

Back to the Future for Associations: Four Trends & Their Impact on Your Association's Future

2010 RAC Leadership Development Workshop ♦ June 24, 2010

Trend 1

Volunteer Models – It's a different volunteer out there today! Our new volunteer is more likely to eschew titles and terms and embrace mission and outcomes.

Act! Build an adhocacy which builds on episodic or micro-volunteering and decentralizes decision-making and planning.

Trend 2

Membership Models – It's still relevant to have membership, but it's not a product. Meaning Matters. It's more accurately a decision to affiliate.

Act! Focus on the member as a citizen, on affiliation rather than joining and highlight being part of something "larger than oneself" as well as personal benefits.

Trend 3

Social Media & the New Communications – this has created the biggest shift since the industrial revolution; we're in a people-driven economy.

Act! Embrace not (just) the tools but the new open-management practices ... transparency, immediacy, easy-access, self-formation, customer-centricity.

Trend 4

Crowdsourcing – future of business, co-creation, is the future of associations.

Act! Bring members into the creation process via polling and voting on content, speakers, product development and more.

The New Vocabulary!

- **Engagement** – Different from joining, broader than traditional volunteering, *engagement* is the act of giving time or money to an association in return for value. The big difference is that engagement is a continuum and can start before the join happens. We also know it's the key to renewal.
- **Adhocracy** – A (not-so-new) model for volunteer program that embraces the episodic or micro-volunteering and seeks decentralized leadership.
- **Net-Promoter Score** – Gives associations a metric to measure based on members' willingness to endorse the organization. Do you have Raving Fans?
- **Crowdsourcing** – Focus not on the strict definition but the concept: leverage group intelligence to create, problem-solving or produce something.
- **Member-citizen** – A fully engaged member who has a vested interest in the community.

Research to Use!

The Decision to Join (ASAE & The Center – www.asaecenter.org):

- ***It's all about WOM (Word Of Mouth)*** – *your secret weapons: colleagues, friends, connections.*
 - *Make it work! Add "share this" widgets on websites, make downloadable applications and event materials readily available, provide fact sheets and quick talking points, and create social media badges for members to use.*
- ***It's all about the Good of the Order*** – *being part of something larger was consistently chosen over personal benefit.*
 - *Make it work! Emphasize how members are integral to shaping the society and the profession through your programs; develop/sponsor community service initiatives.*
- ***Engagement increases retention***
 - *Make it work! Engage members on day 1 with welcome calls, member buddy programs, visits, quick tasks.*

- **It's Not a Generation Thing** – one caveat: younger professionals are more dissatisfied with how associations are meeting their needs at the beginning of their careers and in the availability of leadership opportunities.
 - *Make it work! Create a new professional group, host new professional happy hours and target workshops to their needs; aggressively open leadership roles to new professionals.*

The Decision to Volunteer (ASAE & The Center – www.asaecenter.org):

- **It's all about WOM (Again!)**
 - *Make it work! Create simple YouTube videos of volunteers in action with testimonials; add pictures and testimonials to your website; develop a volunteer-get-a-volunteer campaign.*
- **One Size Does NOT Fit All**
 - *Make it work! Create a matrix of opportunities focused on time commitment (from an hour to a term).*
- **Members see professional benefits of volunteerism** – many said volunteering is a benefit of membership.
 - *Make it work! Highlight the benefits of volunteering & how it enhances membership.*
- **It's all about the Good of the Order (Again!)** – Values drive volunteering.
 - *Make it work! Emphasize how volunteering supports the profession; add elements of community-outreach to volunteer programs.*

**For more resources & ideas, check out a “living handout” on Delicious:
[http://delicious.com/pmariner/ppairac!](http://delicious.com/pmariner/ppairac)**

Contact:



Peggy Hoffman, CAE
 Mariner Management & Marketing LLC www.MarinerManagement.com
 email: phoffman@marinermanagement.com phone: 301.725.2508
 twitter: @peggyhoffman blog: marinermanagement.com/idea-center