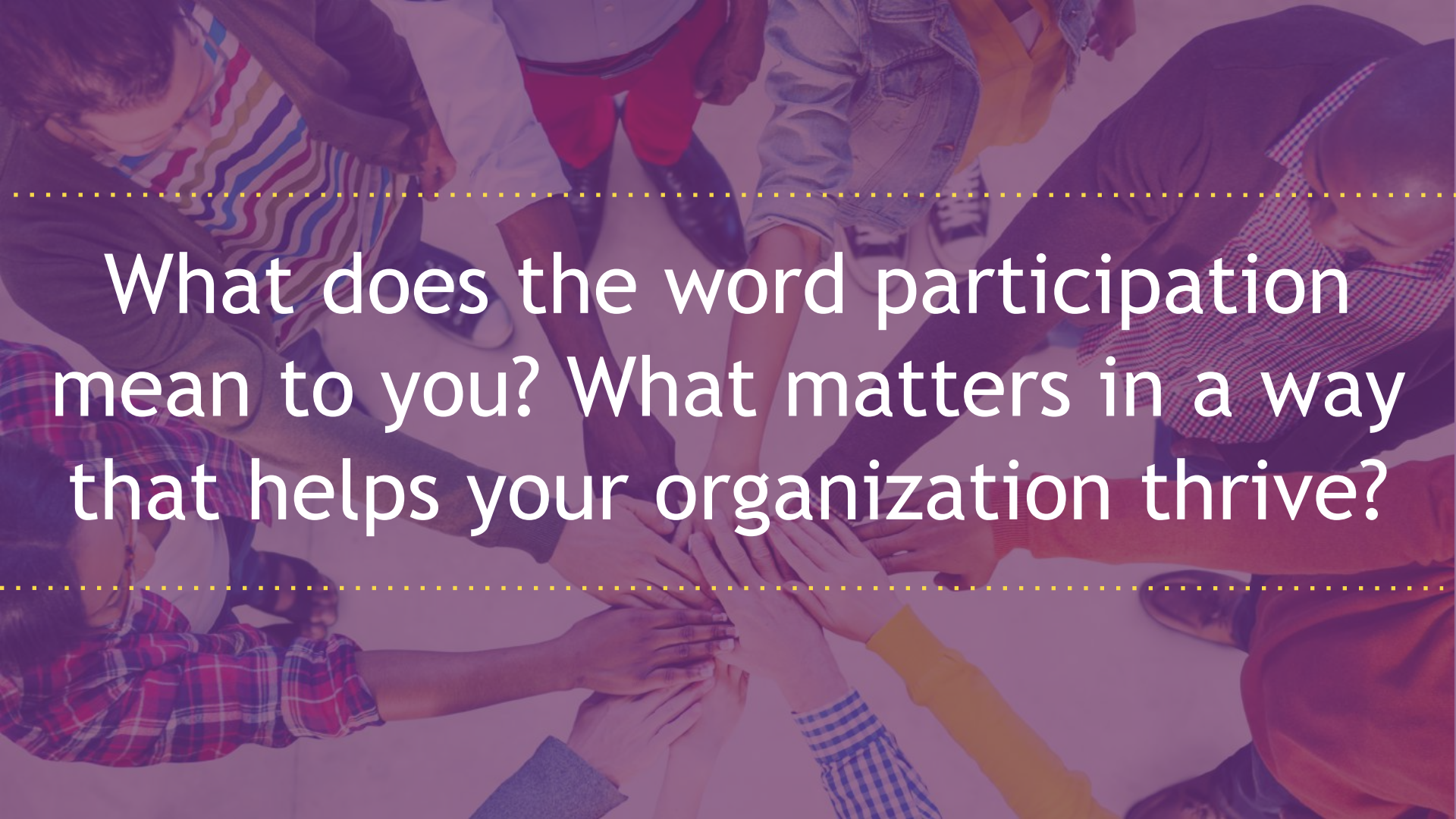
DO

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 FIU email	Thankful Appeal – Email appeal. Focused on Parent Participation. Matches for classes	Giving Tuesday - 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											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			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							
IMPACT									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	
				Invite HC for an outdoor tour HC mailing - ASK	FIU 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 - Canceled 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 - Canceled Seattle Trip - Canceled LA Trip - Canceled	Alumni e-Newsletter	Alumni e-Newsletter	Alumni e-Newsletter Reunion - Rescheduled for 2021
				Get the HF mailing						HOH Videos - Alumni TY HOH Personal Calls		Harley Fund Challenge

A top-down view of a diverse group of people standing in a circle, holding hands. The image is overlaid with a semi-transparent purple filter. The text is centered in the middle of the image, flanked by two horizontal dotted lines.

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



1

LEADERSHIP BUY-IN

Photo Source: George Alexander Ishida Newman/Flickr

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





YERBA BUENA
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

The background is a deep purple and blue starry night sky. A silhouette of a telescope on a tripod is positioned on the right side, pointing towards the upper right. The foreground shows the dark silhouette of a hill or mountain range. Two horizontal dotted white lines are present: one above the main text and one below it.

2

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

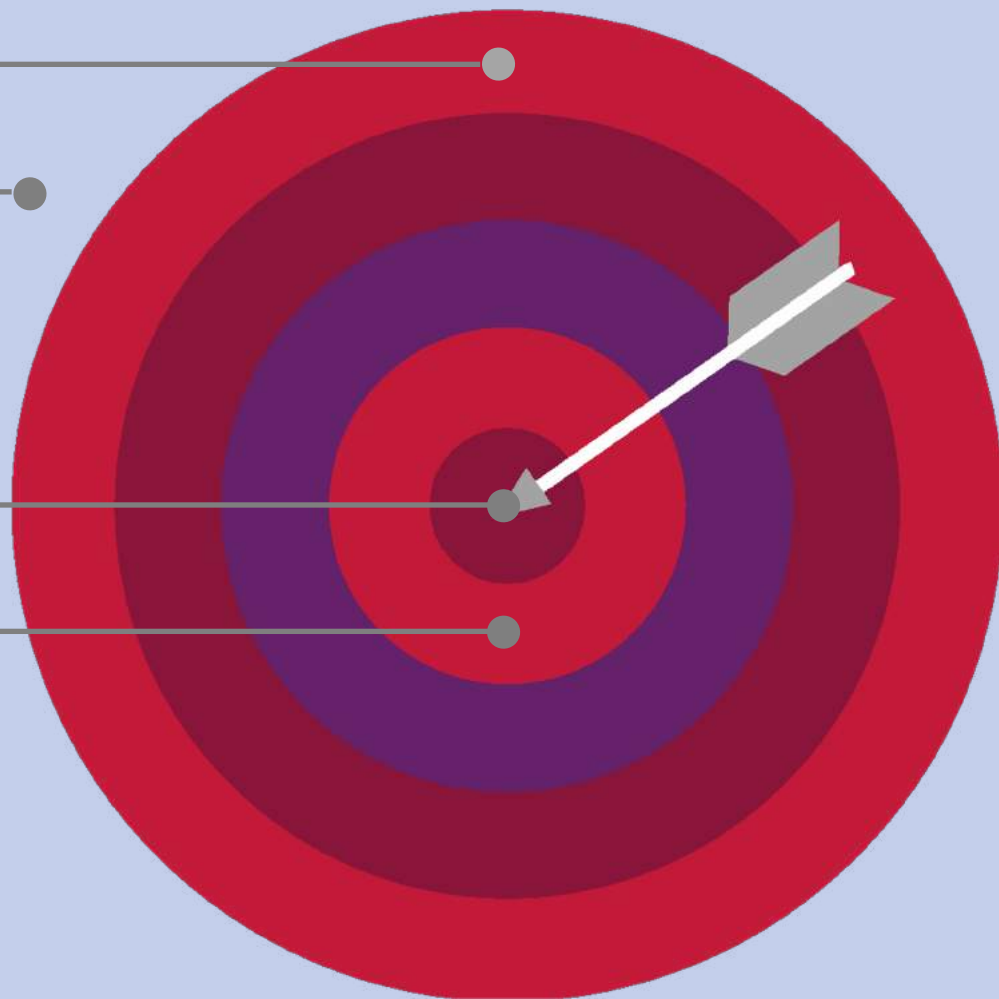
UNAWARE

HATERS and OUTLIERS

UNAWARE

LOVERS

LIKERS





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

The background of the slide is a photograph of a sunset or sunrise over a dark, silhouetted landscape of hills and trees. A bright, glowing light streak, resembling a comet or a laser beam, originates from the horizon and extends diagonally upwards towards the top left corner of the frame. The sky is a mix of dark blue and orange hues from the low sun. Two horizontal dotted white lines are positioned above and below the central text area.

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**, if 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.



Gather insight from key stakeholders, lovers and likers

Gather insight from key stakeholders, lovers and likers

- # Audience 5
- local community leaders
 - people who work on environmental issues (green teams)
 - attendees of other environmental groups
 - local news outlets in Manchester, a local radio
 - summer science visitors / wealthy visitors
 - environmental activists
 - ethnic association / industry associations
 - Chambers of Commerce
 - educators
 - people with local fishing permissions
 - people who touch the water (clayhills / pollution)
 - youth sailing groups
 - school science programs
 - marine charter schools (MATES)
 - religious / private schools
 - colleges (sustainability program)
 - local retailers (SOS)
 - market towns
 - people with considerable income (before a spill)
 - wealthy elites
 - county fairs / higher ranking employees
 - community theater networks
 - restaurant and bar (center of attraction)
- MOB BY 60 / 1400000

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.

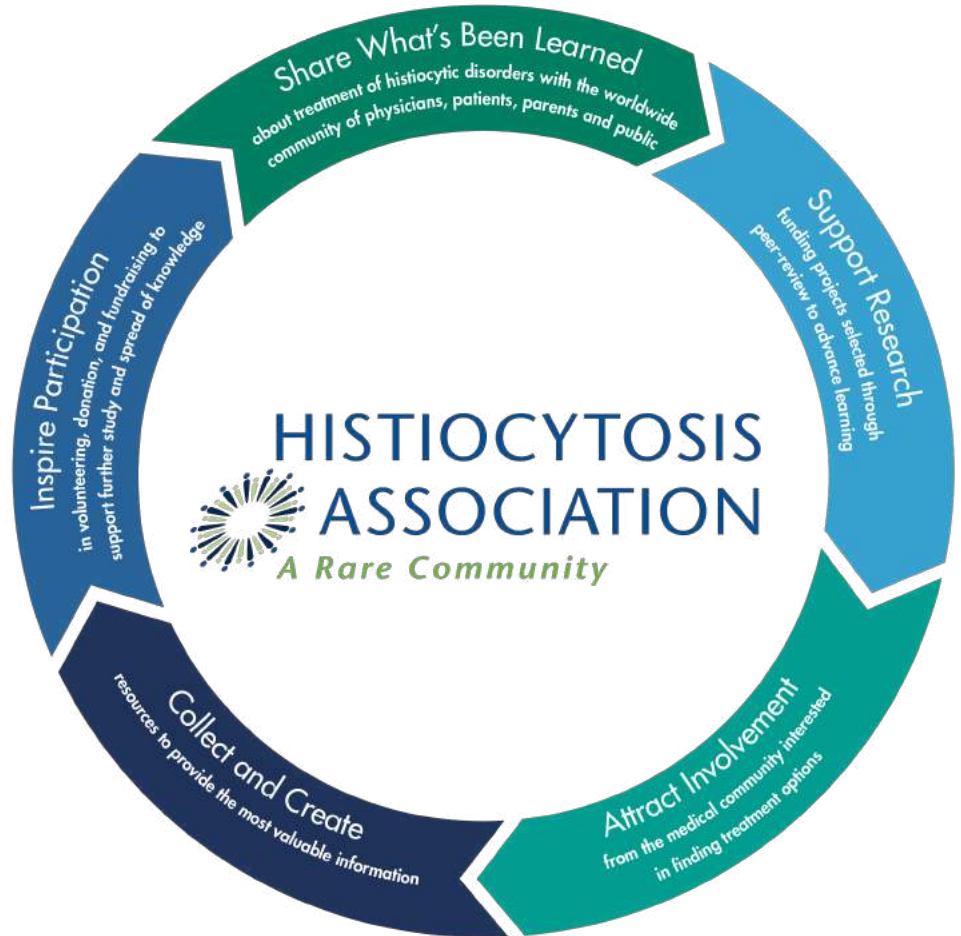


REBRAND

Histiocytosis Association

POSITIONING STATEMENT:

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



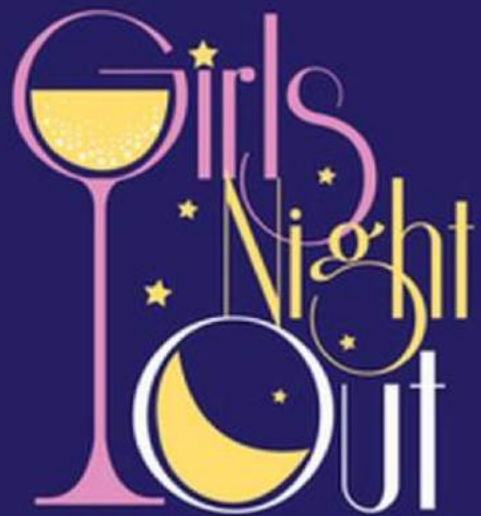
A low-angle photograph of a rocket launch. The rocket is ascending vertically, leaving a massive, bright orange and yellow plume of fire and white smoke at its base. To the right of the rocket, a tall, yellow lattice service tower extends upwards. The sky is filled with grey, overcast clouds. A semi-transparent grey banner with white dotted lines runs horizontally across the middle of the image, serving as a background for the text.

5

DELIVER ON EXPERIENCE

somerville main events

movies, music and much, much more!

The logo for 'Girls Night Out' is centered. The word 'Girls' is in a pink, cursive font. 'Night' is in a yellow, cursive font. 'Out' is in a white, cursive font. A pink wine glass filled with yellow liquid is positioned behind the 'G' in 'Girls'. A yellow crescent moon is positioned behind the 'O' in 'Out'. The background is dark blue with yellow stars and a decorative border of white stars and lines.

Girls
Night
Out

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**

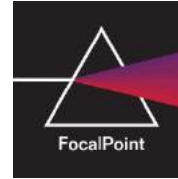
QUESTIONS?



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[Connect on LinkedIn](#)
<https://www.linkedin.com/in/bethbrodovsky/>



[FocalPoint](#)

LinkedIn newsletter about navigating the process of creating an audience-centered brand



[nonprofittoolkit.net](#)

Marketing training designed for nonprofit marketers



[drivingparticipation.com](#)

200 conversations with nonprofit marketing leaders