

3 Steps to Success for Modern Associations

The world looks different, but your mission is still the same. How can you adapt and succeed by taking today's challenges in stride while delivering your highest level of service to your community?

You've got this!

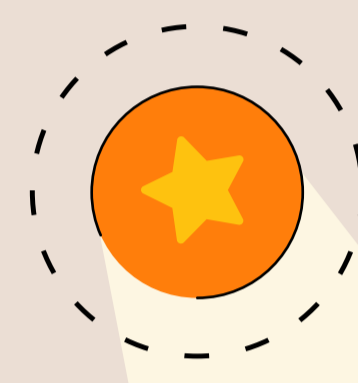
Don't get discouraged. Get creative and strategic with these three steps to success.

70% of charities projected a drop in revenue in 2020 and beyond.*

46% of association executives canceled their organization's largest event in 2020.**

1 Focus on the why, adapt the how.

Start doubling down on why your organization exists, then look for smart ways to deliver on your mission.

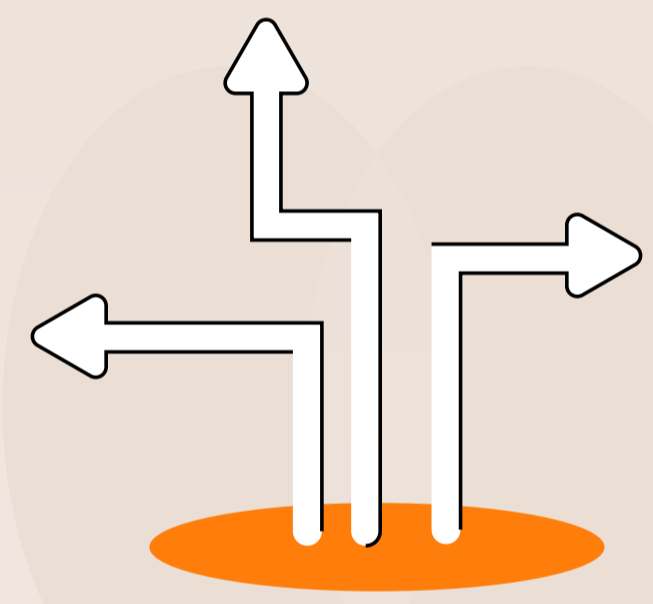


What to ask yourself:

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| What's our core mission? | ▶ How can we use digital tools to accomplish this? |
| Why does our community value their membership? | ▶ How can we lean into these benefits when we can't meet face to face? |
| What are new members looking for right now? | ▶ How can we enhance critical services like job boards, networking, and career development? |

2 Look for opportunities.

Turn problems into innovative solutions by adapting your mindset. You may be surprised to find better ways of serving your community (and increasing revenue) when you get excited about what a new reality could look like.



What to ask yourself:

- | | |
|---|---|
| Are there unexplored revenue streams and opportunities for community connection in your online offerings? | What can we realistically achieve in a virtual event? |
| What live events and services can translate well into the digital environment? | Can we let go of "getting back to normal" and make the most of today? |

3 Listen to your members.

Don't forget that your member community is your most valuable source for insights and ideas. Take time to understand their evolving needs to identify areas for growth and monetization.



What to ask yourself:

- What services, experiences, and content do members expect to be delivered online?
- Are there new challenges our community faces that we can answer with new and existing member benefits?

Want more help putting these secrets to success into practice?

Download our guide, 3 Keys to Success for Modern Associations: Relationship-Building Secrets That Drive Acquisition, Engagement, and Retention.

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