

# A Framework for Evaluating **New Sources of Non-Dues Revenue**



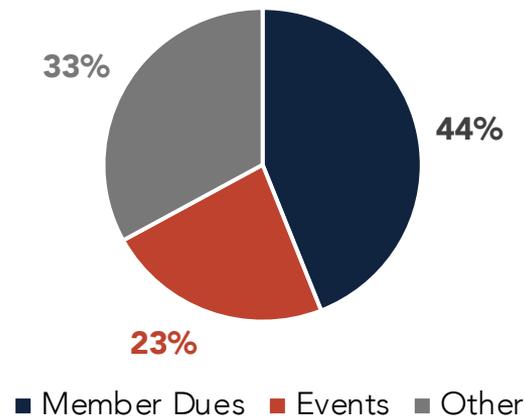
# Disruption drives need for **NDR**

➤ Among the massive disruptions created by the pandemic, associations were acutely impacted because of their **traditional reliance on live events for revenue and member retention.**

➤ Consequently, associations have an acute need for **new, non-dues revenue (NDR)** streams . . .

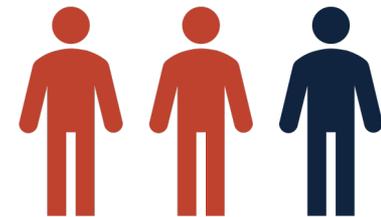
## Membership dues and events represent the top two revenue streams

### Association Revenue Sources



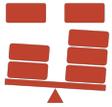
Source: CS-Effect & Researchscape

**2 out of 3 event planners** don't expect their total number of in-person meetings to return to 2019 levels until **Q2 2023**



Source: American Express's 2022 Global Meetings and Events Forecast

# But . . . **not all revenue streams are equal**



New solutions must **balance** the needs of both members and sponsors *and* support an association's core mission.



Most NDR solutions have an **organizational opportunity cost**. Internal resources are finite and may have been significantly diminished since the pandemic began.



Experimentation is an important aspect of innovation, but associations need an evaluative framework when considering options. For example:

- NDR Solution 1: High revenue potential but detracts from association's ability to serve members **≠ "good" NDR**
- NDR Solution 2: Ease of implementation but low revenue
- Potential **≠ "good" NDR**

# What is “good” NDR?

Beyond relying solely on the dollar potential of new revenue opportunities, Lead Marvels has established an **evaluative framework** to help associations define the attributes of “good” NDR and rank revenue opportunities according to how well they **align with an organization’s strategic mission.**



## ATTRIBUTE 1

# Member Value

### KEY QUESTION

Will the solution provide tangible value for members?

### The solution should:

- Reinforce the value of membership.
- Improve members' professional effectiveness.
- Deepen members' engagement with your association.



## ATTRIBUTE 2

# Market Insight

### KEY QUESTION

Does the solution offer industry intelligence and/or member insight?

### The solution should:

- Offer actionable insights about member needs.
- Foster a deeper understanding of vital issues impacting the industry you serve.
- Reinforce your organization's status as the "voice of the industry."



## ATTRIBUTE 3

# Automated

### KEY QUESTION

Can the solution be implemented and managed without constant oversight and insight?

### The solution should:

- Not be an intensive burden on internal resources.
- Not require additional staffing or a significant reorganization of resources.
- Not distract from an associations core mission and organizational values.



## ATTRIBUTE 4

# Low Cost

### KEY QUESTION

Does the solution require a substantial up-front investment and/or an ongoing cash outlay?

### The solution should:

- Require no (or minimal) financial investment.
- Offer a fair level of income as part of the value exchange.
- Leverage efficiencies by aligning with current organizational activities.



## ATTRIBUTE 5

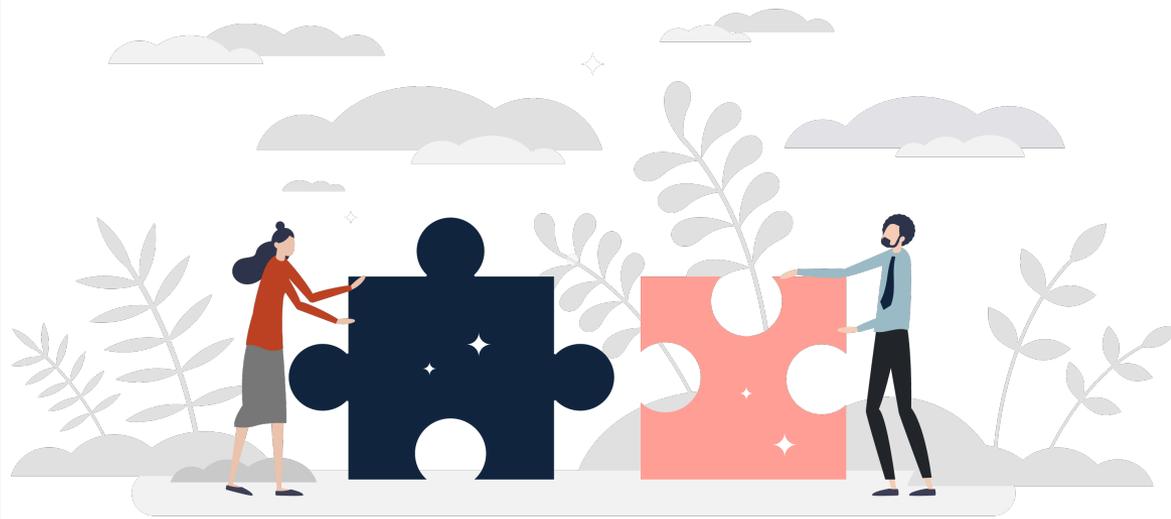
# Sponsor Value

### KEY QUESTION

Does the solution offer reciprocal value to sponsors and partners?

### The solution should:

- Deepen sponsor relationships and commitment to your association's mission.
- Attract new sponsors.
- Connect members with solution providers to help enhance their professional success.



## ATTRIBUTE 6

# Recurring

### KEY QUESTION

Does the solution offer a repeatable source of revenue?

### The solution should:

- ⚡ Represent a source of regular revenue that can be counted on and budgeted for.
- ⚡ Require little to no effort to sustain the recurring revenue stream.
- ⚡ Be significant enough to fund other strategic initiatives.



## ATTRIBUTE 7

# Always On

### KEY QUESTION

Will the solution be viable for a sustained duration of time?

### The solution should:

- Be available to members 24/7/365.
- Be available for members at their convenience.
- Leverage your association's digital channels.



# NDR Solution Scorecard

| <b>Attribute</b><br>Assign a score of 1 if the solution meets the criteria; 0 if it does not) | <b>Score</b><br>(0 or 1) |
|---|--------------------------|
| <b>Attribute 1:</b> Member value  | ?                        |
| <b>Attribute 2:</b> Market insight  | ?                        |
| <b>Attribute 3:</b> Automated   | ?                        |
| <b>Attribute 4:</b> Low cost  | ?                        |
| <b>Attribute 5:</b> Sponsor value   | ?                        |
| <b>Attribute 6:</b> Recurring   | ?                        |
| <b>Attribute 7:</b> Always on   | ?                        |
| Total score:  | ?                        |

## Score ranges:

- ≤ 3** Prospective solution should be removed from consideration.
- 4-5** Explore whether the solution can be modified to improve value.
- 6** Solution should remain high on the consideration list
- 7** Solution should be implemented.

# Scoring the Lead Marvels solution: Digital resource libraries

| <b>Attribute</b><br>Assign a score of 1 if the solution meets the criteria; 0 if it does not)   | <b>Score</b><br>(0 or 1) |
|---|--------------------------|
| <b>Attribute 1: Member value</b><br>Provides highly relevant, frequently updated, curated content specifically targeted to your members' informational needs and professional interests | <b>1</b>                 |
| <b>Attribute 2: Market insight</b><br>Provides real-time analytics on the content and resources resonating most with your members.  | <b>1</b>                 |
| <b>Attribute 3: Automated</b><br>Implemented and fully managed by Lead Marvels, who can also carry the full wight of the sales effort.  | <b>1</b>                 |
| <b>Attribute 4: Low cost</b><br>Requires no investment in additional staff or tech. No cost – ever! – for our association partners.   | <b>1</b>                 |

# Scoring the Lead Marvels solution: Digital resource libraries

| <b>Attribute</b><br>Assign a score of 1 if the solution meets the criteria; 0 if it does not)  | <b>Score</b><br>(0 or 1) |
|--|--------------------------|
| <b>Attribute 5: Sponsor value</b><br>Offers sponsors a unique way to showcase their thought leadership content and engage with members who may need their solutions. | <b>1</b>                 |
| <b>Attribute 6: Recurring</b><br>Translates into a monthly recurring non-dues revenue stream, helping associations become less dependent on event revenue.           | <b>1</b>                 |
| <b>Attribute 7: Always on</b><br>Gives members have 24/7/365 access to the information they need in their always-on digital resource library.                        | <b>1</b>                 |
| Total score:   | <b>7</b>                 |

**Solution should be implemented.**

# Schedule A Demo

**Score of 7 = Solution should be implemented!**

Learn how our association partners are benefiting from the Lead Marvels' NDR solution, uniquely built for associations like yours.

Visit [www.LeadMarvels.com/demo](http://www.LeadMarvels.com/demo) to schedule a brief, no-obligation demo.

# Thank You

## About leadmarvels

Lead Marvels partners with associations to build digital resource libraries for their websites. A digital resource library is a white-labeled, fully branded, interactive platform on your association's website that showcases curated, thought-leadership content supplied by sponsors, as well as partners and the association. The content is free for association members and requires a form completion to download the content. Members get access to a steady stream of high-demand resources, sponsors get intent-based leads for business development, and associations earn incremental, non-dues revenue, as well as deeper member engagement and insights. There is no cost to our association partners.

Our unique resource library platforms are fully managed by our team of experienced demand gen experts, which makes our solution completely turnkey and automated for our association partners. Lead Marvels can also fully manage the sales effort on behalf of our association partners.

Our founders have been in the lead generation business for over two decades, generating an estimated 2,000,000 leads to accelerate the growth of some of the largest, most successful organizations in the country.

For more information or to request a free demo, visit [www.leadmarvels.com/associations](http://www.leadmarvels.com/associations) and follow [#LeadGenMadeEasy](https://twitter.com/LeadGenMadeEasy).