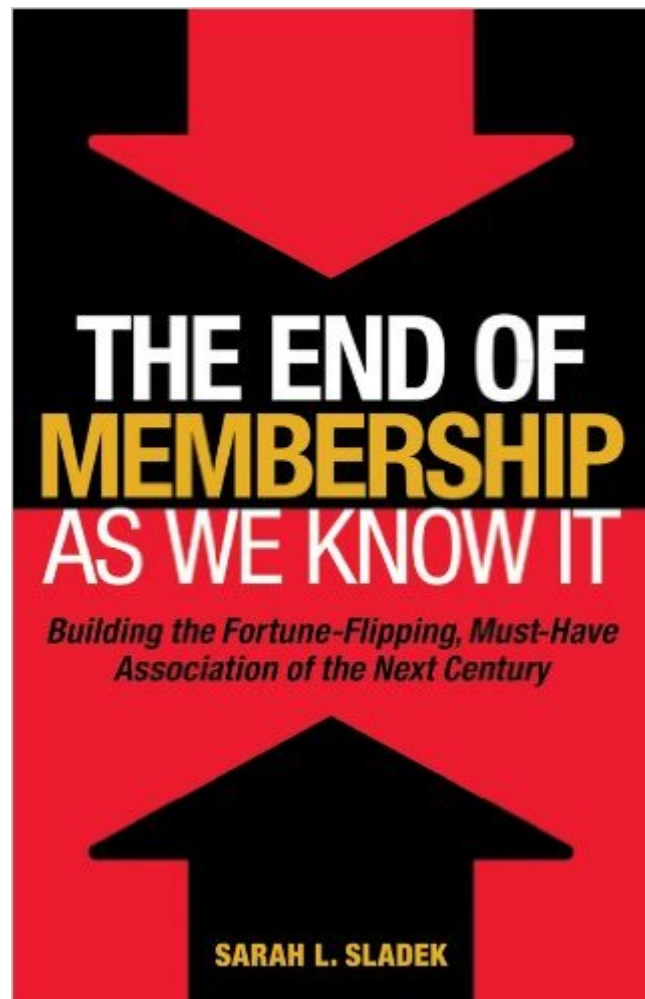


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The End Of Membership As We Know It: Building The Fortune-Flipping, Must-Have Association Of The Next Century



Synopsis

How new membership models can help associations survive and thrive in today's evolving environment The era when associations could count on members joining and renewing, even with a relatively unchanging menu of membership benefits, has passed. No, membership is not dead, argues author Sarah Sladek. But associations do need to change their thinking and their models. In *The End of Membership As We Know It: Building the Fortune-Flipping, Must-Have Association of the Next Century*, Sladek offers practical, proven ways that associations can respond to changes affecting participation such as the generational shifts in the workforce, social changes, and technology-eased access to content and community. *The End of Membership As We Know It* explains: How niche the new competitive advantage is Why organizational culture has an enormous impact on recruitment and retention What emerging member-prospects value and want Why and how to focus on member ROI instead of program ROI How to craft and deliver compelling benefits rather than features How to extend your reach Which emerging models are taking root and showing promise Providing numerous real-world examples along with specific guidance, *The End of Membership As We Know It* is a must-have guide for moving your membership model into the future.

Book Information

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Customer Reviews

In her book, *The End of Membership as We Know It*, Sarah Sladek, makes important points - based on best practices in marketing -- that membership professionals should take to heart in order to

grow a successful program. Her fundamental thesis is that "three key shifts in our society have caused a decline in membership: economic recession, demographic shifts, and rapidly changing technology. [And] while the economy is likely to rebound sooner or later, the other two influences are here to stay." 1. Sladek proposes a number of solutions to help in meeting these membership challenges. The first is to focus on offering members' better benefits. She maintains that "your association's success hinges on one thing: member benefits. . . Members join your association because they believe in your ability to solve a problem for them. They renew their membership when you are successful at solving the problem." 2. In order to identify and develop better benefits, she advises that you "survey members or host focus groups regularly to keep your finger on the pulse of any changing needs among your membership. Nothing can replace the open, honest feedback you receive from members." 3. Another key opportunity to improve membership Sladek says "comes down to marketing." The four aspects of marketing that are highlighted include differentiating your association from its competitors, providing a guarantee to members, identifying your core benefits, and determining your target market. Sladek also recommends building online communities as a key to solving the threats to membership.

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