

# CalSAE

*Advancing the Association  
Community in California*



## ***The Cornucopia of Memberships*** **Delivering Value in Volatile Times**



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# ASQ Member ROI

**Members get over \$50 dollars in return for every \$1 invested in ASQ membership.**

A grand total of \$63,019, divided by the six sessions, equals \$10,503 average yearly sustainable real dollar value that ASQ members receive. Divide the \$10,503 yearly member value by the \$200 yearly membership investment and you get **53 times the ROI.**

# ASQ Three-Year Member Value

| ASQ Value Item                             | 2005-1      | 2005-2      | 2006-1       | 2006-2              | 2007-1      | 2007-2       | Average/#         |
|--|-------------|-------------|--------------|---------------------|-------------|--------------|-------------------|
| Recognized Certification                   | 3000        | 1000        | 5000         | 1000                | 3000        | 2500         | \$2,583/6         |
| Networking                                 | 2500        | 500         | 1000         | 2500                | 500         | 100          | \$1,183/6         |
| Training                                   | 100         | 250         | 2500         | 2500                | 500         | 500          | \$1,058/6         |
| Sections                                   | 500         | 500         | 1000         | 2500                | 250         | 1500         | \$1,042/6         |
| Opportunities for Involvement & Leadership | 1000        | 100         | 500          | Included in Section | 200         | 2500         | \$860/5           |
| Credibility with Customers                 | Not rated   | 250         | 100          | 0                   | 750         | 250          | \$600/5           |
| Divisions/Forums                           | 500         | Not rated   | 500          | 50                  | 500         | 750          | \$460/5           |
|  |             |             |              |                     |             |              |                   |
| <b>Total ASQ Member Value Determined</b>   | <b>8100</b> | <b>5150</b> | <b>14919</b> | <b>13550</b>        | <b>9750</b> | <b>11550</b> | <b>\$10,503/6</b> |

# ASQ Total Member Value in 2006-Session 1

- Recognized certification-5000
- Research materials-500
- Networking-1000
- Job listing service-0
- Info on standards-200
- Training-2500
- Quality Progress magazine-119
- Peer recognition-100
- Comparing quality practices in other industries & Demonstrating commonality of quality tools-2000
- Professional credibility/Salary improvement-0
- Conferences/meetings-0
- Future of quality trends-500
- Divisions/Forums-500
- Sections-1000
  - Plant tours
  - Discussion groups
  - Local cert testing
  - Local training
  - Opportunities to see speakers at low cost
  - Joint sessions with other orgs
  - Sharing problems
- International coordination-0
- Quality press (books)-100
- Representation on standards writing committees-0
- Opportunities for involvement & leadership-500
  - Opportunities to be a presenter
- Chance to help/mentor community-500
- Lobby organization-0
- Koality Kid, etc...-0
- Baldrige participation-0
- Technical committees-0
- Visibility within your own company-100
- Award opportunities for my organization-100
- Team competitions-0
- Influencing national quality curriculum-100
- Peer support/mentoring-0
- Quality cultural shift within companies-0
- Credibility with customers-100
- “Bundled” Quality topics-0
- Opportunity to travel-0
- **Total value-\$14,919**

## ASQ Total Member Value in 2007-Session 2

- Recognized certification-\$2,500
- Research materials-\$200
- Networking-\$100
- Job listing service-\$100
- Info on standards-\$100
- Training-\$500
- Quality Progress magazine-\$300
- Peer recognition-\$200
- Comparing quality practices in other industries & Demonstrating commonality of quality tools-\$750
- Professional credibility/Salary improvement-\$400
- Conferences/meetings-\$0
- Future of quality trends-\$0 (get from QP)
- Divisions/Forums-\$750
- Sections-\$1500
  - Plant tours
  - Discussion groups
  - Local cert testing
  - Local training
  - Opportunities to see speakers at low cost
  - Joint sessions with other orgs
  - Sharing problems
- International coordination-\$0
- Quality press (books)-\$100
- Representation on standards writing committees-\$0
- Opportunities for involvement & leadership-\$2500
  - Opportunities to be a presenter
  - Chance to help/mentor community-\$0
- Lobby organization-\$0
- Koality Kid, etc...-\$0
- Baldrige participation-\$0
- Technical committees-\$0
- Visibility within your own company-\$0
- Award opportunities for my organization-\$0
- Team competitions-\$0
- Influencing national quality curriculum-\$0
- Peer support/mentoring-\$250
- Quality cultural shift within companies-\$1000
  - Reason I have my job
- Credibility with customers-\$250
- “Bundled” Quality topics-\$0 (What is this?)
- Opportunity to travel-\$0
- Opportunity to publish-\$50
- **Total value-\$11,550**

**Associations spend \$10,000 a year  
on acquiring new members.**

**Associations spend \$6,500 a year  
on retaining members.**

*Policies and Procedures in Association Management, Volume 1 (2006)*



# Why Members **Do Not** Renew

- Business closed/merged-12%
- Change of profession-15%
- **Cannot determine-16%**
- **Dues too high-17%**
- **Not enough time to use member benefits-7%**
- **Services no longer relevant-17%**
- **Other-16%**

*-Association Management, November 2001*

## **Not Enough Perceived Value: 73%**

# Basic Member Paradigms

- Join to participate in and be a part of their industry's association-**givers**.
  - Regularly attend association events.
- Join to take advantage of collaborative synergies; want to get more than they give-**takers**.
  - Will attend association events if they see immediate value.



# How To Embrace Contrarians & Other Disenfranchised Members



- Value rather than fear them.
- Reaching out, Happy hour for younger members, Incorporating new social networking technology
- Introducing members and air ideas
- Asking them to be sounding board for new ideas, encouraging them to be involved. Don't ever ask them to be sounding board if your not going to use their ideas
- Listen, respond to need and concerns by developing programs by interest and concerns.
- Put them in charge of something
- Recognition, high visibility, identify what they like to do
- Put them on a panel where you can use their expertise on institutional knowledge
- Identify each group that might speak to their interest
- Have a focus group just for them
- Find an associate friend, determine interest, find out why they joined, what has i.
- Why does your association suck!?
- Determine type of contrarians. Put them to work, elevate them to committee level
- Provide some sort of outlook for contrarian views; blogs, etc.

**The above are attendee suggestions**



**Associations  
deliver value, they  
just don't know  
how much.**

# Average\* Specific Value from Associations

- **Training & Education**
  - Range: \$500 to \$4,000
  - **Average: \$1,857**
- **Industry Specific Research, Regulatory & Code**
  - Range: \$1,000 to \$4,750
  - **Average: \$2,596**
- **Networking**
  - Range: \$200 to \$10,000
  - **Average: \$4,029**
- **Professional Recognition, Image & Credibility**
  - Range: \$200 to \$5,000
  - **Average: \$1,507**



\* Information averaged in 2006

# MCASC Member Value in \$\$

- Research materials \$600
- Networking \$5,000
- Job listing service \$0
- Training and info on code \$2,000
- (Tear down and loss of productivity +++)
- Peer recognition/ Industry stature \$500
- Camaraderie, Peer support & mentoring \$500
- Credibility with customers \$0
- Integrity in bid process \$0
- Conferences/meetings/ Local Chapters \$1,500
- Encourages professionalism with industry \$0
- Scholarship opportunities for Industry recruitment \$0
- Collaboration with other industry trade organizations (get jobs+++)  
\$2,000
- Opportunities for involvement & leadership \$1,000
- Visibility within your own company \$0
- Influencing State Legislation \$0
- Lobby organization \$0
- Influencing State Code/ Standards \$0
- Gov. appointed/ technical committees \$1,500
- Assistance from Association Executive Staff \$2,000
- Insurance \$1,000
- **Yearly cost= \$4,000**
- **Yearly value=\$17,600**
- **ROI= 4X +**



2/22/08

# NTCA Member Value in \$\$

- Networking \$ 500
- Peer support/mentoring \$300
- Credibility with customers NTCA membership recognition \$500
- 5 Star \$500
- NTCA Reference Manual \$500
- Safety Program \$500
- Profit Planning Survey \$3,500
- Coupons \$250
- Incremental training \$1,000
- **Influencing Nat'l Ceramic title industry standards-Installation-tech standards \$10,000**
- Opportunities for involvement & leadership \$1,000
- Assistance from Association Executive Staff \$2,000
  - Technical Advise
  - Marketing Assistance
- Web Referrals \$400
- **Yearly cost = \$500**
- **Yearly value = \$20,950**
- **Yearly value = \$10,950**
- **ROI = Almost 22X**

May 2008



# *Rigsbee's Member Value Process;* the Cornerstone for Recruitment

1. Process best if done with a mix of members; not just with the board.
2. List value line items; at session or prior to session.
3. One at a time, come to agreement as to the yearly sustainable real dollar value (the hard part). If a value item is received over a number of years, divide by # of years.
4. **If an item is something the entire industry receives, regardless of membership (i.e. legislation) do not count this item.**
5. When done total the yearly value.
6. Determine what it costs a member (yearly) to receive this value. Divide to determine ROI.

# National Association of Wholesale-Distributors-**Association** **Executives Council**: Value from Two Meetings/Yearly

- **\$1,000 Workable Ideas**
- **\$500 New Speakers/Consultants**
- **\$2,000 Industry Research**
- **\$3,000 Peer Networking & Expertise**
- **\$500 Professional Development**
- **\$3,000 Meet NAW Professional Staff**
- **\$100 NAW Program & Service Update**
- **\$500 Content (Newsletter & Magazine)**
- **\$200 Professional Recognition**
- **\$1,000 Site Selection**
- **\$1,000 Mental Retreat Value**
- **Total Cost: \$3,000**
- **Total Value: \$12,800**



# National Frame Builders Association--Member Value

- Education – 1,000
- Code issues - 2,000
- Personal development - 500
- Networking – 2,500
  - Entire supply chain
  - Building relationships with competitors
- Free legal counsel - 500
- Training Videos - 200
- Research publications - 500
  - Technical testing and publications
- Forum for voicing opinion - 200
- New products and techniques – 500
- Marketing brochures – 2,000
- Website directory – 1,000
- Powerful legislative voice – 3,000
- Vacation - 200
- Credibility in the marketplace - 400
- Building awards program - 200
- Industry surveys - 150
  - Salary and benefits
  - Quarterly Market
- Safety Issues & OSHA compliance – 2,000
- Job recruitment - 750
- Industry cost and progress trends (Newsletter) - 250
- Standards and tolerances - 100
- On-going product development - 250
- Sales training – 1000
- **Yearly membership investment, including membership fees and conference attendance: \$2,000**
- **Yearly sustainable member value: \$19,200**
- **ROI = Almost 10X**





# Member Value

- WebReferrals - \$2000
- Sets industry standards \$2000
- Access to products at Tradeshow \$1000
- Opportunity to bid on jobs that require to clean to NADCA standards, including Value with certification \$20,000
- Referrals from hardware store partners \$1000
- Education \$500
- Networking \$5000
- Magazine \$50
- Legitimizes & creates prestige & Confidence & professionalism \$5000
- Uncle Sam pays for part of vacation \$500
- Consumer education via website \$1000
- Legislative issues \$5000
- NADCA marketing materials, including NADCA standards to help educate clients \$1500
- Business management issues \$1000
- Interface with other industry related associations \$5000
- **Membership cost \$3000**
- **Member value \$50,550**



# Independent Turf & Ornamental Distributors Association - **Distributors' Value in Dollars**

- Sandler Training - \$3,000 per rep (\$2,500)
- Group Insurance savings - \$4,000
- TTN - \$1,500 (\$2,500)
- Education - \$700 (\$6,000) (\$5,000)
- Networking - \$40,000 per decision  
– (\$50,000) (\$10,000)
- Vacation - \$1,000
- Membership to RISE - \$150
- ITODA website - \$1,000
- Airline discounts - \$100
- **Total Value \$30,000 – Cost \$5,000**
- **ROI = 6X**



# SGMP Member Value:

- Continuing education -- \$1000
- CEUs -- \$500
- Networking -- \$5000
- Opportunities to see other parts of the world -- \$200
- Personal and professional growth/confidence -- \$800
- Support of the National organization -- \$300
- Membership directory -- \$300
- Ideas for saving my organization money -- \$5000
- National magazine -- \$100
- Working with suppliers who understand my needs -- \$3000
- Availability of speakers -- \$1000
- Great parties -- \$200
- CMP and CHSP training -- \$500
- Mentors (Recommendations and referrals from other planners) -- \$500
- Reimbursement for CMP training -- \$300
- Trade show -- \$500
- Educational scholarships -- \$1000
- Opportunities to volunteer Nationally (Development of leadership skills) -- \$1000
- Recognition and awards -- \$200
- Website -- \$500
- Value -- \$21,900
- Cost to belong -- \$2,000

# 2003/2004 SAE Value Average

Oregon Society of Association Management  
Midwest Society of Association Executives  
Kansas Society of Association Executives  
Houston Society of Association Executives  
Wisconsin Society of Association Executives  
Indiana Society of Association Executives  
South Carolina Society of Association Executives

**SAE Groups: 7**

**Total Average Membership Cost: \$914**

**Total Average Membership Value: \$17,390**

**Average Return on Investment (ROI): 19 X**

# Oregon Society of Association Management

- Networking-Exec (2,500); Allied (25,000)
- Friendships/Relationships-(500)
- Information-(5,000)
- Education-(4,000)
- Best Practices-(1,000)
- Directory-(500)
- Website-(200)
- Research/salary survey-(1,000)
- Legal consultations-(200)
- Group/affinity discounts-(\$1,000)
- Advocacy-(1,000)
- Future business-Allied (10,000)
- Professional recognition-(2,000)
- CAE Assistance-(500)
- Career advancement-(2,500)
- Recreation-site visits/associate services, travel ,fun (2,000)
- Mentoring-(500)
- New ideas-(5,000)
- Staff as resources-(500)

What is the total  
*value* of your OSAM  
membership?

**\$31,900**

**Allied (\$35,000 min.)**

Membership cost = \$2,000



# Midwest Society of Association Executives

- Certification - \$1,000
- Networking - \$5,000
- Education - \$2,000
- Innovative Ideas - \$2,500
- Fun - \$2,500
- **Access to potential customer (allied) - \$10,000**
- Newsletter - \$100
- Councils – (support) - \$1,200
- **Advertising and promotion (allied) - \$2,000**
- Sources for partnering (with suppliers) - \$5,000
- Professional development - \$2,500
- Affinity programs - \$200
- Professional recognition - \$750
- Beta testing - \$100
- Benchmarking - \$500
- Survey - \$1,500
- Research - \$200
- Library service - \$75
- Industry trends - \$300
- Career Job leads - \$3,000

**Association  
Member Cost:  
\$1,000**

**Association  
Member Benefit:  
\$28,425**



# Kansas Society of Association Executives

- Membership Directory - \$100
- Educational Programs - \$500
- Networking - \$1,000
- Salary Surveys - \$1,000
- Convention Speakers - \$1,000
- Social Activities - \$300
- Legislative - \$1,000
- Supplier Contacts - \$500
- Magazine (ASAE) - \$50
- Newsletters - \$100
- Website - \$50
- Career Development - \$200
- CAE Study Groups - \$200
- Member Discounts - \$100
- Professional Staff - \$100
- Executive List Serve - \$50
- Association Technology - \$100
- Round Table - \$250
- ASAE Meetings - \$1,000
- Finding Employees - \$1,000
- Free Food (Liquor) - \$200
- Member Mailing Labels - \$100
- Resource Library - \$50
- FAM Trips - \$500
- New Ideas - \$500
- Trade Show - \$500

**Yearly Membership: Cost - \$500 / Value - \$10,450**

# HSAE Member Value

- Networking - \$1500
- Educational content - \$1000
- CAE Study Sessions - \$1500
- Social Events - \$200
- Meeting Site Previews \$1000
- Relationship Building /Mentor/Master Mind - \$2000
- Research/Trends in Associations - \$200
- Career Opportunities - \$1000
- Staff Appreciation/Involvement - \$250
- Resources - \$500
- Recruiting - \$500
- Leadership through Volunteerism - \$1000
- Informational Speakers - \$1000
- Community Recognition through Association Day - \$500

**HSAE Cost: \$400**

**Member Value:  
\$12,150**



# Wisconsin SAE Member Value:

- **Networking - \$2500**
- **Support Group - \$500**
- **Mentoring - \$100**
- **Education Seminars - \$1500**
- **Listserve - \$1000**
- **Newsletter - \$500**
- **Membership Directory - \$75**
- **Compensation Survey - \$500**
- **Legislative Representation & Collective Voice in the State - \$1000**
- **CAE Training Assistance - \$500**
- **Ideas: mtg. plan/spkr/venue - \$1500**
- **WSAE Staff Services - \$1000**
- **Enhancement of Professionalism & Association Stature - \$1000**
- **Employment Opportunity Announcement - \$750**
- **Committee/Board/Taskforce Involvement - \$2500**
- **Fun - \$250**
- **Web Site - \$200**
- **CAE Re-certification Credits - \$2000**
- **Investment: \$1000**
- **Value: \$17,375**



# Indiana SAE Member Value:

- Networking - \$1,000
- Legal Advice - \$250
- Site Selection - \$1,000
- Education - \$1,000
- Newsletter and Info - \$250
- Directory - \$100
- Annual Convention - \$50
- Knowing whom to contact for problem solving - \$700
- Referrals (vendors) - \$700
- Legislative Directory - \$180
- Human Resources/Recruitment
  - \$50
- Assn. Community Insight - \$100
- Access to Speakers - \$250
- Personal Enrichment - \$500
- **ISAE Cost - \$1,000**
- **Value - \$5,130**
- **ROI = 5X**



# Membership Evangelism; What's It Take?



- Step 1) provide tools for them to recruit – value analysis. Step 2) give incentive program, rewarded for bringing in members. Step 3) recognition
- Make sure we recruit natural evangelist, training, create a commitment thru pledge or oath
- Rick warren – purpose driven church
- Give an opportunity to grow as an individual professional (scholarship winners), give them outlet to evangelize.
- Offer a great product, offer top level support, ask people to do it.
- Offer special recognition, perks and preferential treatment (vip seating, discounted golf tournies)
- Empower them through support, make them a mentor, referral program (incentivized member to member program)
- Identify what it is about association that makes it compelling to join, id type of personality traits, id basic desire of what makes people come out

**The above are attendee suggestions**

# Grassroots Member Recruitment Campaign

- **Step 1:** *Member Value Process* for determining the yearly sustainable real-dollar value of membership.
- **Step 2:** Develop new member recruitment tool: full-color tri-panel brochure touting above results.
- **Step 3:** Keynote “*Growing Your Business with Smart Alliances*” (your association is the last alliance discussed) encouraging your members to become recruitment evangelists; campaign kick-off.
- **Step 4:** Board of directors drive campaign.
  - Communication tree, divide up the membership,
  - Oversee member calls 30 days after the convention to inquire on their results and offer additional member recruitment brochures.
  - No pressures, just friendly follow up and assistance from president & executive director.
- **Step 5:** Paid staff and the board of directors will start to work on improving member retention through better member engagement using technology to increase capabilities, developing new areas of member value, and start planning for a larger convention the following year.

## **Ed Rigsbee, Chief Member Evangelist, can help your board and staff to Grow Your Trade Association or Professional Society**



### **Articles on Association Issues by Ed Rigsbee:**

*The articles below may be reprinted hard-copy or electronically in your association publications provided that the short bio at the end of each article is included and a copy of the hard-copy or electronic publication is forwarded to Rigsbee Enterprises, Inc., 1746 Calle Yucca, Suite 200, Thousand Oaks, CA 91360. For articles electronically published, a live click-able hyperlink to [www.growyourassociation.com](http://www.growyourassociation.com) is also required.*

[Even Membership Evangelism Needs a Little Push](#) (942 words)

[Association Members Must Become Evangelists](#) (874 words)

[Member Engagement--Does Your Association Do It?](#) (1153 words)

[Sure Fire Member Recruitment for Trade Associations and Professional Societies](#) (1279 words)

[Valuing Your Contrarians; How to Harness Their Vigor to Grow Your Association](#) (798 words)

[Sacred Cows in an Economic Downturn](#) (1043 words)

[Meeting Sponsor or Strategic Partner](#) (657 words)

[Associations Deliver Value, But They Don't Know How Much](#) (486 words)

[Can Associations Serve the Industry, and its Members?](#) (532 words)

[How Much ROI Value Does American Society for Quality Deliver to Its Members?](#) (544 words & table)

[Association Members Ask, "What's In It For Me?"](#) (947 words)

[The Member Valuation Process<sup>SM</sup>—Discovering the Real Dollar Value of Association Membership](#) (1085 words)

[Project Association Member Value](#) (581 words)

[Can You? Will You?](#) (891 words)

[Associations Must Either Partner or Perish](#) (1054 words)

[The Conference Conundrum](#) (879 words)

[To Get the Best Deal, Understand What Speakers Want](#) (1430 words)

[Association Executive Directors Must be Entrepreneurial](#) (1093 words)

[Free vs. Fee Speakers](#) (927 words)

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