

## ASSOCIATION MEMBERSHIP MANAGEMENT IN CHALLENGING TIMES

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### Challenging Times

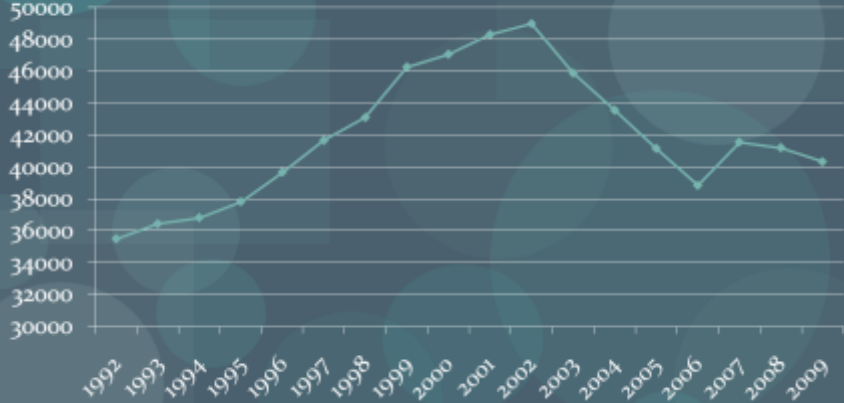
- Economy
- High Unemployment
  - Currently 13.4% in Las Vegas (Sept 2009)
  - 9.5% in U.S.
- Company Support Reduced
  - Membership Dues
  - Training Budgets
  - Time To Attend Functions

## Changing Demographics

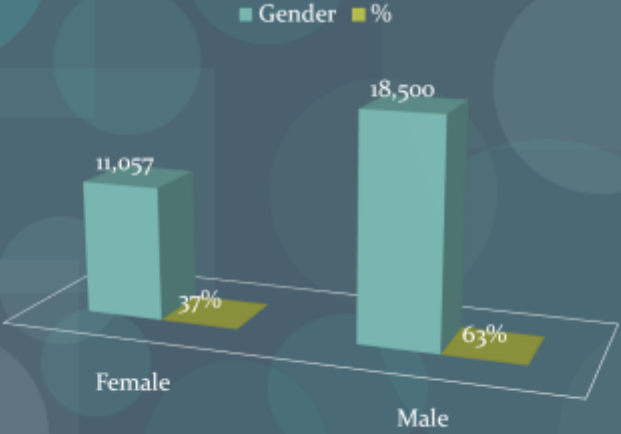
- More females in profession
- More single parents
- Busier jobs
- Less time for after work activities
- Apathy

## ISM Membership Statistics

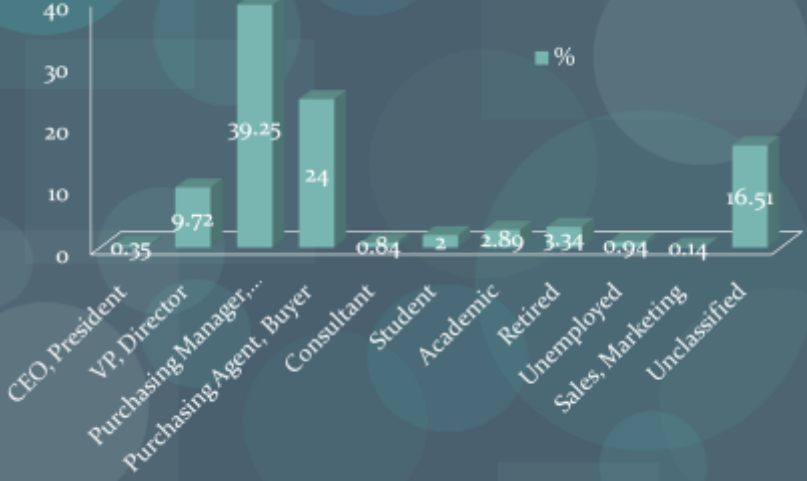
As of January 1

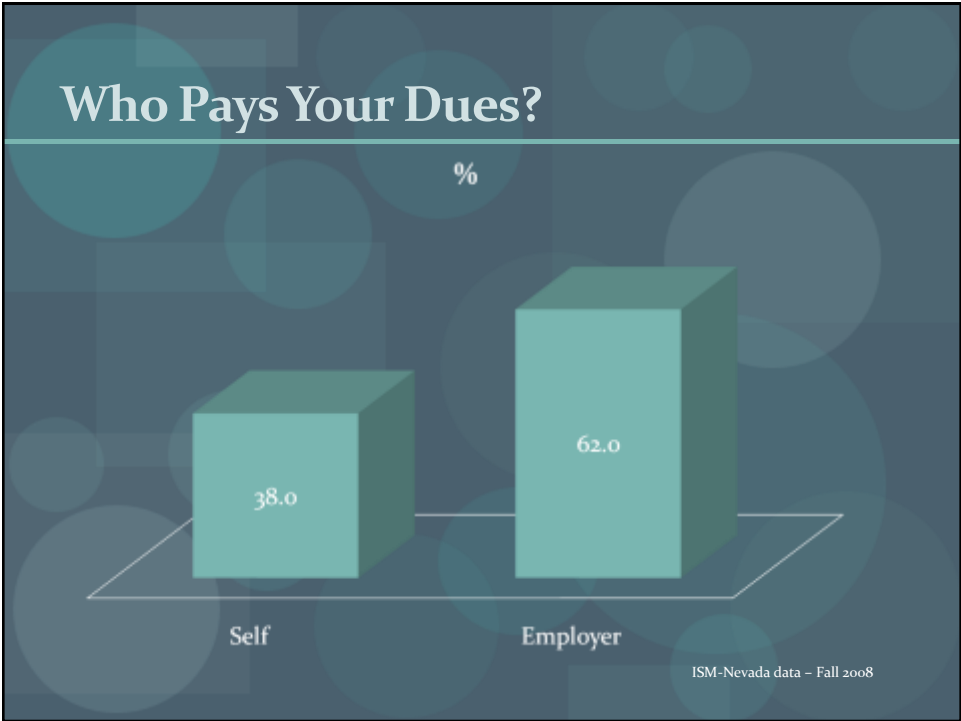
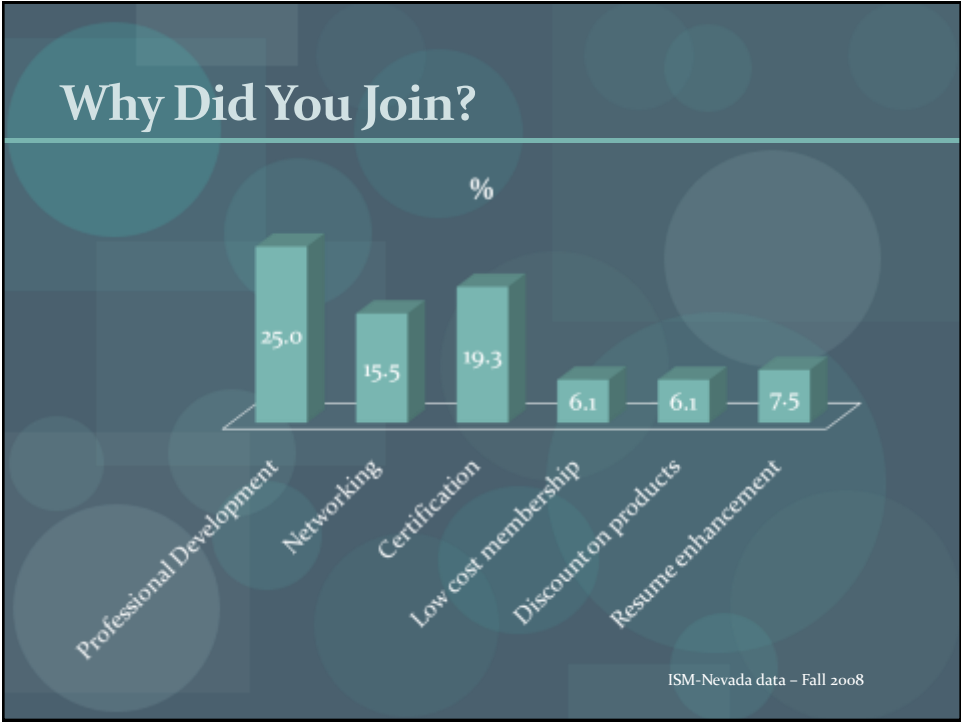


# ISM Demographics - Gender



# ISM Demographics - Job Title





## Leadership Challenges

- Uncertain Times
  - Economy
  - Apathy
  - Lack of company support
- Reliance on Volunteers
- Lack of Leadership Skills
- Lack of Time to be Involved

## What Is Your Mission?

*The Key to an  
Organization's Survival is  
Providing Value to Its  
Members*



## Adding Value

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- How Do You Add Value?
- Why Do You Exist?
- Who is Your Target Audience?
  - Describe
- What is Valuable To Your Members? Potential Members?
  - Must survey

- What do members/potential members want?
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## Membership Wants

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- Education
- Professional Credentials (Certification)
- Volunteer Opportunities
- Networking Opportunities

## Educational Events

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- Meetings
  - Dinner
  - Lunch
- Seminars
  - National
  - Local
- Webinars
- Conferences
  
- Other?

## Professional Credentials

-  Certified Professional in Supply Management
  - Key Reason to Join
- Important for Career Advancement

## Volunteer Opportunities

- Opportunity to Development Leadership Skills
- Get More People Involved

## Networking Opportunities

- Top Reason People Join The Organization
- Develop employment network
- Share experiences
- Enhance social network

## Benefits Currently Offered

- List benefits of membership that your affiliate offers its members
- How many members/potential members does each of these benefits touch each year?
- Describe the audience for which each benefit provides a value

## Membership Issues

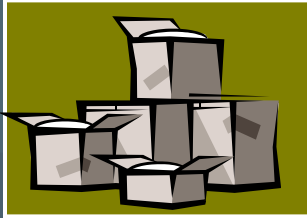
- Retention
- Average Annual Loss – 30% (ISM-Nevada - 2009)
- Top Reasons Why Membership was Dropped
  - No Longer in Supply Management
  - Company no longer supports
  - Unemployed
  - No benefit in membership

## Question for you

- What is the largest issue/concern after volunteerism?
- What do we spend 80-90% of our volunteer's time on?
- What do we measure our affiliate's success on?

Sometimes overused, but....

Think

Outside  The

Box!!!

## Virtual Association

- Technology Advancements now allow us to consider offering a “virtual” association
- Geographic boundaries erased
- Benefits
  - Low Cost Memberships enabled
  - Low Overhead
  - Education Training – on your desktop

## Structure of Virtual Association



- Central association provides administration
- Small associations with small volunteer bases combine
- Local Group needs limited volunteer resources to focus on local educational needs only

- How can organizations address current trends?



## Selling Benefits

- Promote benefits by exhibiting personal and employer value.
  - Personal value
    - Personal advancement
    - Certification support
    - Leadership skills
  - Employer value
    - Skills that enhance job performance
- Communicate in a variety of methods

## Some Tips

- Be professional
- Listen to your audience
- Cooperate with outside resources
  - Colleges and universities
  - Other supply management organizations, both geographic and sector
- Prioritize benefits offered
- Offer quality benefits that can be provided without exhausting volunteer resources

## How Do You Measure Success?

- Member participation
- Potential member participation
- Direct/indirect revenue generation
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## Resources for Brainstorming Session

- Your Member Demographics Survey
- Your Member Needs Survey
- Your survey of potential members
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## Success is Within Your Reach

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- Be creative
- Think “Outside” The Box
- Don’t Be Afraid to Experiment
- Enjoy Yourself and Have Fun!

# Thank You

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