Welcome!

How to Assess Your Association’s Business Model and Find Ways to Strengthen It

2017 Forum Annual Conference
#ForumCon17
How to Assess Your Association’s Business Model and Find Ways to Strengthen It

July 2017
Where We WERE

Overly reliant on Dues and Contributed Income
Declining Membership Numbers
Workshops/Trainings Attendance Slowing
Year End Break Even/Deficits
**Action Steps/Key Decisions**

- Initiated Deep Dive Sustainability Process
- Engaged Board from Strategic Standpoint
- Crafted New Strategic Plan
- Developed Growth Budget & Operating Plan
Where We ARE

New Mission/Rebranded Organization
New Membership Model/Dues Structure
Expanded Statewide Presence

Focused in Our Work:

Increase Investment to Sector
Develop Top Talent
Promote Collection Action/Strategic Partnerships
Improve Systems & Policies
Build Organizational Capacity
Previous Revenue Mix

- Membership Dues: 45%
- Grants/Contributions: 37%
- Sponsorships: 7%
- Education Programs: 5%
- Annual Luncheon: 2%
- Contracted Trainings: 1%
- Publication Sales: 3%
Current Revenue Mix

Membership Dues 40%
Grants/Contributions 40%
Sponsorships 12%
Education Programs 3%
Annual Luncheon 2%
Contracted Trainings 2%
Consulting & Fiscal Arrangements 1%
## Future Revenue Mix

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Dues</td>
<td>37%</td>
</tr>
<tr>
<td>Grants/Contributions</td>
<td>37%</td>
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<tr>
<td>Sponsorships</td>
<td>8%</td>
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<tr>
<td>Education Programs</td>
<td>3%</td>
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<tr>
<td>Annual Luncheon/Annual Conference</td>
<td>3%</td>
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<tr>
<td>Contracted Trainings</td>
<td>4%</td>
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<tr>
<td>Consulting &amp; Fiscal Arrangements</td>
<td>8%</td>
</tr>
</tbody>
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Future Challenges

Adapting to Changing Environment
Maintaining Strong Value Proposition
Ensuring Capacity for Growth
Thank you!

Please Enjoy your Heart, Mind and Body Break

Collaborative Hubs begin at 3:30pm