

Some business people think that Association Executives have it easy, because they don't have to worry about making a profit. *Ha!*

Look at the three questions that Association Executives are grappling with *right now*.

1

What are my best sources of new revenue?

A. Advertisers

1. Advertisers – In Directories
2. Advertisers – New Product/Service Development, Marketing, Selling, and Distribution
3. Advertisers – In Meeting Materials (Programs, Flyers)
4. Advertisers – In Publications (Commercial and Classified Ads)
5. Advertisers – On Internet Banner and Button Ads

B. Endorsements, Licensing, and Affinity Programs

6. Business Services such as Shipping, Office Equipment, Car Rentals
7. Financial Services such as Retirement, Investment, Credit Card, and Loan programs
8. List rental
9. Insurance, Travel, or Discount Programs
10. Technology services such as Electronic Directories, Buyer's Guides, Conference Services, Conference Calling, Broadcast Fax/Email, Software Discounts, Internet Services
11. Office supplies: Generic or Industry-specific

C. Brainstorming for Cost-Revenue Changes

12. Brainstorming – Markets and Product Packaging
13. Brainstorming – Environment & Partner Prospects
14. Brainstorming – New Products/Services

D. Fundraising

15. Fundraising – Corporate Fund Development
16. Fundraising – Foundation Grants

E. Internet

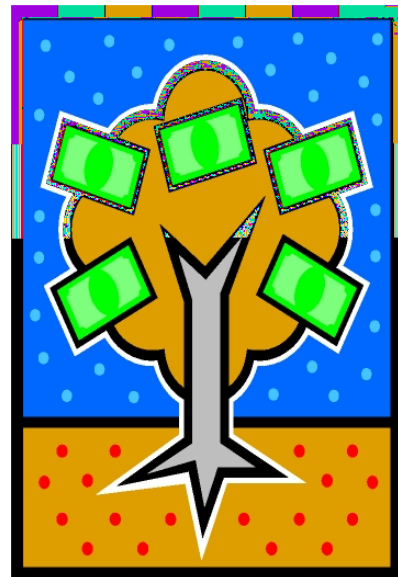
17. Meeting/Show Registrations
18. Sale of Products and/or Services, e.g. Educational Programs and Survey Results
19. Vendor Advertising and/or Links to Vendor Sites

F. Joint Ventures

20. With Commercial organizations
21. With Non-Profit organizations

G. Market Development

22. New/Different Advertisers and Vendors
23. New/Different Products/Services



H. Meetings/Shows

- 24. Registration Fees
- 25. Sales of Event Activities, Products, Services

I. New Product/Service Arrangements

- 26. Bundling/Unbundling Existing Products/Services from Membership
- 27. Extensions of Existing Products/Services
- 28. Re-Pricing for Existing Products/Services
- 29. New Product/Service Development, Marketing, Selling, and Distribution

J. Outside Support

- 30. Strategic Decision Making Consultants
- 31. Decision Implementation Consultants
- 32. Change Process Facilitators

K. More – or Better – Traditional Association Products & Services

- 33. Audio-Video Tapes
- 34. Certification Programs
- 35. Consulting Services
- 36. Educational Programs: Onsite, Offsite, and/or Internet
- 37. Logo Merchandising
- 38. Print Publications: Books, Booklets, or Magazines
- 39. Print Publications: Marketing and Resource Directories of/for Members/Affiliates
- 40. Print Publications: Newsletters or Information Exchange Tabloids

L. Space

- 41. Space or Facility Rental

M. Sponsorships

- 42. Meeting/Show Content: Speakers, Seminars, Special Programs, Awards, Products, etc.
- 43. Meeting/Show Marketing Opportunities: Lanyards, Bags, Program Brochures, etc.
- 44. Meeting/Show Participation Activities: Recreational events, Meals and Receptions, Entertainment
- 45. Print Publications and Mailings/Distribution
- 46. Product Development and Distribution

N. Vendors

- 47. Vendor Logos (etc.) on Association Materials
- 48. Vendor Meeting/Show Kiosks and Booths

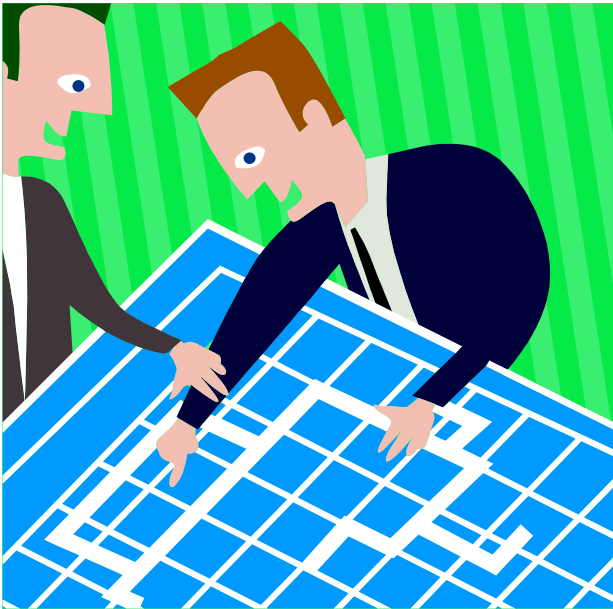
*Yeah, but making decisions takes time ...
And a lot of different personalities are involved...
And a lot of other things are going on...
Plus all those meetings...
And it's hard to be sure what we need to do....*

*See? Associations don't have it easy.
It's just as tough as the business world, isn't it?
And there's more...*



2

Once I pick one (or two or three), then what?



- a) How do I find the critical path to new revenue that will be right for my Association?
- b) Where do I find the resources – staff competencies, dollars, and technology – to implement whatever we decide?
- c) What will it take? How much time, attention, and risk will be involved?

3

How can I benefit from the experience of other Association Executives who have been successful – *or who have made mistakes I can avoid* – in generating new revenue streams?

- a) What is the best way to benefit from the expertise of my peers?
- b) How can I network with them efficiently about getting new revenue?
- c) How much can we reduce the pain of change – and increase the likelihood of success?

