

NEW MEMBER BENEFITS TASKFORCE

PURPOSE

To identify three to five new AWRA member benefits that are recognized as valuable to current members, can create dialogue with non-members, and generate dues revenue. *Providing analysis for why these new benefits were selected will be a critical part of the process.*

BACKGROUND

COVID-19, travel bans, and shrinking budgets are impacting nonprofits and associations around the world. As the current COVID-19 pandemic continues, organizations must examine their value proposition, current member benefits, and determine what new benefits will appeal to their members now and in the future.

The most popular member benefits are the ones that help members see a return on investment (ROI) for their dues. Some proven ROI benefits in association management are:

- Discounts on products, services, and event registrations
- Training and professional development opportunities specific to their career
- Career advancement opportunities
- Members-only Career Centers
- Flexible online learning platforms
- Mentorship programs
- Online Communities or Membership Directories
- Continuing Education Credits
- Meaningful volunteer opportunities

We must also remember financial ROI is bigger than just the numbers. Many association members are looking for a different type of value, such as a feeling of belonging or making a difference. In fact, association research indicates that more members join and become loyal when you have made them feel something special. The feeling becomes the experience with the association.

SCOPE OF WORK

This task force will analyze the type of ROI AWRA members are looking for identify the three to five associated benefits that deliver it.

Timeframe

- 8 Weeks
- 4 Taskforce member virtual meetings/teleconferences – This is where we will come together to discuss and evaluate our findings.
- 5 Taskforce meetings with experts – Please note that many of the professionals the Chair will be scheduling with are giving their time free of charge and will need to schedule at times most convenient to them. The Chair will make EVERY effort to schedule meetings in advance and give timely notice; each member will be provided participation details on calendar invitations. If you cannot make the meeting, the recording will be emailed to you.
- 5 hours of focus groups with members and nonmembers
- 10 hours - Listening/previewing content focused on new member benefits
- Time required to evaluate AWRA survey data

TASKFORCE MEMBERS

Chair: Dresden Farrand, AWRA CEO – dresden@awra.org

Staff Liaison: Bridget Marquise, Membership Services Manager – membership@awra.org

Taskforce Members:

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