

# 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





Forefr<sup>o</sup>nt



## 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**

Forefr<sup>o</sup>nt



## Previous Revenue Mix

<b>Membership Dues</b>	<b>45%</b>
<b>Grants/Contributions</b>	<b>37%</b>
<b>Sponsorships</b>	<b>7%</b>
<b>Education Programs</b>	<b>5%</b>
<b>Annual Luncheon</b>	<b>2%</b>
<b>Contracted Trainings</b>	<b>1%</b>
<b>Publication Sales</b>	<b>3%</b>



## Current Revenue Mix

<b>Membership Dues</b>	<b>40%</b>
<b>Grants/Contributions</b>	<b>40%</b>
<b>Sponsorships</b>	<b>12%</b>
<b>Education Programs</b>	<b>3%</b>
<b>Annual Luncheon</b>	<b>2%</b>
<b>Contracted Trainings</b>	<b>2%</b>
<b>Consulting &amp; Fiscal Arrangements</b>	<b>1%</b>





## Future Revenue Mix

<b>Membership Dues</b>	<b>37%</b>	
<b>Grants/Contributions</b>	<b>37%</b>	
<b>Sponsorships</b>	<b>8%</b>	
<b>Education Programs</b>	<b>3%</b>	
<b>Annual Luncheon/Annual Conference</b>	<b>3%</b>	
<b>Contracted Trainings</b>	<b>4%</b>	
<b>Consulting &amp; Fiscal Arrangements</b>	<b>8%</b>	



## 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