Some businesspeople think Association Executives have it easy because they don’t have to worry about making a profit. *Ha!* Look at the three questions that Association Executives are grappling with right now.

1. **What are my best sources of new revenue?**

   **A. Advertisers**
   1. Advertisers – In Directories
   3. Advertisers – In Meeting Materials (Programs, Flyers)
   4. Advertisers – In Publications (Commercial and Classified Ads)
   5. Advertisers – On Internet Banner and Button Ads

   **B. Endorsements, Licensing, and Affinity Programs**
   6. Business Services such as Shipping, Office Equipment, Car Rentals
   7. Financial Services such as Retirement, Investment, Credit Card, and Loan programs
   8. List rental
   9. Insurance, Travel, or Discount Programs
   10. Technology services such as Electronic Directories, Buyer’s Guides, Conference Services, Conference Calling, Broadcast Fax/Email, Software Discounts, Internet Services
   11. Office supplies: Generic or Industry-specific

   **C. Brainstorming for Cost-Revenue Changes**
   14. Brainstorming – New Products/Services

   **D. Fundraising**
   15. Fundraising – Corporate Fund Development
   16. Fundraising – Foundation Grants

   **E. Internet**
   17. Meeting/Show Registrations
   18. Sale of Products and/or Services, e.g. Educational Programs and Survey Results
   19. Vendor Advertising and/or Links to Vendor Sites

   **F. Joint Ventures**
   20. With Commercial organizations
   21. With Non-Profit organizations

   **G. Market Development**
   22. New/Different Advertisers and Vendors
   23. New/Different Products/Services

   **H. Meetings/Shows**
   24. Registration Fees
   25. Sales of Event Activities, Products, Services
I. New Product/Service Arrangements
   26. Bundling/Unbundling Existing Products/Services from Membership
   27. Extensions of Existing Products/Services
   28. Re-Pricing for Existing Products/Services
   29. New Product/Service Development, Marketing, Selling, and Distribution

J. Outside Support
   30. Strategic Decision-Making Consultants
   31. Decision Implementation Consultants
   32. Change Process Facilitators

K. More – or Better – Traditional Association Products & Services
   33. Audio-Video Tapes
   34. Certification Programs
   35. Consulting Services
   36. Educational Programs: Onsite, Offsite, and/or Internet
   37. Logo Merchandising
   38. Print Publications: Books, Booklets, or Magazines
   39. Print Publications: Marketing and Resource Directories of/for Members/Affiliates
   40. Print Publications: Newsletters or Information Exchange Tabloids

L. Space
   41. Space or Facility Rental

M. Sponsorships
   42. Meeting/Show Content: Speakers, Seminars, Special Programs, Awards, Products, etc.
   43. Meeting/Show Marketing Opportunities: Lanyards, Bags, Program Brochures, etc.
   44. Meeting/Show Participation Activities: Recreational events, Meals and Receptions, Entertainment
   45. Print Publications and Mailings/Distribution
   46. Product Development and Distribution

N. Vendors
   47. Vendor Logos (etc.) on Association Materials
   48. Vendor Meeting/Show Kiosks and Booths

---

Yeah, but making decisions takes time ...
And a lot of personalities are involved...
And loads of other things are going on...
Plus all those meetings...
And it’s hard to be sure what we need to do....

---

See? Associations don’t have it easy. It’s just as tough as the business world, isn’t it? And there’s more...
2

Once I pick one
(or two or three),
then what?

a) How do I find the critical path
to new revenue that will be
right for my Association?

b) Where do I find the resources
– staff competencies, dollars,
and technology – to implement
whatever we decide?

c) What will it take? How much
time, attention, and risk will
be involved?

3

How can I benefit from the experience
of other Association Executives who
have been successful – or who have
made mistakes I can avoid – in
generating new revenue streams?

a) What is the best way to benefit from the
expertise of my peers?

b) How can I network with them efficiently
about getting new revenue?

c) How much can we reduce the pain of
change – and increase the likelihood of
success?

GOOD QUESTIONS for BOARD DISCUSSIONS?