

Membership SUSTAINability



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Issues Facing Associations

- **Generational**
- **Technology**
- **Value Proposition**

Issues Facing Associations

- **Diversity**
- **We've Always Done It That Way**

Where Are We Feeling it?

- **Retention**
- **Recruitment**
- **Leadership/Governance**
- **Revenue Model**

Retention Opportunities

- **Lack of Perceived Value**
- **Lack of Engaged Membership**

No Perceived Value (ROI)

- **Features vs. Benefits**
- **No Longer THE source for Information**
- **Technology Replacing Network**

No Perceived Value (ROI)

- **Don't Truly Represent the Profession**
- **The Challenge of Being All Things to All People**
- **Customer Service is KING**

Lack of Engaged Members

- **No Orientation for Members**
- **Members Not Participating**
- **Limited Number of Evangelist**
- **Lack of Community**

Lack of Engaged Members

- **Limited use of Technology**
- **You Say Networking is Benefit, is it?**
- **Not Fun**
- **Not using Technology**

Leadership/Governance Challenges

- **Committee vs. Task Force**
- **PMS/Representation**
- **Terms of Office on Board**
- **Commitment**

Revenue Model

- **Can't Compete With Free**
- **Becoming a Curator**
- **Amazon is a killer**
- **Membership ROI**

Exercise

- **Want to divide up in groups and discuss 3 ways to retain existing members and we will report back.**

Recruitment Opportunities

- **New Membership Models**
- **Member Get-A-Member**
- **Young Association Members**
- **New Market**

Exercise

- **Want to divide up in groups and discuss 3 ways to recruit new members and we will report back.**



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