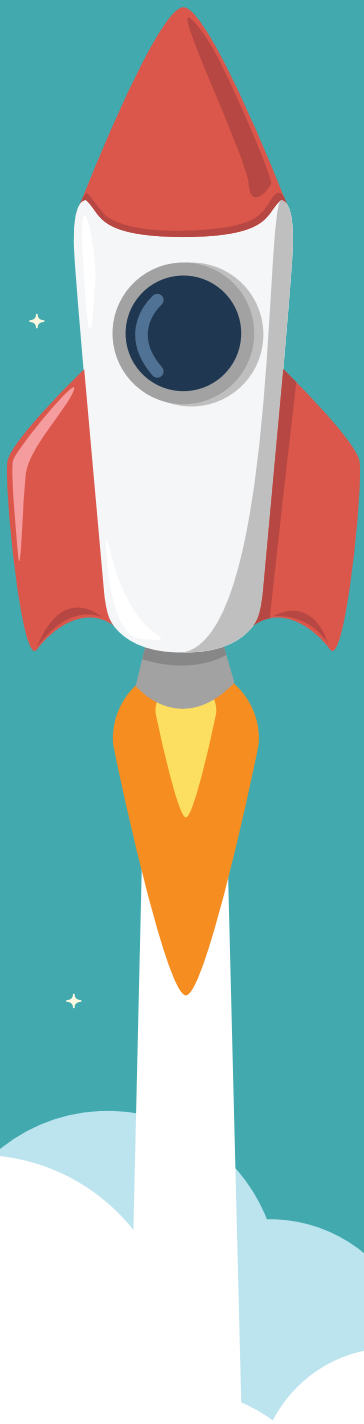


# USING TECHNOLOGY TO STREAMLINE NON-DUES REVENUE

10 THINGS YOU CAN START DOING TODAY



**GrowthZone**  
smarter association software



# INTRODUCTION

## Why Non-Dues Revenue Matters

Did you know 50% of association revenue is from non-dues sources? That's what our 2018 GrowthZone Association Survey told us loud and clear. That said, we've assembled the **top ten ways to increase your association's non-dues revenue using technology you probably already have.**

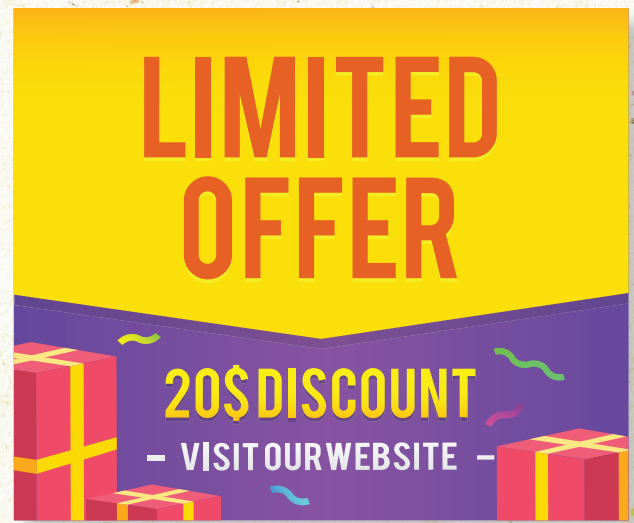
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# 1 WEBSITE BANNER ADS

**Most interactions from members start with your website so, make it your digital storefront to generate revenue.**

There's an inherent prestige that comes from being an official sponsor or partner of an association. Selling banner ads that are displayed on your website produces non-dues revenue for your association, and it helps your advertisers build brand recognition quickly. Be sure to place the ads strategically throughout your website and rotate them frequently.



# 2 COUPONS, SPECIAL OFFERS, HOT DEALS

Anyone accessing your website is an engaged prospect in a very niche market. Use that to your advantage by turning it into a revenue stream.

Consider charging non-members a fee to post their coupons, special offers, and hot deals on your website.



# 3 JOB POSTING SERVICES

Your website is a logical go-to source for industry employment.

An online job board can be seen as a member benefit while driving more organic traffic to your site. Consider offering this benefit to non-members at a premium price. When employers pay to boost job opportunities directly to your job board, revenue will follow.



## 4 SOCIAL MEDIA ADVERTISING

Your social media followers are a coveted group for vendors and suppliers. So why not use promoted or sponsored posts to generate extra revenue?



Be careful about the types of promoted posts you allow. Blasting your members with ads isn't an effective long-term strategy.

## 6 NEWSLETTER & EMAIL

Offering advertising opportunities to industry suppliers can boost the credibility of your newsletter – and bring in extra dollars.

Today's digital consumers are accustomed to seeing advertising. And in the case of association newsletters, the advertising tends to be highly relevant.

If you're using email, make sure the recipient knows it's coming from a trusted source, and don't oversaturate!



## 5 ONLINE MEMBER DIRECTORY ADVERTISING

Connecting buyers and suppliers is a no-brainer. Digital versions of your directory allow you to save on printing costs and lets you do frequent updates.

While you're at it, offer enhancements like featured listings to grow revenue while selling valuable ad space. Just don't forget to optimize your directory for mobile devices.

## 7 SPONSORED VIDEO/PODCAST

Videos and podcasts are extremely popular as both provide an informative and entertaining platform to share knowledge.

Take advantage of this popularity by selling pre-, mid-, and post-ads in your videos and podcasts. Be sure to align sponsors with topics that are relevant to their products and services.

You can share this fun fact with your potential advertisers to help them recognize this opportunity: According to Adweek, 65% of listeners are likely to buy a product after hearing an ad in a podcast.



## 8 MARKETING INTELLIGENCE/DATA ANALYTICS

Members look to associations for industry data and intelligence to keep track of competition and make informed business decisions.

Since many members are willing to pay for this intelligence, you have a chance for additional revenue. Consider charging non-members a premium. When they see you as a subject matter expert, that may entice them to join.



## 9 ONLINE AUCTION

An online auction allows members to donate and purchase items anytime from anywhere. Just make sure your AMS allows members to make secure, easy payment transactions.

In addition to the auction income, online auctions offer an opportunity to sell sponsorships.

## 10 WEB & MOBILE-BASED EDUCATION

The online learning environment (aka e-learning) is predicted to reach \$325 billion by 2025 (source: Global Industry Analysts) as young professionals look to advance their careers.

Use this as an opportunity to offer sponsorships. You know the drill: “This course is brought to you by *“Sponsor Name/Logo.”* The webinar/video/online host can read the ads while showing images highlighting the product/service. It’s a win-win.



## REMEMBER

when it comes to your non-dues revenue programs:

- Continually evaluate the programs you’re offering.
- Make sure the program is generating revenue.
- Keep asking (members, suppliers, and stakeholders) if you’re giving them what they really want.



### About GrowthZone

GrowthZone helps organizations grow and retain membership, engage and inform members and prospects, and streamline tedious tasks.

The cloud-based system is powerful, easy to use, and designed to manage all the day-to-day operations of your organization.

[www.growthzone.com](http://www.growthzone.com)