

Association Forum MEMBERSHIP SUMMIT 9 OCTOBER 2017

**CONSULTING &
TRAINING SERVICES**
for Associations and Charities

OUR SPECIALTIES INCLUDE

- Board governance training
- Strategic planning days
- Federations and single entity transformations
- New constitutions
- Conversion to company limited by guarantee
- Board performance reviews ...and more



MEMBERSHIP CHALLENGES

1. Engagement & Retention

- Defining & growing value proposition
- Staying relevant in a time poor sector
- Engaging the cynical member
- Engaging committee members

2. Recruitment & Growth

- Growing membership in an economic downturn or contracting market
- Reaching out to new members

3. Attracting young & student members

4. Regional members

5. Technology – membership databases

6. Membership structure & pricing