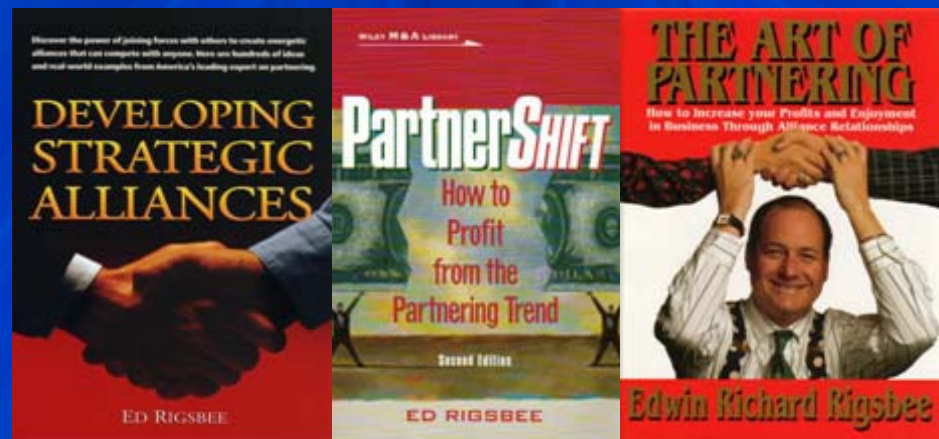


March 26, 2011 – Austin (Lost Pines), TX

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%** *-Association Management, November 2001*

Not Enough Perceived Value: 73%

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

ASQ Value Item	2005-1	2005-2	2006-1	2006-2	2007-1	2007-2	Average/#
Recognized Certification	3000	1000	5000	1000	3000	2500	\$2,583/6
Networking	2500	500	1000	2500	500	100	\$1,183/6
Training	100	250	2500	2500	500	500	\$1,058/6
Sections	500	500	1000	2500	250	1500	\$1,042/6
Opportunities for Involvement & Leadership	1000	100	500	Included in Section	200	2500	\$860/5
Credibility with Customers	Not rated	250	100	0	750	250	\$600/5
Divisions/Forums	500	Not rated	500	50	500	750	\$460/5
Total ASQ Member Value Determined	8100	5150	14919	13550	9750	11550	\$10,503/6

ASQ Total Member Value in 2007-Session 2

- Recognized certification-\$2,500
- Research materials-\$200
- Networking-\$100
- Job listing service-\$100
- Info on standards-\$100
- Training-\$500
- Quality Progress magazine-\$300
- Peer recognition-\$200
- Comparing quality practices in other industries & Demonstrating commonality of quality tools-\$750
- Professional credibility/Salary improvement-\$400
- Conferences/meetings-\$0
- Future of quality trends-\$0 (get from QP)
- Divisions/Forums-\$750
- Sections-\$1500
 - 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-\$2500
 - Opportunities to be a presenter
 - Chance to help/mentor community-\$0
- Lobby organization-\$0
- Koality Kid, etc...-\$0
- Baldrige participation-\$0
- Technical committees-\$0
- Visibility within your own company-\$0
- Award opportunities for my organization-\$0
- Team competitions-\$0
- Influencing national quality curriculum-\$0
- Peer support/mentoring-\$250
- Quality cultural shift within companies-\$1000
 - Reason I have my job
- Credibility with customers-\$250
- “Bundled” Quality topics-\$0 (What is this?)
- Opportunity to travel-\$0
- Opportunity to publish-\$50
- **Total value-\$11,550**

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**

American Brush Manufacturers Association

- Recognized certification-n/a
- Research materials-\$4000
- Job listing service-n/a
- Info on standards-\$250
- Training-\$500
- Magazine-n/a
- Newsletter-\$0
- Legislative Update-\$1200
- Safety Slips-\$0
- Peer recognition-\$
- Peer Support/Mentoring-\$1500
- The safety of being part of the “club”-\$500
- Member Directory-\$0
- Opportunities for involvement & leadership-\$500
- Education-\$0
- Access to office/staff-\$250
- Technology consulting-\$0
- Legal Consultations-n/a
- NAM’s Virtual University-\$1000
- Industry Safety Standards-\$0
- Industry Statistics-\$0
- ABMA Divisions-\$0
- Freight Transportation Consultants-\$200
- Suppliers Display (convention)-\$1000
- Web site members only section-\$0
- Product Lookup – Leads-\$500
- Affinity programs-\$
 - Employee Screening-\$0
 - Freight Discount Program-\$
 - Merchant Services-\$5000
- Networking-\$2500
- **Total Value-\$18,900**
- **Total Cost-\$2,800**
 - (Membership & Convention Attendance)
- **Membership ROI = 6.75x**

**Fits in a # 10
Envelope**



**No Extra
Postage**

**Tool for Getting Prospective
Members to YES!**

<p><u>Outside left:</u> Results from Rigsbee's Member Value Process™ including all line items valued and totals.</p>	<p><u>Outside center:</u> A bit of history on your organization and all contact information on the bottom.</p>	<p><u>Outside right:</u> This is your brochure cover. In addition to your organizations logo on the top, title the brochure: "Membership, It's A Good Business Decision!"</p>
<p><u>Inside left:</u> What's in it for the prospect personally? Include a paragraph for <u>all member categories—member, allied, supplier, etc.</u></p>	<p><u>Inside center:</u> What's in it for the prospect's business? Skip the features and list benefits (<u>how your organization will make the member's company better.</u>)</p>	<p><u>Inside right:</u> 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.</p>

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>