



Membership & Marketing Conference

Live from Baltimore!
It's the Best of the Alexandria Brown Bag



Your host: Talisa Thomas-Hall
Director of Membership and Affiliate Relations
National Association for College Admission
Counseling
May 1, 2009, 8:15 a.m. - 9:15 a.m.

Connecting Great Ideas and Great People

Featuring...

- Scott Oser, President,
Scott Oser Associates, Inc.



- Erik Schonher, Vice President
Marketing General Inc.



- Kevin Whorton, Principal,
Whorton Marketing & Research



Today's Hot Topics:

Economy's Impact on Associations
Generational Engagement
Creative Marketing on
Shoestring Budgets



#1: The Economy's Impact on Associations

- Facts
- Coping Strategies



The Economic Impact on Member Organizations

This is a Cultural Reality...
Adopt a mindset for doing more
for less.

Scott Oser, Scott Oser Associates, Inc.



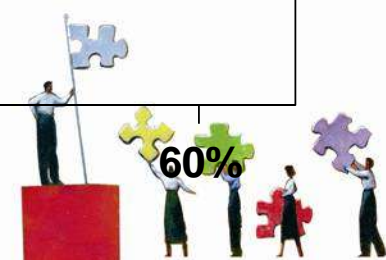
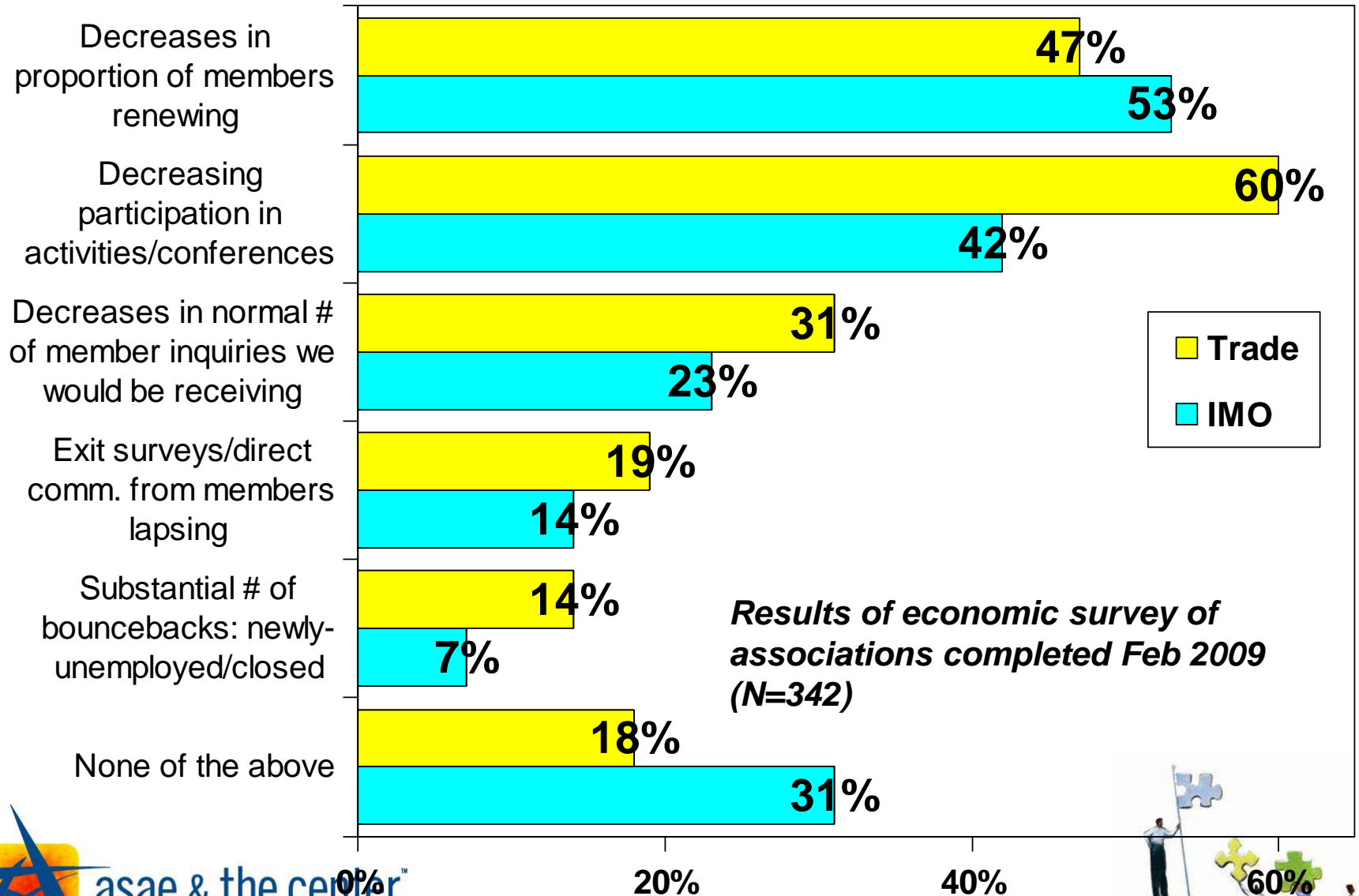
The Economic Impact on Member Organizations

This is not the Great Depression!?

*“During the Great Depression, a quarter of the
working age population was out of a job.”
The Economist*

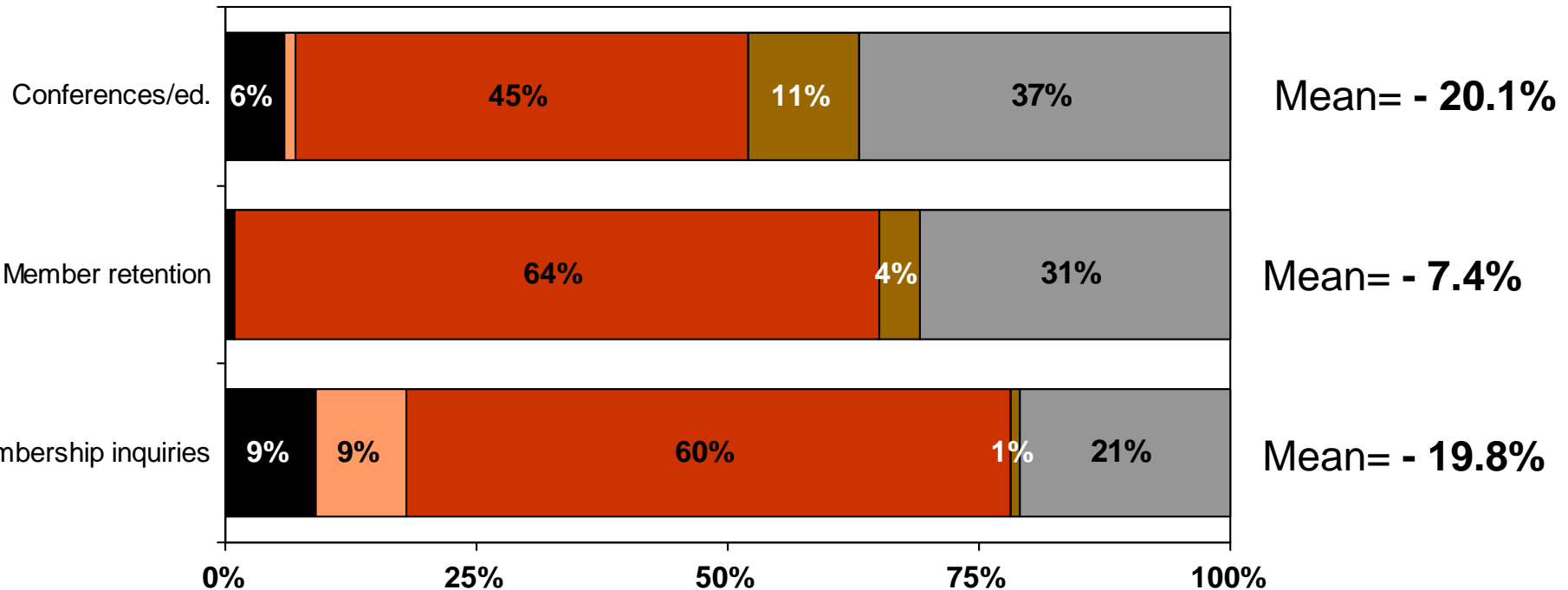


Membership Changes Seen, Past 6 Months



Magnitude of Impact on Associations

Increase
 About same
 Slight decrease
 Moderate decrease
 Significant decrease

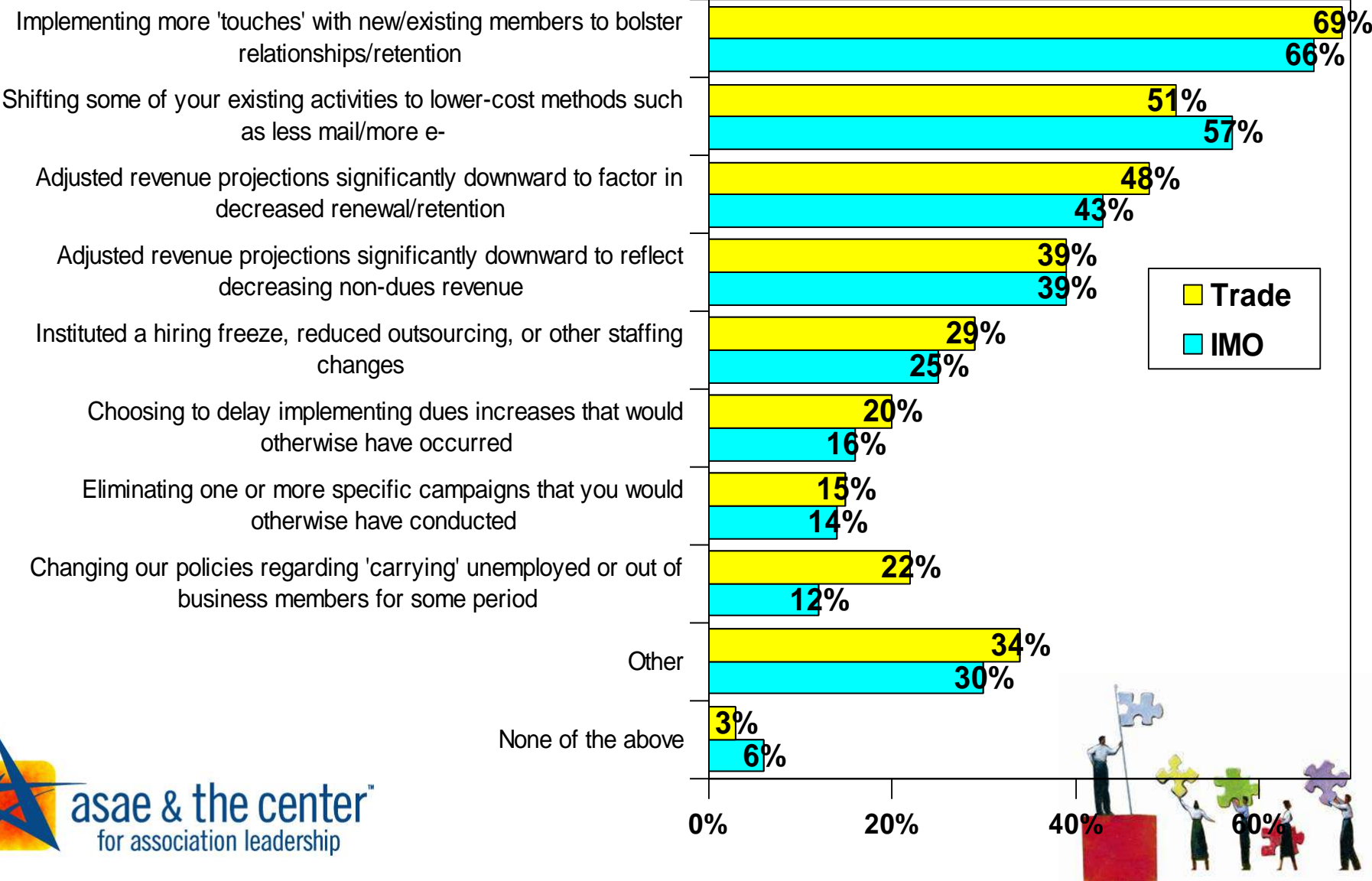


Average change in bouncebacks due to unemployed, out of business: ↑ 13%

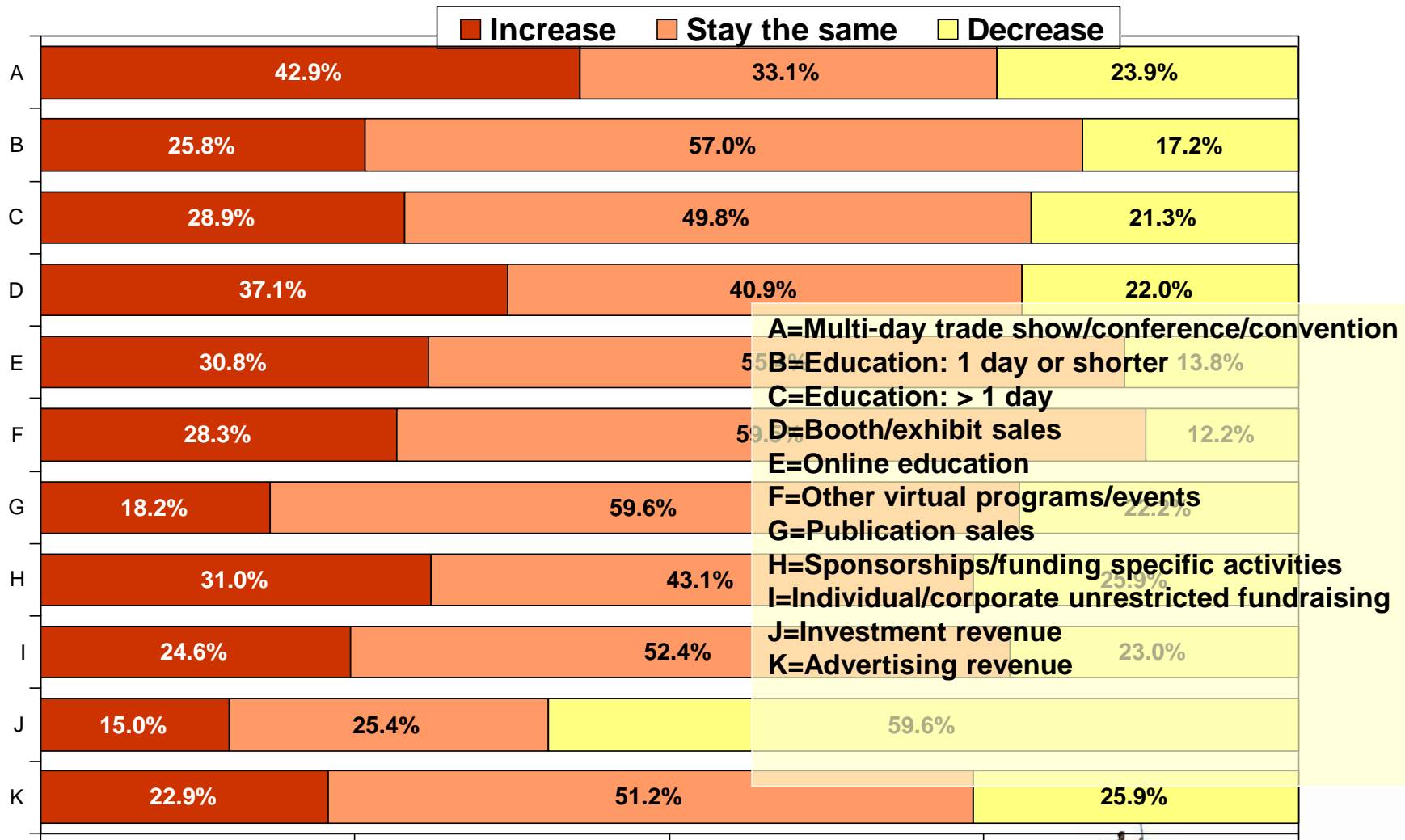
Average change in exit surveys referencing the economy: ↑ 38%



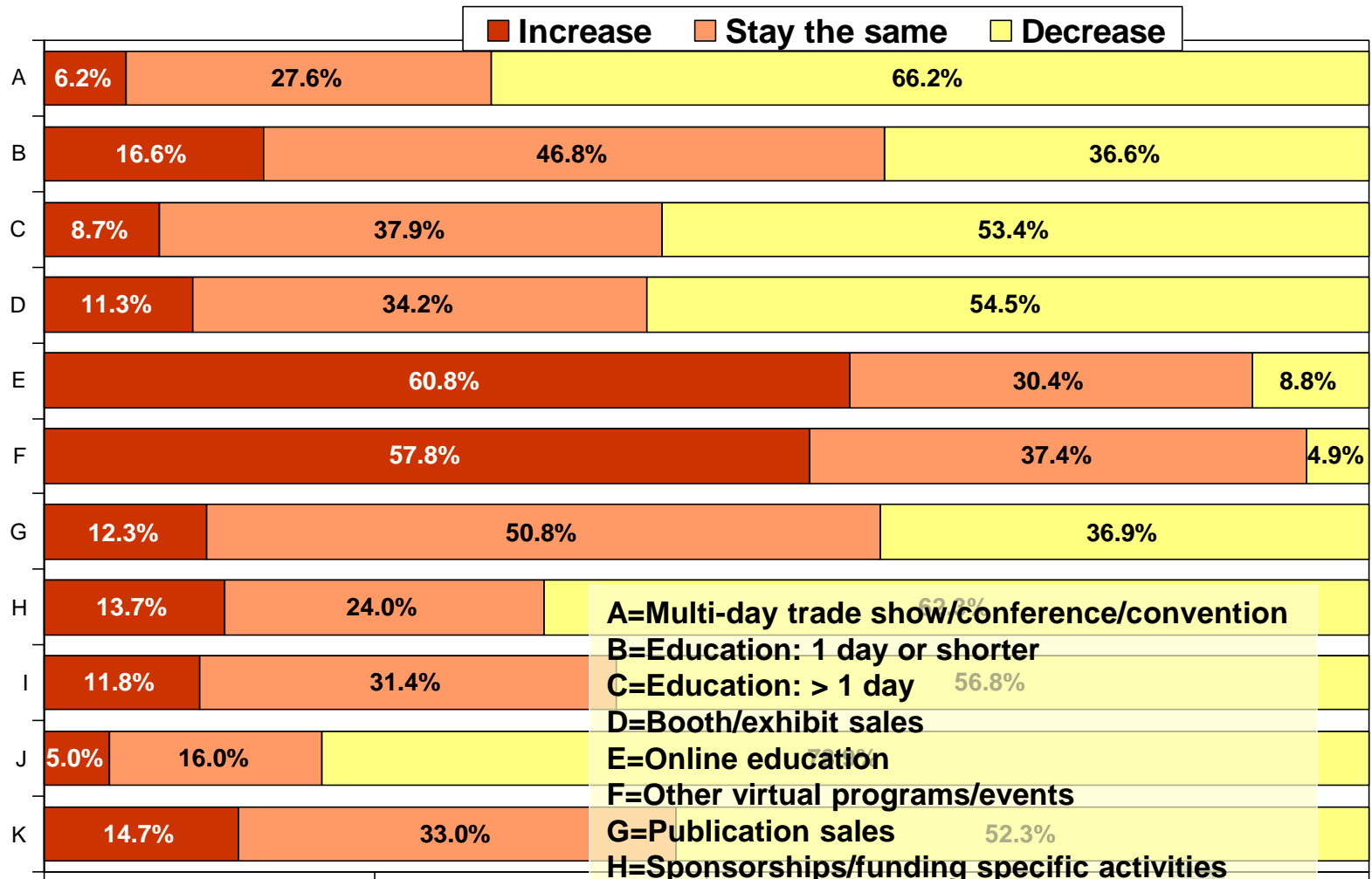
Plans/Actions: Positive Responses



ASAE: What's Changed in the Past Year



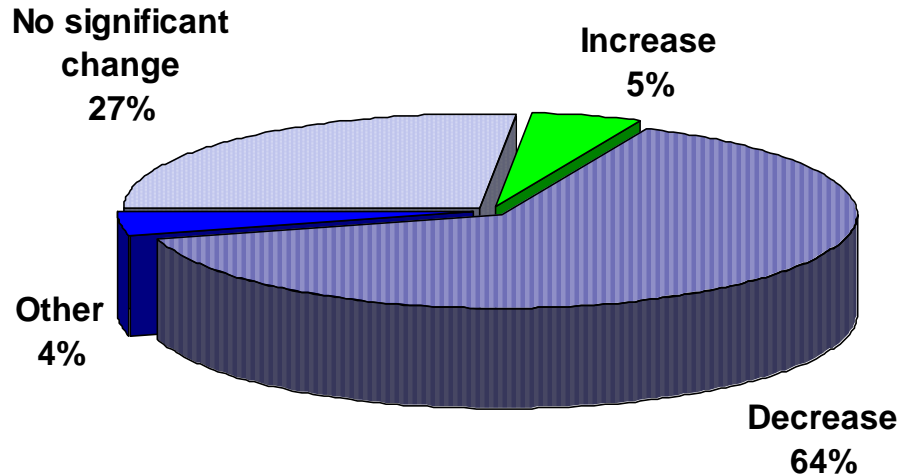
Expected Changes in Upcoming Year



A=Multi-day trade show/conference/convention
B=Education: 1 day or shorter
C=Education: > 1 day
D=Booth/exhibit sales
E=Online education
F=Other virtual programs/events
G=Publication sales
H=Sponsorships/funding specific activities
I=Individual/corporate unrestricted fundraising
J=Investment revenue
K=Advertising revenue



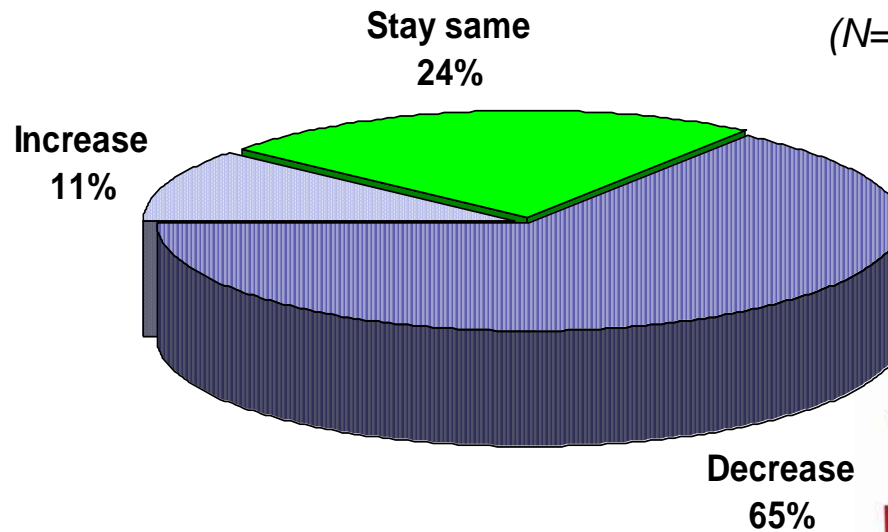
Anticipated Changes in Revenue



Impact you think the current economy will have on membership revenue in coming year

Results of ASAE economic survey: results to date (N=903)

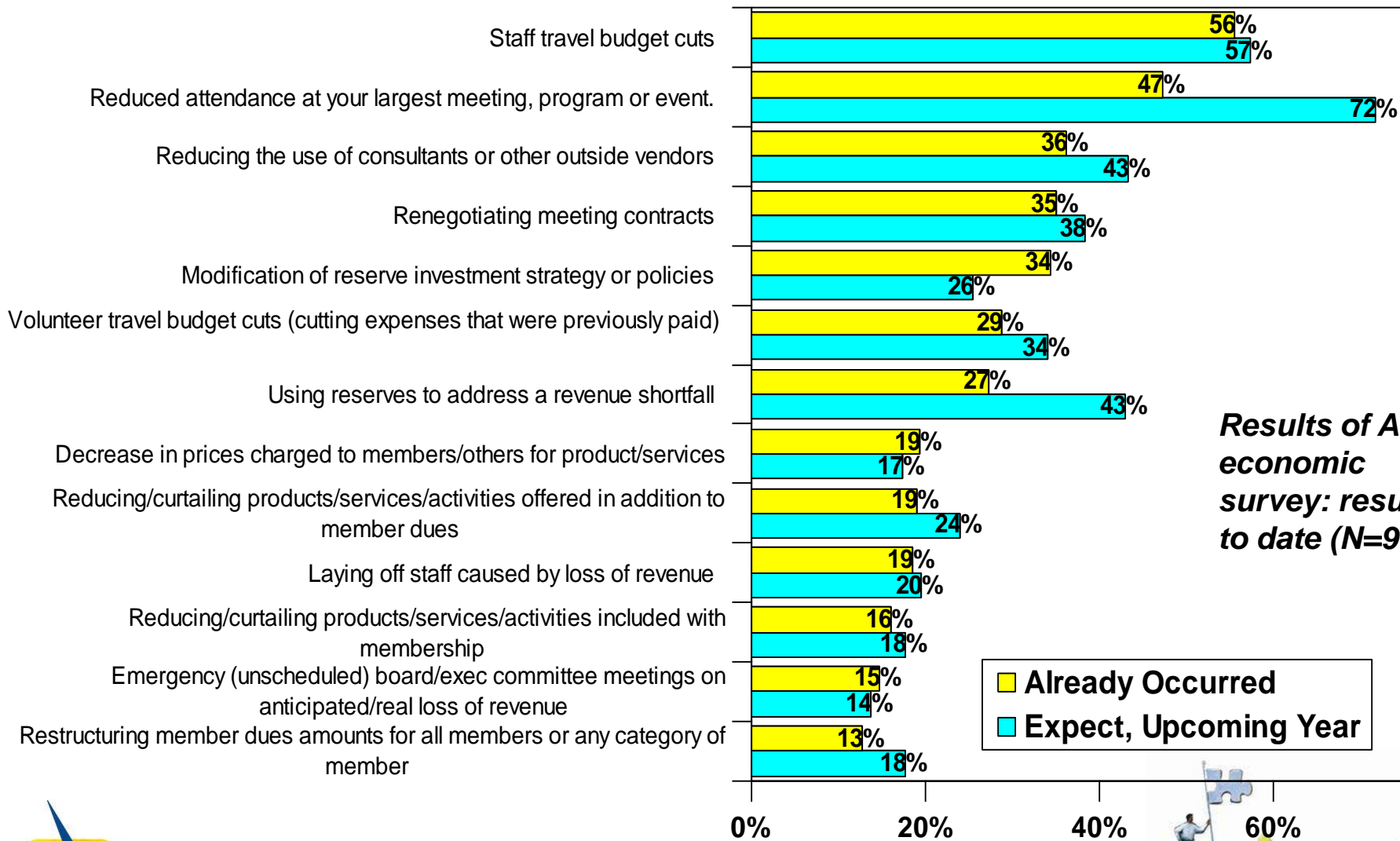
Anticipated change in total revenue compared to last year



Decrease 65%

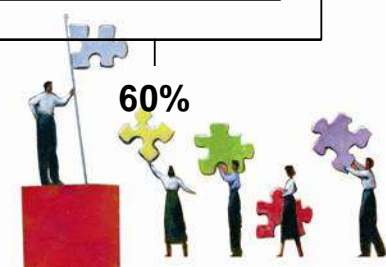


Expect to Occur in Year Due to Economy



Results of ASAE economic survey: results to date (N=903)

■ **Already Occurred**
■ **Expect, Upcoming Year**



#2: Generational Engagement

Some of what we are seeing today reflects long-term, generational factors.

Or, *“It’s Not Just the Economy, Stupid”*
-Bill Clinton (paraphrased)



Generational Engagement

What are some key tips, challenges, and best practices to consider for engaging various generations of members?



Generational Engagement

Generational Motivators

“Volunteer Management: A New Way to Prosper,” Talisa Thomas-Hall, 2008

- **Baby Boomers** (1940 to 1960)
 - Clear Policies and Procedures
 - Security and Stability
 - Being Value added
 - Connection
- **Generation X** (1960 to 1980)
 - Being a part of the process
 - Independence
 - Promotion
 - Professional advancement
- **Millennial** (1980 to 2000)
 - Quick responses
 - Idea generating activities
 - Instant rewards
 - Information and training



Generational Engagement

How does technology play a role in engaging members from different generations?



#3: Creative Marketing on a Shoestring Budget

The GOOD News...

Members look to their associations
more in times of economic uncertainties.

“Ten Tips for Membership Marketing in a Recession”

Erik Schonher, MGI



Creative Marketing on a Shoestring Budget

What's working out there?

What's being done or what's changed
to effectively boost acquisition
and retention?



Creative Marketing on a Shoestring Budget

“Most Americans sort
their mail over the trash can...”

“Creative Marketing on a Shoestring Budget”
Raylene H. Kershaw, Marketing General Inc.



Closing Marketing Tips, Answers from the Experts





Credits...

Host:

Talisa Thomas-Hall

Alexandria Brown Bag Founder & Facilitator

Director of Membership and Affiliate Relations

National Association for College Admission Counseling

Phone: 703-299-6837

E-mail: tthomashall@nacacnet.org

Website: www.theCEOnet.com



Join the Alexandria Brown Bag LinkedIn Group

<http://www.linkedin.com/groupRegistration?gid=1479397>



Connecting Great Ideas and Great People



Star Panelists

Scott Oser, President, Scott Oser Associates, Inc.
scott@scottoserassociates.com
www.scottoserassociates.com

Erik Schonher, Vice President, Marketing General Inc.
eschonher@MarketingGeneral.com
www.MarketingGeneral.com

Kevin Whorton, Principal
Whorton Marketing & Research
kwhorton@comcast.net
www.kwhorton.com



Connecting Great Ideas and Great People



Special Guest Stars

Alexandria Brown Bag co-Facilitator:
Cheryl Rothbart, Sr. Director of Membership & Administration
American Society of Consultant Pharmacists

Announcer:
Ingrid Thomas, Marketing & Communications Manager
International & American Associations for Dental Research

Guest Contributor:
Raylene H. Kershaw, Sr. Vice President & COO
Marketing General Inc.

Thank You!



Connecting Great Ideas and Great People