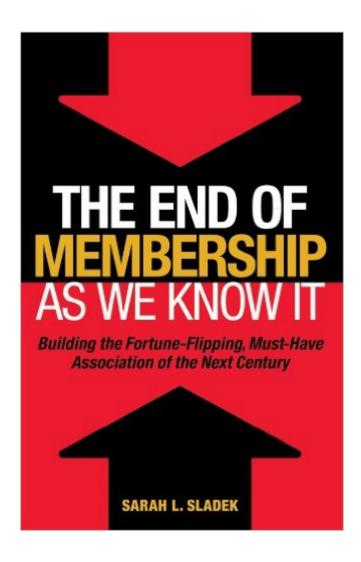
The book was found

The End Of Membership As We Know It: Building The Fortune-Flipping, Must-Have Association Of The Next Century





Synopsis

How new membership models can help associations survive and thrive in today's evolving environment The era when associations could count on members joining and renewing, even with a relatively unchanging menu of membership benefits, has passed. No, membership is not dead, argues author Sarah Sladek. But associations do need to change their thinking and their models. In The End of Membership As We Know It: Building the Fortune-Flipping, Must-Have Association of the Next Century, Sladek offers practical, proven ways that associations can respond to changes affecting participation such as the generational shifts in the workforce, social changes, and technology-eased access to content and community. The End of Membership As We Know It explains: How niche the new competitive advantage is Why organizational culture has an enormous impact on recruitment and retention What emerging member-prospects value and want Why and how to focus on member ROI instead of program ROI How to craft and deliver compelling benefits rather than features How to extend your reach Which emerging models are taking root and showing promise Providing numerous real-world examples along with specific guidance, The End of Membership As We Know It is a must-have guide for moving your membership model into the future.

Book Information

Hardcover: 122 pages

Publisher: ASAE Association Management Press; 1 edition (August 6, 2011)

Language: English

ISBN-10: 0880343435

ISBN-13: 978-0880343435

Product Dimensions: 6.3 x 0.6 x 9.3 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars Â See all reviews (43 customer reviews)

Best Sellers Rank: #198,273 in Books (See Top 100 in Books) #202 in Books > Business &

Money > Small Business & Entrepreneurship > Nonprofit Organizations & Charities #1241

inA Books > Business & Money > Business Culture > Motivation & Self-Improvement #1382

in Books > Business & Money > Management & Leadership > Motivational

Customer Reviews

In her book, The End of Membership as We Know It, Sarah Sladek, makes important points - based on best practices in marketing -- that membership professionals should take to heart in order to

grow a successful program. Her fundamental thesis is that "three key shifts in our society have caused a decline in membership: economic rescission, demographic shifts, and rapidly changing technology. [And] while the economy is likely to rebound sooner or later, the other two influences are here to stay." 1. Sladek proposes a number of solutions to help in meeting these membership challenges. The first is to focus on offering members' better benefits. She maintains that "your association's success hinges on one thing: member benefits. . . Members join your association because they believe in your ability to solve a problem for them. They renew their membership when you are successful at solving the problem."2. In order to identify and develop better benefits, she advises that you "survey members or host focus groups regularly to keep your finger on the pulse of any changing needs among your membership. Nothing can replace the open, honest feedback you receive from members."3. Another key opportunity to improve membership Sladek says "comes down to marketing." The four aspects of marketing that are highlighted include differentiating your association from its competitors, providing a guarantee to members, identifying your core benefits, and determining your target market. Sladek also recommends building online communities as a key to solving the threats to membership.

Download to continue reading...

The End of Membership as We Know It: Building the Fortune-Flipping, Must-Have Association of the Next Century The Beginners Creative Real Estate Investing Course for Flipping Houses: That's Not Like All the Other House Flipping Books... Real Estate: 25 Best Strategies for Real Estate Investing, Home Buying and Flipping Houses (Real Estate, Real Estate Investing, home buying, flipping houses, ... income, investing, entrepreneurship) Dorothy Must Die Stories: No Place Like Oz, The Witch Must Burn, The Wizard Returns (Dorothy Must Die Novella) The Membership Economy: Find Your Super Users, Master the Forever Transaction, and Build Recurring Revenue Subscribe Me: Making, Marketing & Monetizing Online Digital Content with Membership Sites, Online Courses and Recurring Subscriptions LEED GA MOCK EXAMS (LEED v4): Questions, Answers, and Explanations: A Must-Have for the LEED Green Associate Exam, Green Building LEED Certification, ... Green Associate Exam Guide Series (Volume 2) LEED BD&C Exam Guide: A Must-Have for the LEED AP BD+C Exam: Study Materials, Sample Questions, Green Building Design and Construction, LEED ... of the 2nd Edition) (Leed Exam Guides) ANA Grading Standards for United States Coins: American Numismati Association (Official American Numismatic Association Grading Standards for United States Coins) American Birding Association Field Guide to the Birds of New Jersey (American Birding Association State Field) American Birding Association Field Guide to the Birds of Colorado (American Birding Association State Field) Dorothy Must Die

Stories Volume 2: Heart of Tin, The Straw King, Ruler of Beasts (Dorothy Must Die Novella) How To Buy And Sell Gold & Silver PRIVATELY: Must Know Strategies To Keep Your Portfolio Private, Stay In The IRS's Good Graces, Know Your Tax ... Avoice Other Forms Of Metals Like The Plague Every War Must End (Columbia Classics (Paperback)) Object-Oriented Frameworks Using C++ and CORBA Gold Book: The Must-have Guide to CORBA for Developers and Programmers Handmade Style: 23 Must-Have Basics to Stitch, Use, and Wear Ultimate Chinchilla Care Chinchillas as Pets the Must Have Guide for Anyone Passionate about Owning a Chinchilla. Includes Health, Toys, Food, Bedding Academic Moves for College and Career Readiness, Grades 6-12: 15 Must-Have Skills Every Student Needs to Achieve (Corwin Literacy) 5 Conversations You Must Have with Your Son Five Conversations You Must Have with Your Daughter

Dmca