



The Ultimate Guide to **Non-Dues Revenue**

For any membership group, raising non-dues revenue is an essential part of overall success.

But people are cautious about spending extra money, particularly in an uncertain economy, and your association might be feeling some of that pain.

If your organization is struggling to raise extra funds, don't worry — we can help.

Behold, the ultimate guide to non-dues revenue!

1

Education

Educational programs come in many forms — certifications, training programs, accreditations, etc. — and can be a great source of non-dues revenue for your association. With the job market becoming increasingly competitive, members want to ensure they have the latest knowledge combined with the best credentials after their name. Ultimately, they want proof that they're up to date in their industry.

Now you'll want to price your offerings according to value. Members generally don't mind paying a small fee for educational programs as long as there's some level of value associated with them.



2

Live events

Take it from us, association-hosted events are the ultimate win-win — members can receive entertainment and value while associations can generate revenue on the back-end. Events can be anything from auctions and galas to conferences and lunch and learns. They don't have to be anything fancy, but they do need to provide members with value. That being said, be sure to give your events some thought before executing.

Note: If you decide to go the conference route, you can typically incorporate other methods of fundraising as well. For example, you can allow exhibitors to set up booths at your event or offer several different advertising options.

Want more in-depth advice for planning your next event? Download our [complete event planning guide](#) here.

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Advertising

You put a lot of time and energy into your organization’s collateral — your website, your newsletter, your new member packets, etc. — so why not leverage those pieces to generate additional revenue?

You’re probably thinking, “That sounds great...but how?” Well, with some good old-fashioned advertising! To capitalize on the full potential of advertising, try some of the following techniques:

- **Utilize online banner ads on your organization’s website**
- **Offer ad space in your organization’s newsletter**
- **Allow flyers to be placed in your new member packets**
- **Offer ad space on your organization’s mobile app (if you have one)**



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Sponsorships

Another great way to generate revenue is by asking companies within your industry if they’d be willing to sponsor your organization. Associations, like your own, provide industries with value, so many companies are willing to form a partnership of some sort.

To generate interest in a corporate sponsorship, why not...

- **Put together a comprehensive sponsorship package**
- **Provide a list of sponsor benefits**
- **Post information on your association’s website**
- **Ask members to assist with recruiting**

You’d be surprised at how much interest these tactics can generate!

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Webinars

If your organization has a really great educational offer, consider monetizing it by transforming it into a webinar. The only way for this to work, however, is if the content is extremely valuable. For example, consider putting together a panel of non-profit experts to speak about a particular industry topic or trend. Most people don't mind paying a small fee if it means hearing from the best of the best.

You can offer these webinars at a fee to members or as a free benefit of membership and at a fee to non members. And remember, if you have any additional administrative costs, you can always reach out to corporate sponsors.

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Merchandise Sales

Selling branded merchandise can be another great way to generate non-dues revenue. Merchandise can be anything from t-shirts and bags to mugs and koozies. You can even offer subscriptions to scholarly journals or other publications.

Note: If you decide to go the merchandise route, be sure to sell your products year-round and encourage members to wear branded apparel at your association's annual meetings and events. If your members see other members wearing your organization's merchandise, they'll be more likely to purchase some as well.

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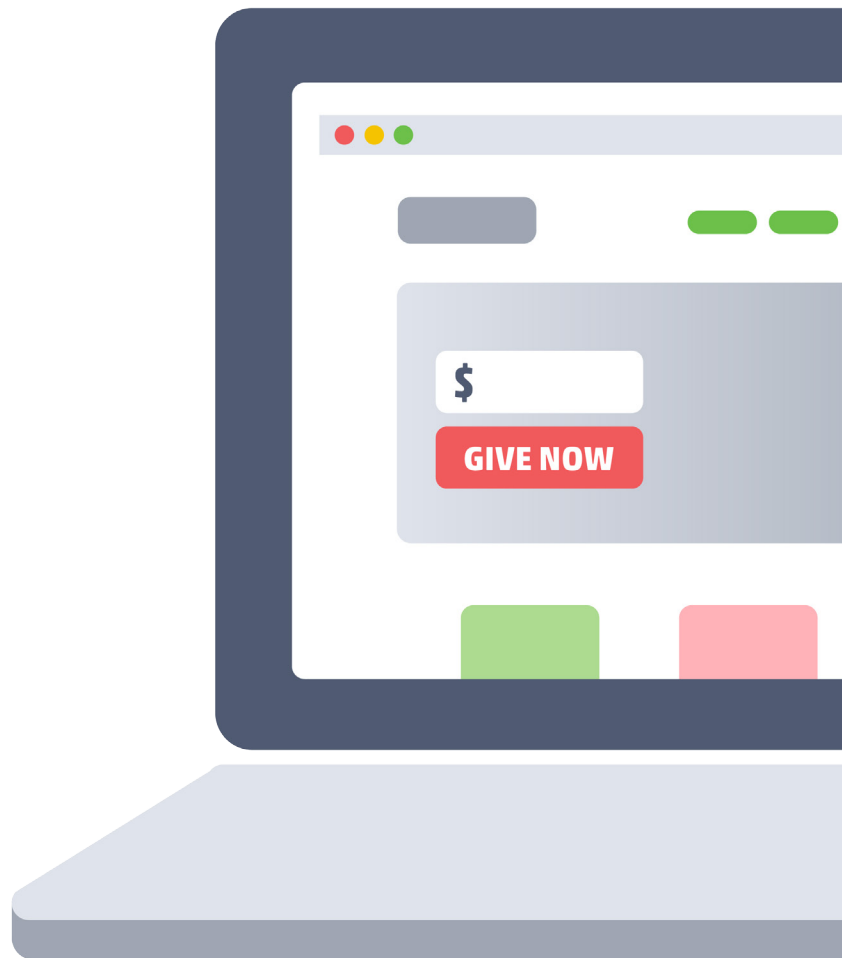
Social Media

If your organization has a strong social media following, consider leveraging your platforms to raise additional funds. You can offer several different advertising options as well as sponsored posts. Put together a formal social media package — similar to that of a sponsorship package — that explicitly states how many messages your organization will post, as well as what platforms you'll be using.

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Donations

If your organization has any kind of charitable component, donations can be a great source of non-dues revenue. If you have a donation page on your website, be sure to include several calls-to-action throughout your site to guide people directly to that page. It's also not a bad idea to add a donation section to your organization's sign-up forms. For example, when a member signs up for an event, give them an opportunity to donate as well. They might be more inclined to donate if they're already making one transaction.



If managing programs to generate non-dues revenue seems overwhelming, perhaps it's time to consider an AMS.

Not sure what an AMS is?

Download our free **What Is an AMS? guide** here!



Click here to check it out!

More about MemberClicks

MemberClicks offers all the tools that membership organizations need to make the most of the web. From online databases and event registrations to custom-designed websites and member communities, our products are tailor-made for small-staff organizations.

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