

YOUR  
**ASSOCIATION REVOLUTION**  
CHECKLIST

**R** ELEVANCE

Listen to members to check if the value proposition is in line with their needs, and continually communicate the strides made towards remaining relevant to local and global trends.

**E** NGAGE

The traditional marketing mix has changed into the engagement mix, where all communication activities need to promote and facilitate member feedback and involvement.

**V** ALUE

The value proposition should clarify what members value, not what the association decides the members should value.

**O** NLINE

The online presence of an association is as important as its offline representation; it needs to support the member experience as well as the delivery of the value proposition.

**L** INK

Form linkages with other associations to maximise the impact and value for members.

**U** PLIFT

The biggest job of any association is to maintain passion for the industry/profession among its members.

**T** ECHNOLOGY

Leverage technology to automate time-intensive client service processes.

**I** NFLUENCE

Use PR and social media to influence and involve government, key decision makers and members of the public.

**O** UTSOURCE

Outsource specialist or time-intensive functions to allow association staff to focus on what they've been hired to do.

**N** o

Don't try to be all things to all people. An association that focuses on delivering excellence will not lose members due to mediocre service.



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outsourced communication department