March 26, 2011 – Austin (Lost Pines), TX

Ed Rigsbee’s Member Value Process
The Cornerstone for Your Member Recruitment & Retention Campaign
Basic Member Paradigms

• Join to participate in and be a part of their industry’s association-*givers*.  
  – Regularly attend association events.

• Join to take advantage of collaborative synergies; want to get more than they give-*takers*.  
  – Will attend association events if they see immediate value.
Why Members *Do Not* Renew

- Business closed/merged – 12%
- Change of profession – 15%
- Cannot determine – 16%
- Dues too high – 17%
- Not enough time to use member benefits – 7%
- Services no longer relevant – 17%
- Other – 16%

*Not Enough Perceived Value: 73%*

*Association Management, November 2001*
Let’s Talk Line-Item ROI in Real Dollars.
Average* Specific Value from Associations

Professional Recognition, Certification, Image & Credibility

Range $200 to $5,000

Average: $1,507

* Information averaged in 2006
Average Specific Value from Associations

Training & Education;
Range: $500 to $4,000

Average: $1,857

* Information averaged in 2006
Average* Specific Value from **Associations**

(Member Only) Industry

Specific Research, Regulatory & Code

Summary;

Range $1,000 to $4,750

Average: **$2,596**

* Information averaged in 2006
Average* Specific Value from **Associations**

**Networking**;

Range $200 to $10,000

Average: $4,029

* Information averaged in 2006
What’s Your Organization’s Yearly Sustainable Real-Dollar Member ROI Number?
At the American Society for Quality, Members Get $50 Yearly, In Sustainable Real-Dollar Value for Every Dollar Invested in Membership.
## ASQ Three-Year Member Value

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognized Certification</td>
<td>3000</td>
<td>1000</td>
<td>5000</td>
<td>1000</td>
<td>3000</td>
<td>2500</td>
<td>$2,583/6</td>
</tr>
<tr>
<td>Networking</td>
<td>2500</td>
<td>500</td>
<td>1000</td>
<td>2500</td>
<td>500</td>
<td>100</td>
<td>$1,183/6</td>
</tr>
<tr>
<td>Training</td>
<td>100</td>
<td>250</td>
<td>2500</td>
<td>2500</td>
<td>500</td>
<td>500</td>
<td>$1,058/6</td>
</tr>
<tr>
<td>Sections</td>
<td>500</td>
<td>500</td>
<td>1000</td>
<td>2500</td>
<td>250</td>
<td>1500</td>
<td>$1,042/6</td>
</tr>
<tr>
<td>Opportunities for Involvement &amp; Leadership</td>
<td>1000</td>
<td>100</td>
<td>500</td>
<td>Included in Section</td>
<td>200</td>
<td>2500</td>
<td>$860/5</td>
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<tr>
<td>Credibility with Customers</td>
<td>Not rated</td>
<td>250</td>
<td>100</td>
<td>0</td>
<td>750</td>
<td>250</td>
<td>$600/5</td>
</tr>
<tr>
<td>Divisions/Forums</td>
<td>500</td>
<td>Not rated</td>
<td>500</td>
<td>50</td>
<td>500</td>
<td>750</td>
<td>$460/5</td>
</tr>
<tr>
<td>Total ASQ Member Value Determined</td>
<td>8100</td>
<td>5150</td>
<td>14919</td>
<td>13550</td>
<td>9750</td>
<td>11550</td>
<td>$10,503/6</td>
</tr>
</tbody>
</table>
## ASQ Total Member Value in 2007-Session 2

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Recognized certification</td>
<td>$2,500</td>
</tr>
<tr>
<td>Research materials</td>
<td>$200</td>
</tr>
<tr>
<td>Networking</td>
<td>$100</td>
</tr>
<tr>
<td>Job listing service</td>
<td>$100</td>
</tr>
<tr>
<td>Info on standards</td>
<td>$100</td>
</tr>
<tr>
<td>Training</td>
<td>$500</td>
</tr>
<tr>
<td>Quality Progress magazine</td>
<td>$300</td>
</tr>
<tr>
<td>Peer recognition</td>
<td>$200</td>
</tr>
<tr>
<td>Comparing quality practices in other industries &amp; Demonstrating</td>
<td>$750</td>
</tr>
<tr>
<td>commonality of quality tools</td>
<td></td>
</tr>
<tr>
<td>Professional credibility/Salary improvement</td>
<td>$400</td>
</tr>
<tr>
<td>Conferences/meetings</td>
<td>$0</td>
</tr>
<tr>
<td>Future of quality trends</td>
<td>$0</td>
</tr>
<tr>
<td>(get from QP)</td>
<td></td>
</tr>
<tr>
<td>Divisions/Forums</td>
<td>$750</td>
</tr>
<tr>
<td>Sections</td>
<td>$1500</td>
</tr>
<tr>
<td>Plant tours</td>
<td></td>
</tr>
<tr>
<td>Discussion groups</td>
<td></td>
</tr>
<tr>
<td>Local cert testing</td>
<td></td>
</tr>
<tr>
<td>Local training</td>
<td></td>
</tr>
<tr>
<td>Opportunities to see speakers at low cost</td>
<td></td>
</tr>
<tr>
<td>Joint sessions with other orgs</td>
<td></td>
</tr>
<tr>
<td>Sharing problems</td>
<td></td>
</tr>
<tr>
<td>International coordination</td>
<td>$0</td>
</tr>
<tr>
<td>Quality press (books)</td>
<td>$100</td>
</tr>
<tr>
<td>Representation on standards writing committees</td>
<td>$0</td>
</tr>
<tr>
<td>Opportunities for involvement &amp; leadership</td>
<td>$2500</td>
</tr>
<tr>
<td>Opportunities to be a presenter</td>
<td></td>
</tr>
<tr>
<td>Chance to help/mentor community</td>
<td>$0</td>
</tr>
<tr>
<td>Lobby organization</td>
<td>$0</td>
</tr>
<tr>
<td>Koality Kid, etc...</td>
<td>$0</td>
</tr>
<tr>
<td>Baldridge participation</td>
<td>$0</td>
</tr>
<tr>
<td>Technical committees</td>
<td>$0</td>
</tr>
<tr>
<td>Visibility within your own company</td>
<td>$0</td>
</tr>
<tr>
<td>Award opportunities for my organization</td>
<td>$0</td>
</tr>
<tr>
<td>Team competitions</td>
<td>$0</td>
</tr>
<tr>
<td>Influencing national quality curriculum</td>
<td>$0</td>
</tr>
<tr>
<td>Peer support/mentoring</td>
<td>$250</td>
</tr>
<tr>
<td>Quality cultural shift within companies</td>
<td>$1000</td>
</tr>
<tr>
<td>Reason I have my job</td>
<td></td>
</tr>
<tr>
<td>Credibility with customers</td>
<td>$250</td>
</tr>
<tr>
<td>“Bundled” Quality topics</td>
<td>$0</td>
</tr>
<tr>
<td>(What is this?)</td>
<td></td>
</tr>
<tr>
<td>Opportunity to travel</td>
<td>$0</td>
</tr>
<tr>
<td>Opportunity to publish</td>
<td>$50</td>
</tr>
<tr>
<td>Total value</td>
<td>$11,550</td>
</tr>
</tbody>
</table>
ASQ Total Member Value in 2006-Session 1

- Recognized certification-5000
- Research materials-500
- Networking-1000
- Job listing service-0
- Info on standards-200
- Training-2500
- Quality Progress magazine-119
- Peer recognition-100
- Comparing quality practices in other industries & Demonstrating commonality of quality tools-2000
- Professional credibility/Salary improvement-0
- Conferences/meetings-0
- Future of quality trends-500
- Divisions/Forums-500
- Sections-1000
  - Plant tours
  - Discussion groups
  - Local cert testing
  - Local training
  - Opportunities to see speakers at low cost
  - Joint sessions with other orgs
  - Sharing problems
- International coordination-0
- Quality press (books)-100
- Representation on standards writing committees-0
- Opportunities for involvement & leadership-500
  - Opportunities to be a presenter
- Chance to help/mentor community-500
- Lobby organization-0
- Koality Kid, etc...-0
- Baldrige participation-0
- Technical committees-0
- Visibility within your own company-100
- Award opportunities for my organization-100
- Team competitions-0
- Influencing national quality curriculum-100
- Peer support/mentoring-0
- Quality cultural shift within companies-0
- Credibility with customers-100
- “Bundled” Quality topics-0
- Opportunity to travel-0

- Total value-$14,919
NTCA Member Value in $$

- Networking $500
- Peer support/mentoring $300
- Credibility with customers
  NTCA membership recognition $500
- 5 Star $500
- NTCA Reference Manual $500
- Safety Program $500
- Profit Planning Survey $3,500
- Coupons $250
- Incremental training $1,000

- Opportunities for involvement & leadership $1,000
- Assistance from Association Executive Staff $2,000
  - Technical Advise
  - Marketing Assistance
  - Web Referrals $400
- Yearly cost = $500
- Yearly value = $10,950
- 21.9x ROI
MCASC Member Value in $$

- Research materials $600
- Networking $5,000
- Job listing service $0
- Training and info on code $2,000
- (Tear down and loss of productivity +++)
- Peer recognition/ Industry stature $500
- Camaraderie, Peer support & mentoring $500
- Credibility with customers $0
- Integrity in bid process $0
- Conferences/meetings/ Local Chapters $1,500
- Encourages professionalism with industry $0
- Scholarship opportunities for Industry recruitment $0
- Collaboration with other industry trade organizations (get jobs+++) $2,000
- Opportunities for involvement & leadership $1,000
- Visibility within your own company $0
- Influencing State Legislation $0
- Lobby organization $0
- Influencing State Code/ Standards $0
- Gov. appointed/ technical committees $1,500
- Assistance from Association Executive Staff $2,000
- Insurance $1,000
- **Yearly cost= $4,000**
- **Yearly value= $17,600**
- **ROI= 4X +**
National Association of Wholesale-Distributors-Association
Executives Council: Value from Two Meetings/Yearly

- $1,000 Workable Ideas
- $500 New Speakers/Consultants
- $2,000 Industry Research
- $3,000 Peer Networking & Expertise
- $500 Professional Development
- $3,000 Meet NAW Professional Staff
- $100 NAW Program & Service Update
- $500 Content (Newsletter & Magazine)
- $200 Professional Recognition
- $1,000 Site Selection
- $1,000 Mental Retreat Value
- Total Cost: $3,000

- Total Value: $12,800 = 4.3 X ROI
National Frame Builders Association--Member Value

- Education – 1,000
- Code issues - 2,000
- Personal development - 500
- Networking – 2,500
  - Entire supply chain
  - Building relationships with competitors
- Free legal counsel - 500
- Training Videos - 200
- Research publications - 500
  - Technical testing and publications
- Forum for voicing opinion - 200
- New products and techniques – 500
- Marketing brochures – 2,000
- Website directory – 1,000
- Powerful legislative voice – 3,000
- Vacation - 200
- Credibility in the marketplace - 400
- Building awards program - 200
- Industry surveys - 150
  - Salary and benefits
  - Quarterly Market
- Safety Issues & OSHA compliance – 2,000
- Job recruitment - 750
- Industry cost and progress trends (Newsletter) - 250
- Standards and tolerances - 100
- On-going product development - 250
- Sales training – 1000
- Yearly membership investment, including membership fees and conference attendance: $2,000
- Yearly sustainable member value: $19,200
- ROI = Almost 10X
Member Value

- WebReferrals - $2000
- Sets industry standards $2000
- Access to products at Tradeshow $1000
- Opportunity to bid on jobs that require to clean to NADCA standards, including Value with certification $20,000
- Referrals from hardware store partners $1000
- Education $500
- Networking $5000
- Magazine $50
- Legitimizes & creates prestige & Confidence & professionalism $5000
- Uncle Sam pays for part of vacation $500
- Consumer education via website $1000
- Legislative issues $5000
- NADCA marketing materials, including NADCA standards to help educate clients $1500
- Business management issues $1000
- Interface with other industry related associations $5000
- Membership cost $3000

- **Member value** $50,550
- **16.85x ROI**
Independent Turf & Ornamental Distributors Association - Distributors’ Value in Dollars

- Sandler Training - $3,000 per rep ($2,500)
- Group Insurance savings - $4,000
- TTN - $1,500 ($2,500)
- Education - $700 ($6,000) ($5,000)
- Networking - $40,000 per decision
  - ($50,000) ($10,000)
- Vacation - $1,000
- Membership to RISE - $150
- ITODA website - $1,000
- Airline discounts - $100
- **Total Value $30,000 – Cost $5,000**
- **ROI = 6X**
Washington Oil Marketers Ass’n.

✓ Weekly Industry Updates (WPMA) - $1,000
✓ Monthly Industry Updates (WOMA) - $1,000
✓ Supplier Directory - $500
✓ Industry Specific Training - $1,000
✓ Access to WOMA Staff - $1,000
✓ Leadership Training - $1,000
✓ Access PMAA - $500
✓ POC Show Discount - $100
✓ Ability to Affect Legislation - $500
✓ Showing up to Convention Because I’m a Member - $100
✓ Scholarship - $200
✓ WPMA Magazine - $100
✓ Membership $1100
✓ Value: $7000
<table>
<thead>
<tr>
<th>Program</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Recognized certification</td>
<td>n/a</td>
</tr>
<tr>
<td>Research materials</td>
<td>$4000</td>
</tr>
<tr>
<td>Job listing service</td>
<td>n/a</td>
</tr>
<tr>
<td>Info on standards</td>
<td>-</td>
</tr>
<tr>
<td>Training</td>
<td>$500</td>
</tr>
<tr>
<td>Magazine</td>
<td>n/a</td>
</tr>
<tr>
<td>Newsletter</td>
<td>-</td>
</tr>
<tr>
<td>Legislative Update</td>
<td>$1200</td>
</tr>
<tr>
<td>Safety Slips</td>
<td>-</td>
</tr>
<tr>
<td>Peer recognition</td>
<td>-</td>
</tr>
<tr>
<td>Peer Support/Mentoring</td>
<td>$1500</td>
</tr>
<tr>
<td>The safety of being part of the “club”</td>
<td>$500</td>
</tr>
<tr>
<td>Member Directory</td>
<td>-</td>
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<tr>
<td>Opportunities for involvement &amp; leadership</td>
<td>$500</td>
</tr>
<tr>
<td>Education</td>
<td>-</td>
</tr>
<tr>
<td>Access to office/staff</td>
<td>$250</td>
</tr>
<tr>
<td>Technology consulting</td>
<td>-</td>
</tr>
<tr>
<td>Legal Consultations</td>
<td>n/a</td>
</tr>
<tr>
<td>NAM’s Virtual University</td>
<td>$1000</td>
</tr>
<tr>
<td>Industry Safety Standards</td>
<td>$0</td>
</tr>
<tr>
<td>Industry Statistics</td>
<td>$0</td>
</tr>
<tr>
<td>ABMA Divisions</td>
<td>$0</td>
</tr>
<tr>
<td>Freight Transportation Consultants</td>
<td>$200</td>
</tr>
<tr>
<td>Suppliers Display (convention)</td>
<td>$1000</td>
</tr>
<tr>
<td>Web site members only section</td>
<td>-</td>
</tr>
<tr>
<td>Product Lookup – Leads</td>
<td>$500</td>
</tr>
<tr>
<td>Affinity programs</td>
<td>-</td>
</tr>
<tr>
<td>Employee Screening</td>
<td>-</td>
</tr>
<tr>
<td>Freight Discount Program</td>
<td>-</td>
</tr>
<tr>
<td>Merchant Services</td>
<td>$5000</td>
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<tr>
<td>Networking</td>
<td>$2500</td>
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<tr>
<td><strong>Total Value</strong></td>
<td><strong>$18,900</strong></td>
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<tr>
<td><strong>Total Cost</strong></td>
<td><strong>$2,800</strong></td>
</tr>
<tr>
<td>(Membership &amp; Convention Attendance)</td>
<td></td>
</tr>
<tr>
<td><strong>Membership ROI = 6.75x</strong></td>
<td></td>
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</tbody>
</table>
Tool for Getting Prospective Members to YES!

Fits in a #10 Envelope

No Extra Postage
<table>
<thead>
<tr>
<th>Outside left:</th>
<th>Outside center:</th>
<th>Outside right:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Results from Rigsbee’s Member Value Process™ including all line items valued and totals.</td>
<td>A bit of history on your organization and all contact information on the bottom.</td>
<td>This is your brochure cover. In addition to your organizations logo on the top, title the brochure: “Membership, It’s A Good Business Decision!”</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Inside left:</th>
<th>Inside center:</th>
<th>Inside right:</th>
</tr>
</thead>
<tbody>
<tr>
<td>What’s in it for the prospect personally? Include a paragraph for all member categories—member, allied, supplier, etc.</td>
<td>What’s in it for the prospect’s business? Skip the features and list benefits (how your organization will make the member’s company better.)</td>
<td>What’s in it for the prospect’s industry? This is last because it offers the least real-dollar ROI to the member. Remember, they get legislative benefit even if they are not a member.</td>
</tr>
</tbody>
</table>
High Value, Low Cost

- High value to your members and the industry
- Low Cost (time & money) to the association
Grassroots Member Recruitment Campaign

- **Step 1:** *Member Value Process*
- **Step 2:** Develop new member recruitment tool; Value Brochure
- **Step 3:** *Smart Alliances* Keynote to campaign kick-off.
- **Step 4:** Accountability; Board of directors drive campaign.
- **Step 5:** Paid staff follow up
Thank You

Ed’s additional Resources:
Association section: http://www.rigsbee.com/association.htm

Grassroots member recruitment campaign:
http://www.rigsbee.com/memberrecruitment.htm

Association articles: http://www.rigsbee.com/associationarticles.htm

Member Value Process article: http://www.rigsbee.com/association-member-retention-1.htm

All Ed's articles & permission to reprint:
http://www.rigsbee.com/morearticles.htm