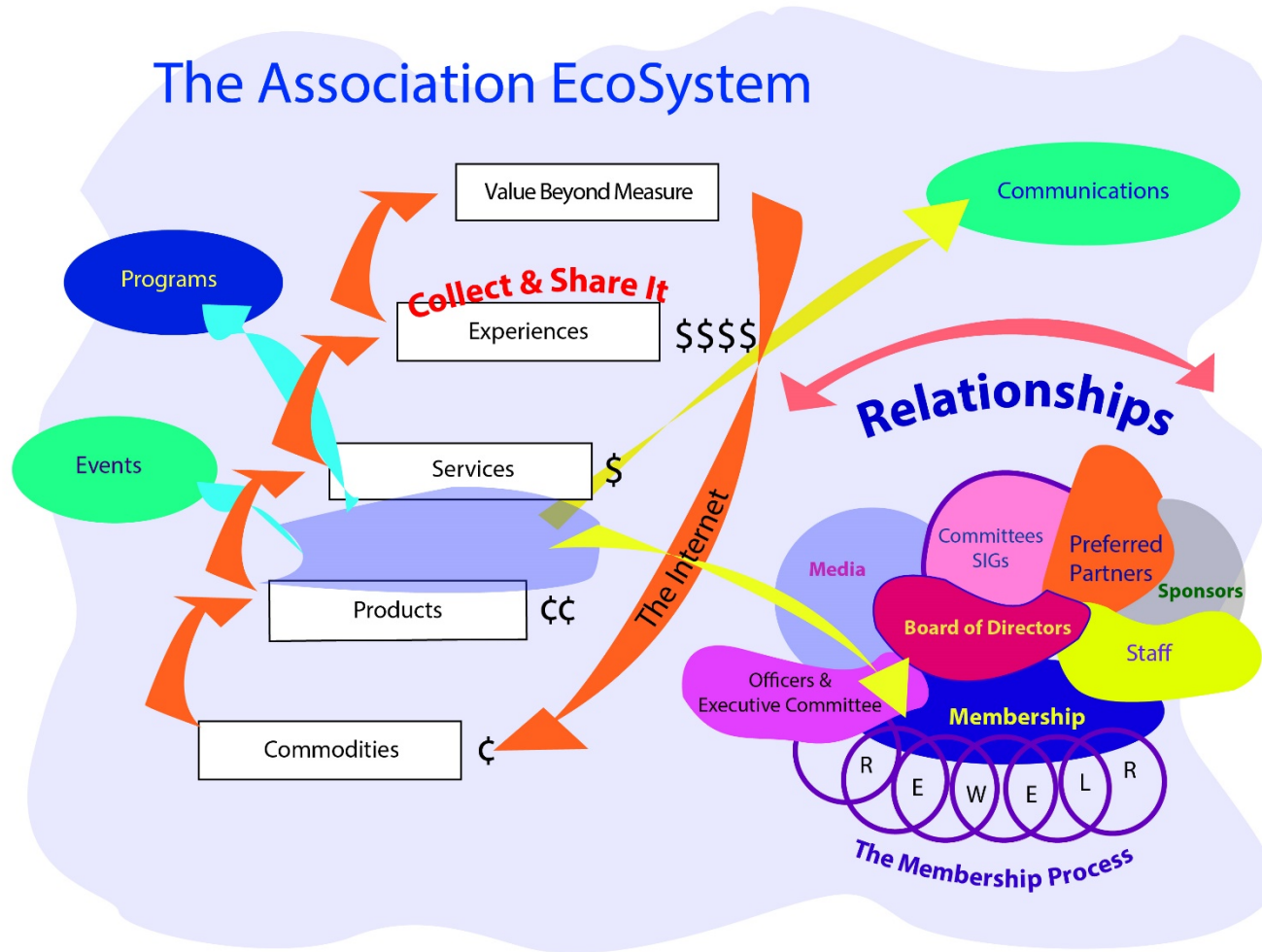


# The Association Ecosystem

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<b>Membership Processes</b>	<b>Fused Resources</b>
<p>These six distinctions are inter-related, simultaneous and critical to the success of any association and the transference of its <i>Value Proposition</i>.</p>	<p>Mix, match and fuse the resources listed below to deliver ongoing <i>memorable membership experiences</i> (feelings, encounters and knowledge) — thus making your organization indispensable.</p>
<p><b>Referrals</b>—A timely process for following up with self-referrals and member nominations must be continuous to provide a steady infusion of new members—their ideas, financial support and future leadership.</p> <p><b>Enrollment</b>— The ongoing process of enrolling fellow professionals into the relevance and value of your organization. Consider all the built-in daily opportunities for recruitment members could pursue if VP were clear and urgent.</p> <p><b>Welcome</b>— A program that informs, inspires and mentors new and renewing members into ongoing organizational participation and loyalty. This is the key to successful membership development and on-going involvement. A partnership between the new member and organization is created that includes a “call for action” to participate in their own growth and development. The whole idea is to create the “experience of life long membership” – this is where the <i>investment</i> begins.</p> <p><b>Engagement</b>—Membership is a series of offers and opportunities for engagement, which provide lasting and fused feelings of benefit, belonging and investment. The goal is the development of memorable membership experiences.</p> <p><b>Leadership</b>—Volunteer and staff leadership must be vocal and visible in all arenas of the membership process. Everything that is said and done by volunteer leadership and staff, planned and budgeted, suggested and recommended must forward the VP.</p> <p><b>Renewal</b>—The retention process is highly administrative and requires all staff (not just membership) to be responsible for the success of this activity. The renewal process is a yearlong experience of value that results in a member's ongoing investment. Renewal time is an opportunity to review the past and image the future value available only through membership.</p>	<p><b>Events</b>—Utilize existing association events to best positioning whether the audience is current members, non-members, staff, the public, media or regulators. “One-time only” knowledge events are a misuse of staff and resources—harvesting each events knowledge for use in other areas is critical.</p> <p><b>Communications</b>—There must be a fused communication program (in print, on web and live) to remind current members and showcase to potential members the distinct value of your organization. Every day in every way members, customers, the public and the over-all community must be aware of your relevance.</p> <p><b>Relationships</b>—Associations provide opportunities that engage and encourage people to create professional and personal experiences and life-long relationships. Members, staff, media, the public - all contribute to those relationship experiences. The more memorable the relationship, the closer your organization comes to the fulfillment of its mission.</p> <p><b>Programs</b>—All internal or external opportunities where the association interfaces with the members, the public, related associations, legislators, the media and regulators and all non-members must represent value, efficiency and responsiveness.</p> <p><b>Experiences</b>—They are best described as multi-sensory and immersive, memorable moments that extend over time. It's the intentional fusing of events, communications, programs and relationships and the knowledge harvested from them.</p>

