

4A Key Shifts in Sponsorship and Membership

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Key Shifts in Sponsorship and Membership

Belinda & Julian Moore, SMS

sms*

Presentation Overview

- Belinda Moore. Membership.
- Julian Moore. Partnerships.
- Questions



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Membership

sms*





The operating environment for
associations is changing ...
Dramatically.

1997



2017



The Fourth Industrial Revolution is here

- Our physical, digital and biological worlds are combining to transform our personal and working lives.
- Change is constant, rapid, and happening faster than ever.
- For your business to thrive, you must be adept at scanning for, assessing, and adapting to new and unexpected developments.



Drone usage will expand dramatically

- Drones are already being used by companies such as Amazon to delivery goods.
- The role of drones in our daily lives will expand dramatically in the coming few years.
- Their role will expand into many other areas such as the provision of aid and support.
- Eg: Consider the ability to deliver snake antivenom directly to a bushwalker. Or scan an earthquake zone for survivors. Or to launch a wireless area network in a cyclone ravaged suburb.



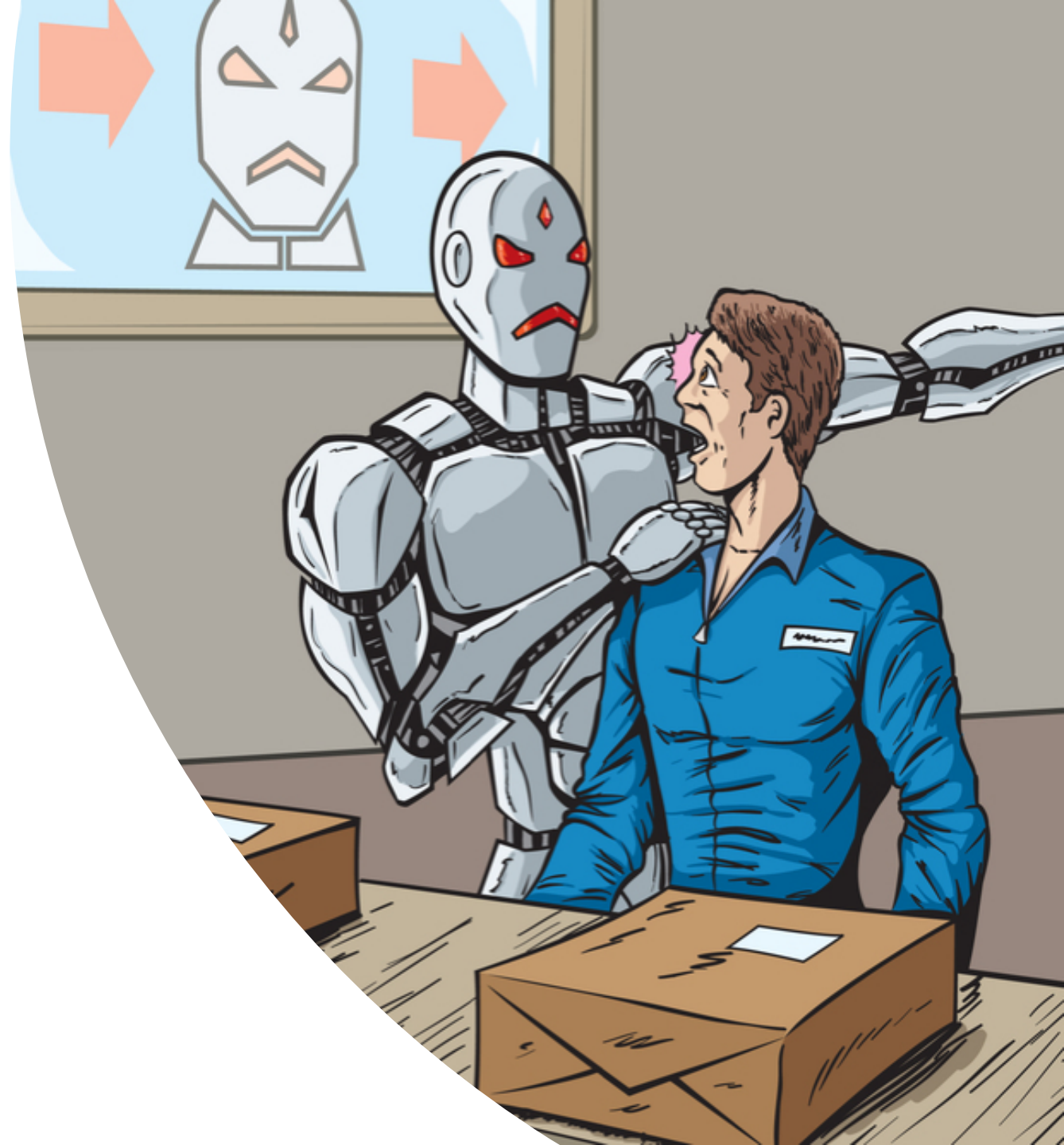
Autonomous Bot and Robots will perform support tasks

- While your Business Bot is handling the logistics of running your business, your Autonomous Robot staff could be stacking shelves, mowing the lawn, and running errands.
- In the not too distant future robots will be cheap to purchase and will be able to perform a wide range of tasks.



40% of jobs today will not exist in 30 years

- The advent of artificial intelligence, business bots, autonomous robots and other technology advances are replacing existing jobs at an ever increasing pace.
- This is not limited to traditional blue collar jobs. AI is being developed to replace lawyers.
- The safest jobs are those where qualitative decision making and relationship building skills are required.



AI will enable better medical diagnosis and treatment

- Streamlined data management, research analysis and integration of Artificial Intelligence will enable treatments to be tailored specifically to each patient.
- Seemingly unrelated factors, such as the air quality where the patient lives, can be taken into account.
- “Thinking Machines” are already here ... IBM’s Watson provides clinicians with evidence-based cancer treatment options.



Bricks and Mortar formats will change dramatically

- Bricks and Mortar stores than simply offer product without context or expertise will find it difficult to compete in the new environment.
- Retail sales is moving from traditional sales people to subject matter experts.
- To survive Bricks and Mortar stores much provide a compelling reason for customers to engage with them specifically.
- Opportunities to achieve this include: a unique product offering, expertise offered during the purchase process, after sales support and service, creating a unique and exciting customer experience, etc.



Augmented reality will transform and expand experience

- The massive success of PokemonGo has demonstrated a significant appetite for augmented reality.
- Integrating augmented reality provides bricks and mortar stores with the opportunity to provide customers with additional information, build a narrative around a product, and gamify the shopping experience.
- Expect to see this appear in museums, art galleries soon.
- With the grow in biosensor usage (eg: Fitbit) there is the strong potential for this to be integrated into an augmented reality experience.



Generic messages will not be received

- We are drowning in information. People don't want mass generic messaging. They want information curated to their specific needs and desires.
- Personalisation of the customer experience is no longer “nice to have”. Customers will be conditioned to expect this and will actively seek it.
- The effective integration of big data into marketing channels will enable true mass-personalisation.



Sales and content marketing will merge and be more interactive

- As buyers continue to research products and services online, organisations are becoming more effective at converting that research into sales.
- The use of interactive content – including interactive video that enable a customer to explore a product and make purchasing or modifications via a video interface – will increase exponentially.



Animate your message

The Australian Institute of Conveyancers used Fiverr to design this animated video. It cost \$27.

Results – great feedback, highest shares this year from Facebook, and signed up 5 new registrants to the conference in one day.



Interactive Research

For an example check out ...

<https://apps.ioninteractive.com/press/cmi-infographic/welcome-3104D9-22207C8.html#Successful-Businesses>



[GET THE REPORT](#) [GET A DEMO](#)

Data from Content Marketing Institute's 2017 Research Report



“Music is one of, if not the most emotional of art forms. We are moved by it. Persuaded by it.

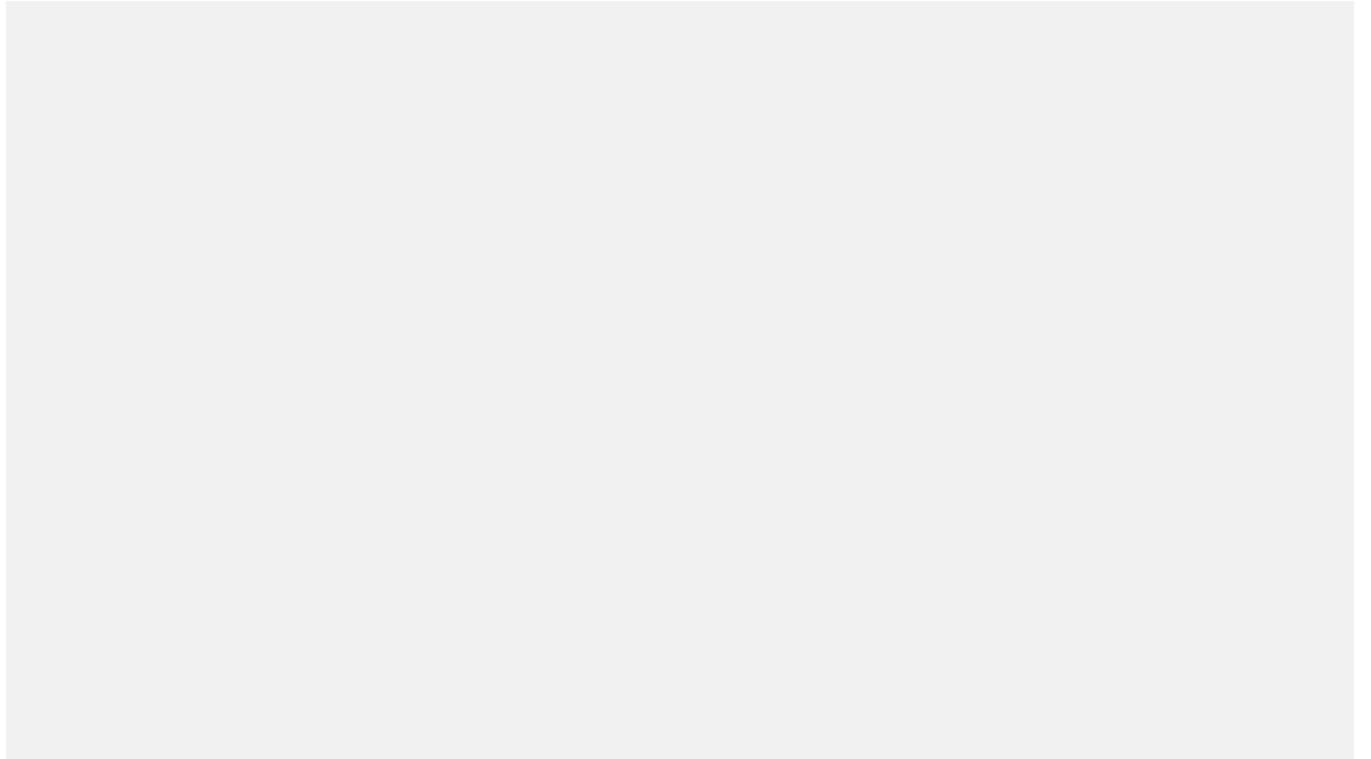
As marketers, our ability to deliver more emotional interactive experiences will be the key in receiving insightful data from our customers.”

- Robert Rose, Chief Strategy Advisor, Content Marketing Institute

NEXT

Interactive Video

<https://www.youtube.com/watch?v=i3B9ZAAF8M8>



Crowdfunding will surpass venture capital (by end of 2017)

- Crowdfunding allows businesses to validate a product as well as raise the capital to get it into production.
- Kickstarter is a popular tool for companies to quickly assess the market for a new product.
- Based on the success of the campaign, resources can be allocated to meet demand.



The Gig Economy means outsourcing will be more popular than ever

- The Gig Economy means freelancers can select from a range of temporary projects or jobs. Employers can select the best individuals from a large pool of workers for specific tasks.
- Instead of 1000 full time staff, an organisation may have 100 full time staff and an “on-call” workforce of 5000 (who are also working for other organisations)
- Aggregating services are driving costs down. Eg: www.fiver.com for graphic design, translation, etc.
- This has impact on potential of joining – needs new membership models to deal with this group.



Younger generations will increasingly seek access over ownership

- The prevalence of UBER, AirBnb, and Soundcloud reflect a significant trend by the younger generation towards access over ownership. Children born today are unlikely to ever own a car, get a licence, or purchase a music CD.
- The rise of the sharing economy will open new opportunities and markets.
- The rise of the sharing economy is leading to the development of new revenue models designed to make the supply of access profitable.



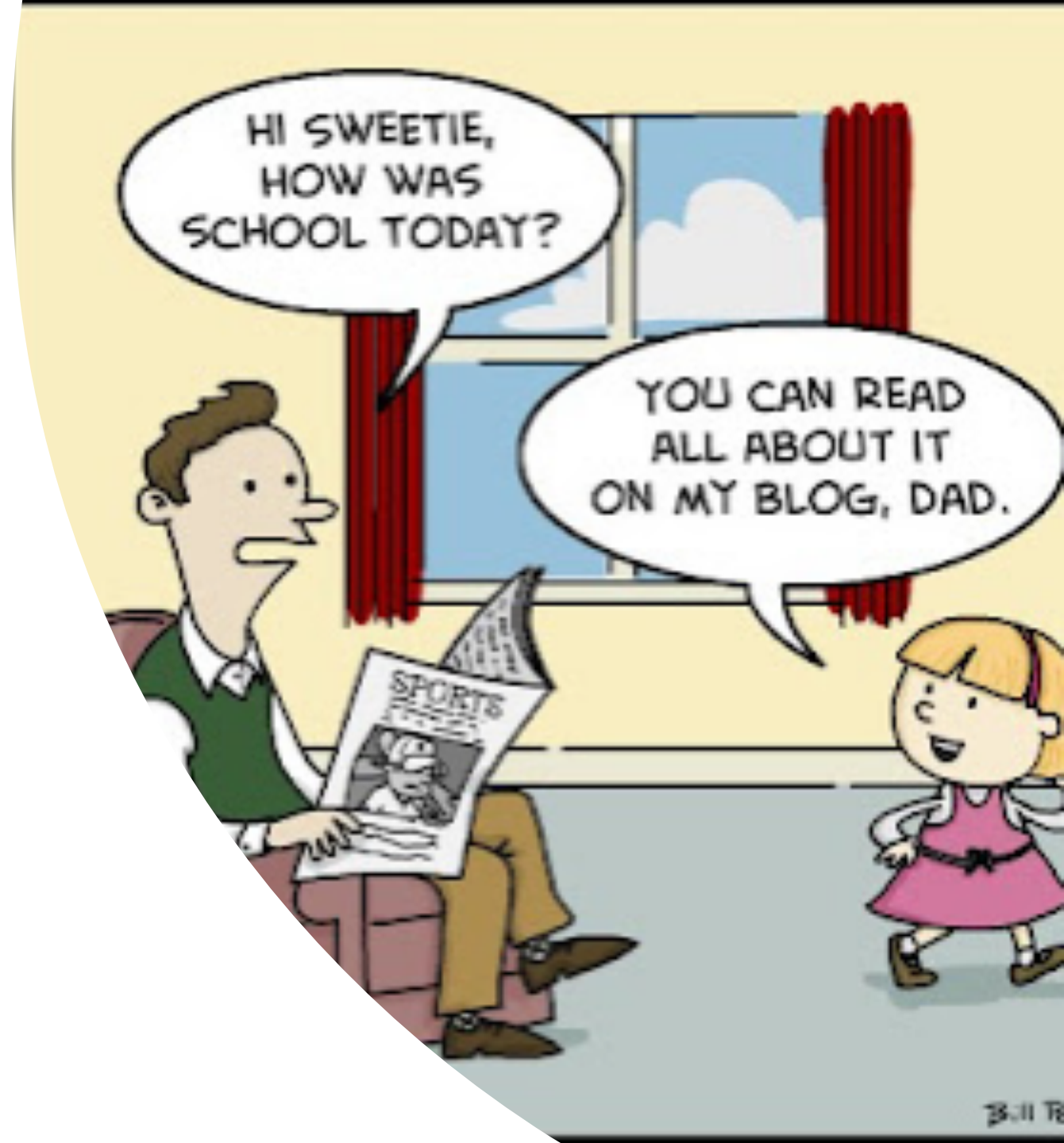
Baby Boomers are retiring

- Baby Boomers are the most likely to join, renew, and become pro-actively involved in their associations.
- From 2011 they started to retire and by 2029 your membership will be predominately made up of Gen X, Gen Y and Gen Z.
- You need to be preparing for this change now.



Gen Z has entered the workforce

- Gen Z (born 1995-2010) have started to enter the workforce and they are very different from Gen Y.
- True digital natives, who grew up with the convenience of a phone in their hand. They have never known a non-connected world. They expect a streamlined, personalised, and convenient customer experience.
- They have never known a pre-September 11 world. Combined with growing up during the GFC it is expected that security in all forms is important to them.



Built by Boomers, for Boomers

- The products, services, communications, and decision making structures of almost all associations are geared entirely to the preferences of the Boomers.
- Boomers in positions of power don't value services younger generations find important.
- Without fundamental change how can you expect to appeal to the younger generation?



Do young people join associations anymore?

Younger members used to join associations about age 30. This is no longer guaranteed. Associations must consistently deliver tangible value via engaging communications to win this market. Younger members seek:

- Access to career information and employment opportunities (JOBS!).
- Opportunities to gain leadership experience.
- Professional development and educational programs, and
- Access to member discounts

Younger members often don't know what an association "is" or "does". Educate them. Engage with them. Prove your value.



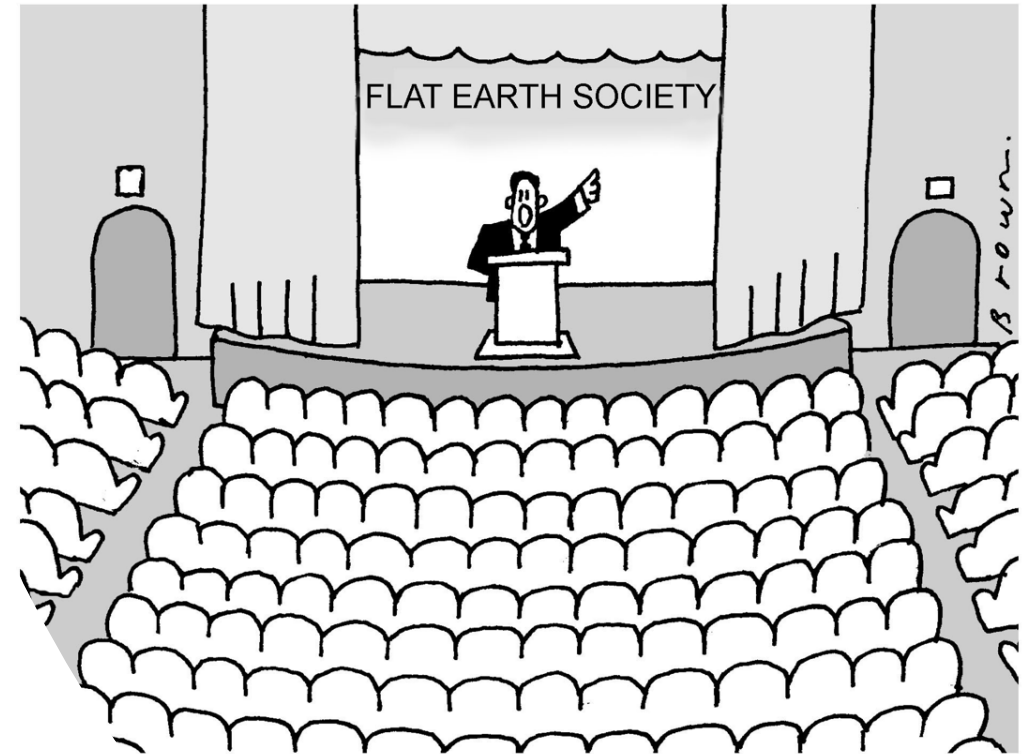
A strong community is an significant competitive advantage

- Successful associations connect people in ways that will provide them with meaningful, positive outcomes related to that common interest.
- There will always be competitors for some, or all, of your products and services. Your community is your competitive advantage.
- It is immensely difficult for a competitor to success against a strong and engaged member community.



New associations will rise – and old associations will fall

- In the next 10 years many previously powerful associations will cease to exist as entire industries and professions are replaced by technology. Eg: Long distance truck drivers will likely be completely replaced by driverless trucks within the next 10 years.
- Many new associations will rise to represent industries and professions that we many not have even envisaged previously. Eg: An association representing workforces predominately made up of AI workers.



in closing, I believe we ought to launch a more vigorous membership drive."

A compelling purpose is critical for success

- Your association has a purpose. Find the reason you exist and translate that purpose into tangible goals with actionable objectives.
- Connect with your purpose to inspire your members, staff and volunteers and generate growth.
- Use your purpose to ignite the passion of your staff, volunteers, members and other stakeholders. Then show them the pathway forward to create a powerful momentum.



Membership is just a tool

- You do not exist to recruit and retain members. Membership is just one of many tools you can use to achieve your purpose.
- Before asking “Why would a member join us?”, first ask: “How does having members help us achieve our purpose?”
- Then you can start to effectively use the tool that is membership.





Often the thing people
value most about their
membership is intangible

Your membership structure should create pathways that enable you to become entangled in the lives of your members – particularly at those points they need you most.



Member Recruitment Campaign Development

- Smaller numbers of prospects (eg: < 500) = a highly targeted, personalised campaign supported by deep knowledge on each individual prospect. Smaller associations have a wonderful opportunity to cultivate community.
- Large number of prospects = Need to implement segmented, leveraged campaigns. Segments must be prioritised as you cannot approach all at once.
- For high value members, use a personalised sales approach. For lower priority targets, consider integrated email, direct mail, and telemarketing programs supported by other media where appropriate.



Past Member Campaigns

- “Cheeky Renewals” most popular form.
- Past members already know a lot about your organisation so the messaging can be simpler.
- Instead of telling them about the organisation you can focus on what’s changed since they’ve been a member.
- Use data from previous engagements to inform the campaign.



Member Get Member Campaigns

Most member-get-member campaign fail. However, with referral the number one mechanism for driving new members, it presents an opportunity. These campaigns must:

- Be long term – they are a slow burn
- Be segmented – and engaging for each segment
- Be supported with a long term communications campaign
- Use an incentive that inspires the target segment (whether product, discount, or appreciation)



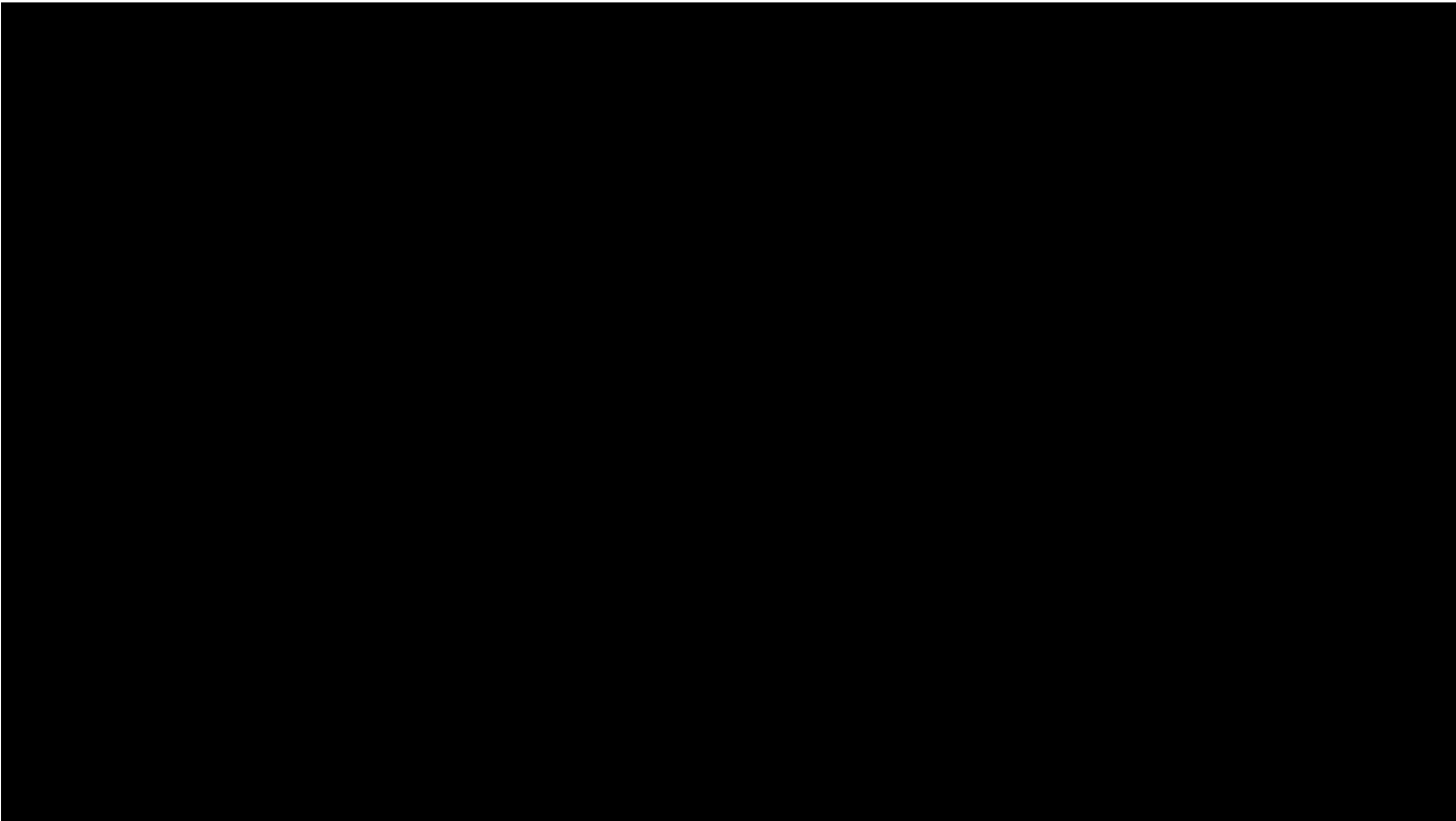
Never Member Campaigns

- Never member campaigns are the most difficult.
- Best prospects where there is prior contact – past event delegates or someone who has purchased your products and services.
- Need to integrated campaign that combines different media to work the prospect through the process – raise awareness – pique their interest – create desire – inspire action.
- Certified Management Accountant younger member advertising (mainstream) – understood that 40% of 26-40 year olds have a tattoo ...

<https://youtu.be/8fMMpSrjGqc>



Commercial



Julian Moore

@sponsorshipguru

Sponsorship

sms*



What is Sponsorship?

- Sponsorship is not fundraising.
- Sponsorship is about achieving your sponsors needs. They may not share your passion.
- It is all about the commercial outcome.



Changing Trends

Educating the Corporate Live face to face events

Social Media Essential **MORE ENGAGEMENT**

2012 Year of Healthy, Active, Lifestyle

2013 Year of Family, Exclusivity, Connected

2014 Technology, Youth, Exclusivity

2015/16 Less Partnerships, Higher Value, Longer Term,
Co-Branding, White Labelling & Engagement

What can be sponsored?

Almost anything ...

... naming rights, newsletters, emails, CDs, DVDs, breakfasts, dinners, lunches, awards, speaking rights, research, hotel door keys, memory sticks, juice bars, programs, scholarships, bag inserts, registrations, exhibition booth, dinner tables, logos (almost anywhere), banners, lecterns, AV equipment and staff, accommodation, hotel rooms, delegate bags, internet loungers, refreshment breaks, water bottles, special events, keypads, table gifts and centres, pamper zones, fireworks, entertainment, cars, boats, planes, speakers ... and all they want is access to your members.

Not everything should be ...





Choose Carefully

Because when it goes wrong EVERYONE knows

Partnerships, who
wants what
and who is spending in
2017?

Health Education

*Blackmores

*Swisse

*Natures Own

*Ostelin

*Blooms



I.T. and Global Challenges

*Hewlett Packard

*Motorola

*Google

*Samsung

*Apple

*App Designers



Financial

*HSBC

*Chinese Construction Bank

*Bank Australia

*Macquarie

*Association Insurance Australia

*WeePay



Airlines

*Qantas

*Jet Star

*Tiger

*Virgin

*NZ Airlines

*British Airways



Randoms

(Sorry I couldn't think of a clever heading)

- *Luxury Goods

- *White Goods

- *Cars / Vehicles

- *Chemicals / Tools

- *Water

- *Champagne



Questions?

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