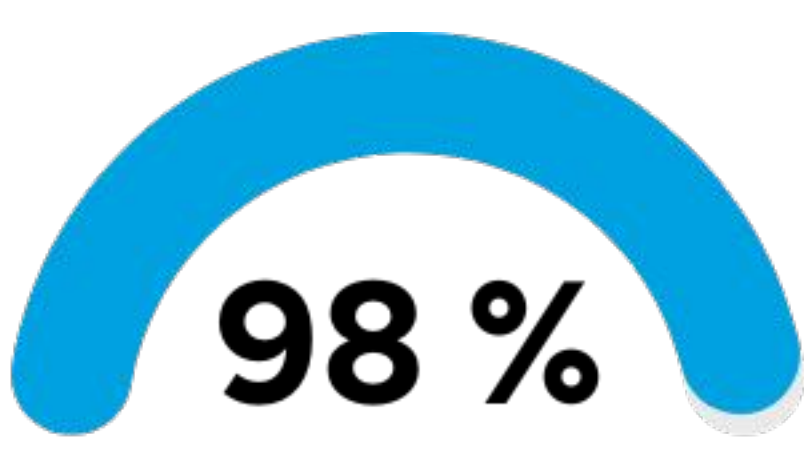


BEYOND MEMBERSHIP DUES: A ROADMAP TO FINANCIAL GROWTH

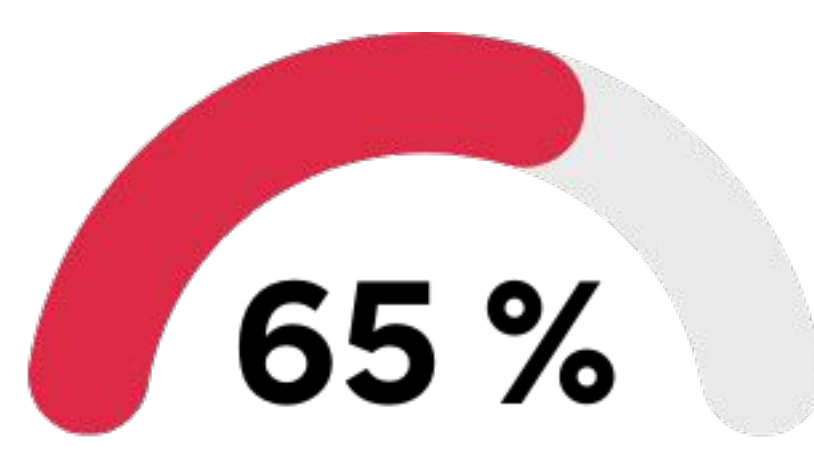
True innovation means finding smarter ways to grow and sustain your association's revenue beyond membership dues. To thrive, not just survive, it's time to rethink revenue and seize new opportunities for lasting financial success.



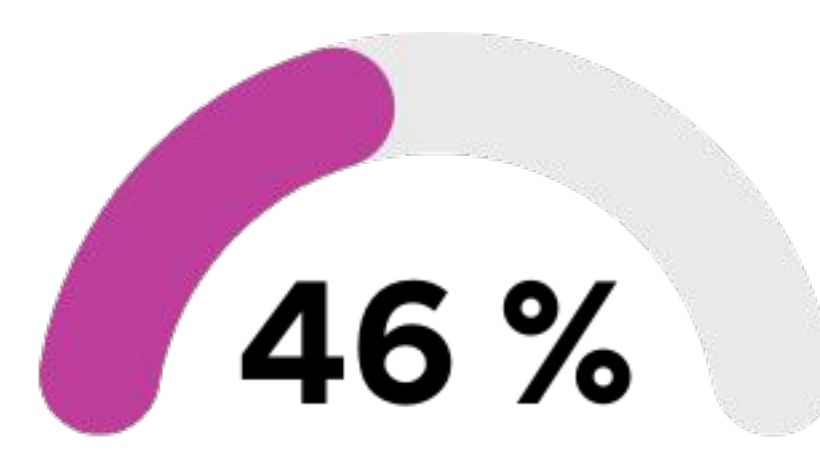
Associations are moving beyond membership dues to build a more stable financial future. Many have already introduced additional revenue streams, and others are planning to expand further. However, outdated technology often holds them back, driving them to seek more advanced solutions.



of membership owners have additional revenue streams in their business.



of membership owners plan to add new revenue streams to their business in the next year.



of trade association revenue still comes solely from membership dues, while the rest comes from a variety of non-dues revenue streams.



of membership owners have changed their tech platform since they launched. The most common reason was their previous setup not having all features they required.

TOP 7 NON-DUES REVENUE STREAMS



MEMBER DIRECTORY

A searchable member directory that provides visibility and connections for both members and prospective clients. This is a valuable resource for members to market themselves and for you to generate revenue through premium listings and advertising opportunities.



EVENT SPONSORSHIPS

Tap into a revenue stream by offering event sponsorships to partners, businesses, and organizations aligned with your mission. This helps enhance the experience at your events while providing an opportunity to generate additional income.



EDUCATION & CERTIFICATION

Offer courses and certification programs that help your members advance their careers. Not only does this support member growth, but it also establishes your association as a trusted industry leader while creating a sustainable income stream.



MERCHANDISING

Capitalize on your association's brand by selling branded merchandise. From t-shirts to mugs, merchandising provides a fun and engaging way for members to show their support while contributing to your non-dues revenue.



DONATIONS

Encourage philanthropic giving by promoting donations to your association. Whether it's for specific initiatives, scholarships, or general support, donations can be an important revenue stream that strengthens member engagement and commitment.



EVENTS

Organize events like conferences, workshops, and webinars that provide immense value to your members. These events serve as a hub for networking, learning, and innovation, while also creating opportunities for sponsorship and ticket revenue.

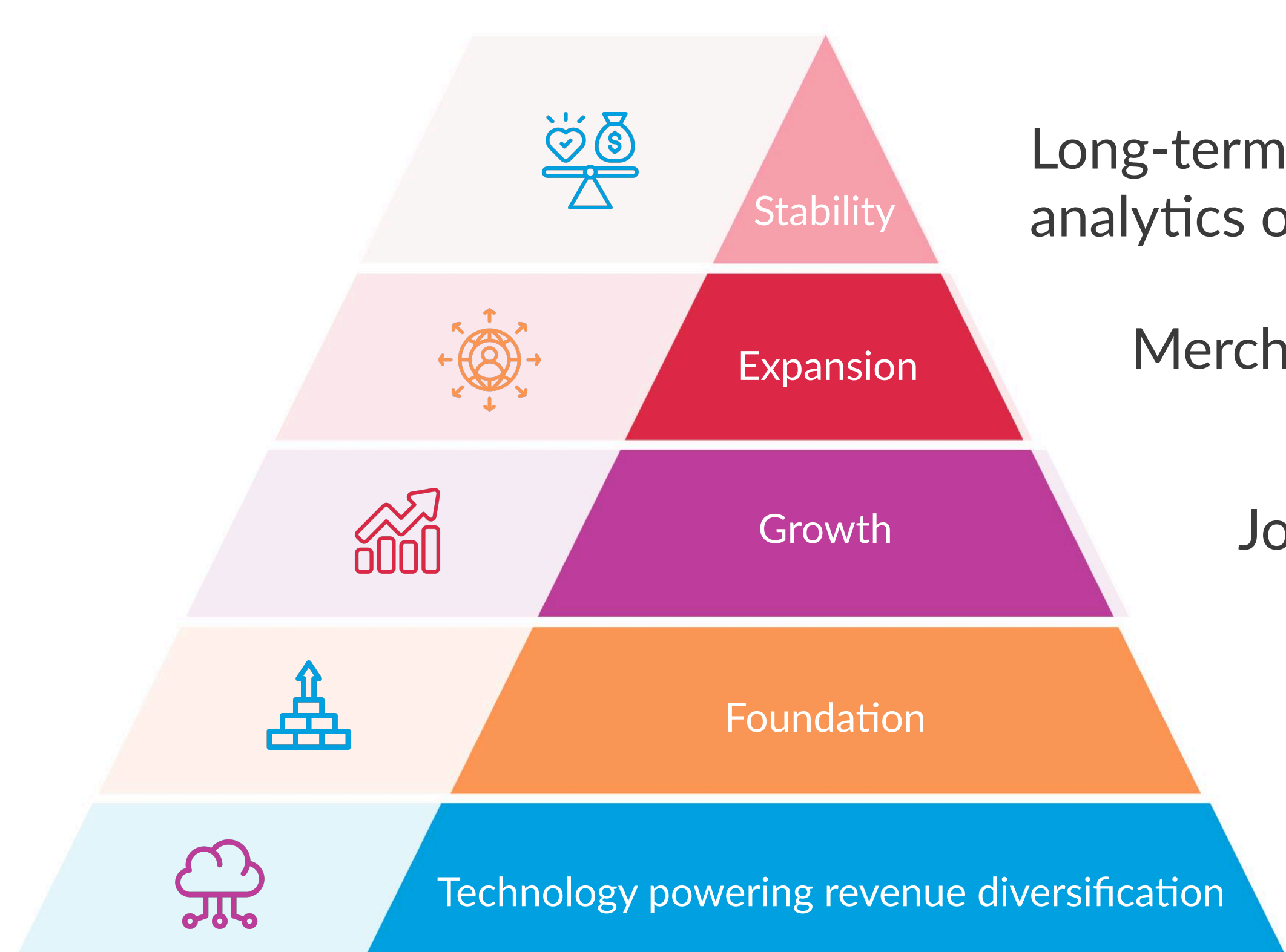


JOB BOARD

A powerful tool that connects your members with employers, driving both value and engagement. Generate non-dues revenue by offering job postings and recruitment services, while providing your members with valuable career opportunities.

THE NON-DUES REVENUE PYRAMID

This pyramid is your roadmap for diversifying and boosting revenue within your association. It all starts with a strong foundation—a robust technology that helps you move beyond just membership dues. As you progress up the pyramid, you'll discover new ways to generate revenue, from job boards and event sponsorships to expansion through merchandising, donations, and events. At the top, the focus shifts to long-term sustainability, using AI-driven insights and predictive analytics—all powered by one solid AMS system with AC MemberSmart on Salesforce.



Long-term growth & impact powered by AI and predictive analytics of Agentforce

Merchandising, donations, and online/in-person events

Job Board, event sponsorships, education & certification

Membership dues

