

How to generate an income for your membership organisation during a pandemic



The key to generating an income for your membership organisation is to find out what your members and sponsors want and supply it.

Read our **'How to generate an income for your membership organisation during a pandemic'** blog for the 4-step process to help you identify what your customers want and generate the right strategy for your organisation. Once you have a strategy, you can start looking at specifics.

1. Online events/webinars/conferences

To generate additional income from online events, webinars or conferences:

- Follow up and collect attendee feedback after all your events to determine:
 - o where you provide most value and what can be monetised
 - o how long to make your live events
 - o what time to run them
 - o what format to use
 - o what platform to use.
- Provide a mix of sessions to meet the different needs of your members:
 - o Keynote speeches
 - o Panels
 - o Networking
- Be agile – plan events relating to topical issues at short notice with high-profile speakers.
- Innovate – listen to the needs of your membership base and think outside the box when coming up with solutions.
- Consider recording all sessions so your members can:
 - o watch them on demand if they miss a session or if sessions overlap
 - o share them with colleagues
 - o go back to sessions they found most useful.

To keep members engaged, split your event into short bite-sized (20-25 minute) sessions so people can sign up to the sessions relevant to them:

- Share your agenda in advance, giving members time to plan the sessions they want to attend and schedule work commitments accordingly.

2. Training programmes

The impact of the pandemic on your members means training requirements may have changed and with change comes opportunity:

- Identify the skills gaps required and create flexible training programmes to fill them.
- Provide a training programme with a core offer and optional extras, so members are not paying for training they don't want but are able to upgrade if the extras appeal to them.
- Give members access to their own training hub, clearly setting out the courses they have paid for and making it easy to identify what has been completed and what is still left to do.
- Let members know how long each training session is so time can be allocated. Enable sessions to be paused but not fast forwarded, so sessions are completed fully.
- Provide certificates to members when a training programme has been completed.
- Promote follow up training or accredited courses or qualifications so members can see and follow a career progression pathway.

3. Lead generation

Help members with lead generation by providing enhanced 'featured' listings that members pay for in directories that customers search online. Make sure you measure the value of these enhanced listings by tracking:

- views
- clicks through to website
- enquiry form submissions

so you can report back on how many leads have been generated by the featured listing when it comes to renewal.



4. Sponsorship packages

With thousands of members all of whom have a common interest, your membership base is likely to be extremely valuable to organisations targeting the same audience.

Consider providing sponsorship packages to recognised suppliers who provide valued services to your members. Packages could include things like:

- a listing in a supplier directory on your website
- adverts on your website
- adverts, name checks and links in your member e-news
- editorial content in your e-news and on your website
- speaker opportunities for virtual events
- 'gold' supplier logo.

5. Membership extras scheme

A benefits scheme where members can upgrade from standard to advanced and then premium membership – providing additional benefits for the higher membership grades.

Membership extras could include:

- access to exclusive high-value content
- additional discounts on partner products and services such as insurance and business services
- discounts on lifestyle products and services such as clothing, dining and travel
- discounts on in-house training courses and events
- invitations to exclusive premium member events and webinars
- 'premium' badge for members to display on their own materials
- article or advert in your membership magazine.

MEMBER BENEFITS	★ STANDARD	★ ADVANCED	★ PREMIUM
_____	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
_____	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
_____	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
_____	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

www.dtw.co.uk

sayhello@dtw.co.uk