

INFOGRAPHIC

GROWING ASSOCIATION NON-DUES REVENUE



For many associations, membership dues revenues outpace revenues from all other categories. Some associations, alternatively, rely on large events as a primary revenue source. In both of these instances, boards should explore whether they are maximizing revenue opportunities from industry partners and other vendors. Members represent a qualified target audience for industry vendors. As such, honing your Partnership and Vendor Program is critical for optimizing your association's financial outlook.

This infographic provides a 10-year snapshot of how Management Connection implemented and grew a Partnership and Vendor Program for one of its association clients. Revenues are expressed in this graph as ratios of the association's 2010-2011 Membership Revenues. Revenues from the Partnership Program were effectively equal with Membership in 2010-2011, and those have been grown to outpace Membership by approximately 20%, even while absorbing the difficulties of 2020. Meanwhile, All Vendor Revenues (the full Partnership and Vendor Program) more than double Membership Revenues for this association.

While the specific value that can be generated through partnership varies from one association to the next, this sort of modeling expresses the possibilities that building out a robust Partnership and Vendor Program might have.

WANT TO HAVE A CONVERSATION ABOUT GROWING YOUR ASSOCIATION'S NON-DUES REVENUES?

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