

Association Membership Growth Course Guide

sponsored by
 higher
logic



Associations Struggle for Membership Growth

In recent memory, most professional associations have struggled to grow membership in the way that they did during the previous century. The struggle is partially due to external factors: the rise of freely-available digital content, new online platforms to foster professional relationships, declining financial support for employee development, and more.

Still, associations often do not support their membership goals with sound growth strategies, a member-service culture, or memorable service supported by modern technologies. With members demanding more value and personalized support from their associations, associations struggle to catch up to expectations and develop a loyal membership roll.

This live Membership Growth Certificate Course functional expertise in the association industry by teaching association-specific membership frameworks, strategies, technologies, and tactics with examples and class discussion.

Develop a strategic understanding of membership staff responsibilities, time-tested techniques to grow membership, ways to understand your member's needs, and how to foster renewing members.

What You Will Learn

Course Description

This live Membership Growth Certificate Course explores interconnected strategies and tools to grow association membership, including developing relevant benefit offerings, establishing and enforcing positive member content gates, and evolving membership recruitment and retention campaigns. Classes include practical evaluation of typical membership collateral.

The live classes encourage discussion and debate among the teacher and students. Some classes feature an association industry guest lecturer. Students earn one CAE credit for each live class they attend.

Learning Outcomes

At graduation, you will be able to:

- Identify the five fundamental membership campaigns and their best practices
- Effectively explain your full set of member benefits and relevance
- Detail the two methods of member research and when to use them
- Understand your content strategy and how it affects membership

If your association membership growth is in decline, if your members are not regularly renewing membership, or if you want to grow membership by attracting a new segment, this course is right for you. Lessons are designed for association professionals responsible for serving their member needs.

Membership Leaders

Membership staff tasked with maintaining a fundamentally-strong membership strategy.

Marketing Leaders

Marketing staff that builds campaigns with relevant benefits to attract and retain members.

IT Leaders

Technology staff that must align the tech stack and future roadmap against membership strategies.

Your Instructor

Chris Gloede is the Chief Consultant for Ricochet and past Chief Marketing and Membership Officer of the American Bar Association.

As the CMO for the American Bar Association, he was accountable for over \$60 million in membership dues revenue and led member research, benefit evolution, and dues rate, and discounts. He drove the organization to its highest membership count in its 137-year history.

Chris helps associations transform membership through big ideas that capture new member interest and with superb execution that creates compelling member experiences. He shares his years of association membership knowledge in this course.

Chris previously led teams at global advertising agencies Ogilvy & Mather and Leo Burnett.

He is a Certified Association Executive (CAE).



Instructor
Chris
Gloede

Course Benefits

In addition to the Association Membership Growth Certificate, students also earn up to 10 CAE credits. Graduates enjoy additional course benefits that grow their private peer network and publicly demonstrate mastery of membership practices.

Enjoy these benefits

-  10 live online weekly classes, recorded for on-demand review
-  10 CAE credits
-  Private networking LinkedIn Group access
-  Printable certificate suitable for framing
-  Discounts from sponsor

Course Details

Grades, CAE Credits, and Certificate



This class is not graded.

One CAE is granted for each live class attended with up to ten CAEs granted for full, live attendance. Classes will be recorded but no CAE credit is granted for archived viewing. You will receive CAE credit confirmation shortly after the end of the final class.

You must attend seven live classes to receive the Association Membership Growth Certificate. You will receive your certificate shortly after the end of the final class.

Course Term and Guarantee



Classes are Thursdays from 1-2pm ET.

For the next class start date, please visit assnacademy.com.

We protect your purchase with a money-back guarantee through the end of the second class.

Course Syllabus

Lesson 1 Membership Growth Introduction	Understand the evolution of membership in the association industry. Learn the membership function and how it is commonly allocated in associations.	• Introductions and digital campus orientation • Common membership industry terms and meanings • Typical membership metrics • Dues and non-dues revenue • Typical membership challenges and root causes
Lesson 2 Member Research and Profile Data	Understand the value of quantitative and qualitative research. Explore approaches to maintain member profiles, including third-party data sources.	• Surveys, focus groups, and panels and their role in understanding member needs • Translating research insights to membership changes • Value and uses of current profile data • The USPS COA file and other sources and techniques for third party data updates
Lesson 3 Member Types and Personas	Define your member types and eligibility requirements. Establish Board agreements that allow experimentation and evolution.	• Common member types, including digital memberships • AMS support for complex and multiple types • Managing multiple member types • Corporate vs. individual membership • Chapter and specialty memberships
Lesson 4 Member Benefits	Document your full suite of member benefits and which member types enjoy access. Clarify accountability for benefit marketing vs. benefit management.	• Formal benefit definition and common categories • Benefit management and measurement • Benefit tiering risks and rewards • Benefit magnets that encourage membership upgrades
Lesson 5 Member Analytics and Insights	Understand important membership metrics and how to build a department that uses data insights to drive change and improve performance.	• Membership Key Performance Indicators • Regular report reviews • Moving from data to action • Sharing data with others

Course Syllabus

Lesson 6 Member Dues and Discounts	Establish dues rates for each member type. Create permanent public and closely-held discounts. Develop periodic special rates to encourage acquisition and renewal.	• Dues rates and permanent rate increases • Dues discount practices • Association Constitution and policy compliance • Dues revenue vs. non-dues revenue
Lesson 7 Member Dues Collection	Define a coordinated digital and paper renewal invoice campaign. Methods for winning-back lapsed members.	• Anniversary vs. calendar renewal dates • Corporate vs. individual invoices • Best practices for dues invoices • Tips for invoice design and copywriting • USPS postage rules and discounts • Autorenewal benefits and challenges
Lesson 8 Member Campaigns	Build the five important core membership campaigns.	• Five core membership campaigns • Common structure for core membership campaigns • MGAM and other periodic special campaigns • Fundamentals of direct response copywriting
Lesson 9 Member Experience and Marketing Systems	Power membership communications and member experience with modern marketing technologies. Use technology to reduce workload and improve performance.	• Member experience leadership • Marketing automation systems • The common membership tech stack • Emerging tech including federated search and IPaaS middleware
Lesson 10 Membership Growth Recap	Review key elements from all classes. Understand how to access materials in the future.	• Class recap • Certificate, and CAE credits • LinkedIn Group • Sponsor discounts and contacts

Course Tuition

Course tuition for one student from an
organization

\$549

Group tuition for two or more students
from the same organization

\$349 each

Each student must enroll individually and
use promo code **GROUP**.

Contact us at learn@assnacademy.com
for scholarship information.

Group Rates

If your organization has two or more students, they may enroll at a group rate of \$349. Two or more students must share the same email domain to be eligible for this rate.

Enrolling at the Group Rate

1. Purchase Separately

Each group student should enroll individually, one at a time, using the promo code “GROUP” which will display a \$200 discount in the cart. Each student must have a separate purchase transaction.

2. Enroll from Individual Computers

Group students should make the purchase from their own computer. Our Learning Management System security matches the learner to a specific device.

3. Log In to the Course Hub

Follow the instructions you receive after your purchase to change your password and access the Course Hub. Confirm you have access to the class site.

4. Contact Us for Assistance

Email learn@assnacademy.com for additional assistance.

Sample Tuition Approval Request

Pursuing professional education is a powerful investment for you and your organization. We are happy to share this example approval request letter for inspiration.

Dear <Supervisor Name>,

I wish to improve our membership efforts by attending the Association Membership Growth Certificate Course.

The Association Membership Growth Certificate Course is accredited by the American Society of Association Executives and I will earn ten CAE credits for my full attendance. This accelerated course is a rare opportunity to learn association-specific membership strategies and tactics proven to improve member acquisition and retention:

Member Research and Profile Data
Member Personas
Member Benefits
Member Dues and Discounts
Content Strategy
Member Dues Collection
Member Campaigns
Member Experience and Marketing Systems

I am requesting your approval for reimbursement of the course tuition of \$549 and permission to attend the ten weekly, one-hour online classes to be held during working hours.

After finishing this course, I will provide a copy of my certificate which confirms successful completion.

Sincerely,
<Your Name >