



Bar Associations Partner with Lead Marvels to Grow Non-Dues Revenue and Member Engagement



CHALLENGE:

Lead Marvels' 20 Bar associations struggled with increasing member engagement and generating non-dues revenue amid limited staff resources. They faced difficulties in providing fresh, relevant content consistently to members and some lacked the infrastructure to effectively manage and promote their own resources, which hindered their ability to meet member needs and financial goals.



SOLUTION:

Lead Marvels provided a fully managed Resource Library that seamlessly integrated with each association's existing website. This solution delivered high-quality, curated content to members, generated recurring non-dues revenue, and required minimal administrative effort, allowing associations to enhance member engagement and focus on other strategic priorities.



OUTCOME:

Lead Marvels' bar association partners now enjoy increased member engagement and a reliable stream of non-dues revenue. With the administrative burden significantly reduced, they can allocate more resources towards strategic initiatives. This positions them to serve their members' evolving needs better and ensures sustainable growth and financial stability in the future.

Through its innovative online Resource Library platform, Lead Marvels has positively impacted the way bar associations manage and enhance member engagement, while also providing a steady source of non-dues revenue. For partners like the Federal Bar Association, the digital platform has helped offset declines in membership renewals while also providing a source of funding for other member initiatives, explains Stacy King, CEO.

"Our primary challenge was increasing non-dues revenue as we climbed out of the pandemic," says King. "Partnering with Lead Marvels provided us with a seamless way to generate revenue without straining our staff resources."

With more than 30 association and publisher partners in the legal space, including 20 bar associations, Lead Marvels has delivered over \$3 million in non-dues revenue to its legal industry partners.

Generating Substantial Non-Dues Revenue

For many bar associations, finding new revenue sources is mission-critical for maintaining financial health and expanding member services. Lead Marvels' Resource Libraries offer a powerful solution for generating a dependable source of non-dues revenue that complements traditional income sources.

"Our Resource Library provides exceptional value to our organization," says Liz Neeley, executive director of the Nebraska State Bar Association. "Although we didn't initially partner with Lead Marvels for revenue generation, the consistent income from the platform has been a pleasant surprise and a substantial benefit." Lead Marvels' Resource Library solution also has a proven track record of bringing new advertisers to the table.

"We've expanded our network of advertisers," explains Neeley. "It's a mix of existing relationships and new organizations the Nebraska State Bar hadn't worked with before. This has broadened our reach and interactions in the industry."

For The Florida Bar, the Resource Library program generates more income than some other non-dues revenue programs. The best part of the program, according to Terry Hill, Division Director of Programs, is that it is overseen by Lead Marvels.

"Lead Marvels' ability to fully manage the sales process is invaluable. We can pass on potential advertiser sales leads to them, and they handle everything, making it a very efficient process for us. We agreed to deploy the Resource Library on our LegalFuel site because it was going to take little to no effort on our part to do it," says Hill.

Enhancing Member Engagement with Dynamic Content

Lead Marvels' Resource Libraries also significantly improve member engagement by providing a dynamic, interactive platform that continuously offers valuable, relevant content. New thought-leadership resources from credible, third-party experts ensure that there is always fresh material for members to explore. This regular influx of new content, such as white papers, ebooks, reports, guides, case studies, and more, keeps members returning to the association's website, fostering habitual engagement.

Furthermore, members no longer have to leave the association website searching for resources from the vendors who serve them. The Resource Library helps the bar association become a true "one-stop shop" for vital professional information.

As Hill explains, "The benefit to our members is the expanded content. Lead Marvels offers a different take or additional information on topics that we may or may not already cover. This provides more value to our members by supplementing our existing resources and allowing members to go deeper into topics of interest."

The Resource Library platform had the same positive impact on member engagement at the Nebraska State Bar: "The professional and timely push of content from the Resource Library to members has driven our member engagement significantly," says Neeley. Because of the platform's interactive nature, members

can search for resources by keyword, topic, and format, making it easy to find content that meets their specific professional needs. This targeted approach not only saves time but also ensures that members access information that is highly relevant to their interests and challenges.

This increased engagement ultimately enhances the overall value of association membership.

Organizing and Showcasing Association Content

Lead Marvels' Resource Libraries also serve as an ideal platform for bar associations to showcase their own content. Special reports, detailed guides, and

other important association-generated content are given prominent exposure, increasing their visibility and utility to members.

As King explains, "We use the Federal Bar's Resource Library to promote both our own content and that of our advertisers. It's like having our own content bank, which we didn't have the infrastructure for before. Now, we can easily get more of our own information in front of our members."

"It only takes a few minutes for us to quickly submit our own content," says Neeley. "This efficiency has made a significant difference for our small team."



Terry Hill
Division Director of Programs
The Florida Bar

"Lead Marvels has been an amazing partner. Their platform has supplemented our existing resources, generated valuable non-dues revenue for our Practice Resource Center, and provided an easy-to-manage solution that benefits our members."

Streamlining Resource Management

Pursuing new non-dues revenue initiatives and managing content and technology platforms can be a significant burden for associations with limited staff and resources. Lead Marvels excels in this area by overseeing and managing the Resource Libraries, including hosting, platform maintenance, content updates, advertiser billing, and user engagement metrics. This reduces the resource strain on association staff, allowing them to focus on other priorities.

"One of the most important things that stands out about Lead Marvels is their ability to fully manage the platform," says Neeley. "This includes everything from sales to content management, allowing us to focus on other priorities without the administrative burden."

King estimates that the Federal Bar's Resource Library takes less than 10 minutes per week to manage. "It's efficient and doesn't require a lot of administrative effort, which is perfect for our small team."

The turnkey nature of the solution ensures that the platform runs smoothly with minimal effort from the association.

Creating Business Development Opportunities for Sponsors

The Resource Libraries provide valuable lead-generation opportunities for sponsors. By contributing content to the libraries, sponsors receive qualified, intent-based leads, making the platform an attractive business-development opportunity for new and existing advertisers seeking to connect with legal professionals.

Neeley described the appeal for advertisers: "The qualified leads that the Resource Library offers is particularly appealing to Nebraska State Bar advertisers. They only pay for leads that show genuine interest in their content, providing a high level of accountability and value."

This model not only benefits the sponsors but also strengthens the association's relationships with them.

Hill explains that "The Knowledge Hub offers us a way to highlight our approved member benefit providers who are already advertisers in the Resource Library. This gives them more visibility and credibility with our members, who can trust that these providers have been vetted by The Florida Bar."



Liz Neeley
Executive Director
Nebraska State Bar Association

"Lead Marvels has been a great partner. Their responsiveness and ability to get the resource library set up quickly were impressive. It truly is a turnkey solution that runs with minimal effort from our side."

By the Numbers

30+

Partners in the legal space



20

Bar associations partners



55+

Active legal advertisers



\$3 million

Non-dues revenue delivered to legal industry partners



Leveraging Real-Time Insights for Better Decision Making

One of the unique features of Lead Marvels' platform is the real-time data dashboards that provide immediate insights into member behavior and content preferences. This allows associations to quickly adapt other programming and content strategies to better meet their members' needs and interests, thereby improving overall member satisfaction.

"One of the biggest advantages of using Lead Marvels is the transparency of member engagement," says Neeley. "We can see in real-time which content is resonating with our members, providing valuable insights that inform our programming and sponsor outreach."

Likewise, the Federal Bar Association's Resource Library provides insights into which topics resonate most with members. "This information helps us generate ideas for professional development, webinars, and articles in our magazine," says King.



Stacy King
CEO
Federal Bar Association

"I wish all our partnerships were as fruitful and easy as the one with Lead Marvels. Their revenue share reports have been exciting to see, and they are near the top of our non-dues revenue sources."



The Verdict Is In: Lead Marvels Is a Trusted Partner for Bar Associations

With partnerships with over 135 associations, including 20 bar associations, Lead Marvels has a deep understanding of the unique culture and needs of associations, particularly within the legal industry. This experience has made them a trusted partner in association management.

As King explains, "I found Lead Marvels through my affiliation with NABE, where their reputation as a supportive and efficient partner was well known. Hearing positive endorsements from my peers made the decision to partner with them much easier."

"Lead Marvels has been an amazing partner," echoes King. "The implementation process was easy and seamless, and the marketing tools they provide are well-written and effective. It's a huge benefit for a small staff like ours."

And The Florida Bar's Hill: "Lead Marvels has been a pleasure to work with from the very beginning. Their team has been responsive, consistent, and easy to work with, which isn't always the case with all providers."

If your bar association is interested in enhancing member engagement and increasing non-dues revenue with minimal impact on your internal resources, schedule a demo by visiting:

<https://leadmarvels.com/demo>



What Is an Online Resource Library?

A Resource Library is white-labeled and fully branded for an association's website, providing a seamless digital experience for association members. It is hosted and centrally managed by Lead Marvels and provides plug-and-play deployment for our association and publisher partners.

A Resource Library showcases curated, thought-leadership content and resources primarily supplied by corporate sponsors, industry solution providers, and advertisers. However, associations often publish their own content as well. Content hosted in the Resource Library can include white papers, guides, ebooks, reports, research, podcasts, on-demand webinars, and more. A Resource Library helps the association establish itself as a one-stop-shop for all of its members' content needs.

The content and resources in a Resource Library are free to association members and typically require users to complete a short form in order to download the material from a 3rd-party sponsor or provider. Often the content provided by an association does not require a form completion. If a member chooses to download a piece of sponsored content, they become a "lead" for the sponsor that supplied that content.

An effectively built platform captures and shares value for each stakeholder segment: Members get access to a steady

stream of valuable thought leadership content and resources from industry experts, corporate sponsors get intent-based leads for business development, and associations generate member engagement, while earning incremental, non-dues revenue. The platform also provides associations with valuable insights about member behavior, needs, and preferences, which they can use as the basis for their own future content programming and development.

Best of all, there is no cost to associations and no time or resources required from internal staff. Lead Marvels can also fully manage sales efforts on behalf of our association partners.

An online Resource Library creates a win-win-win scenario for associations, members, and sponsors alike.





ABOUT leadmarvels

Lead Marvels partners with professional associations to build white-labeled, fully managed online resource libraries, which feature curated, industry-specific thought leadership content and resources from sponsors and industry solution providers as well as from the associations themselves. Association members receive helpful and timely resources, while sponsors and vendors receive qualified, intent-based leads. Our association partners will generate deeper engagement with members, actionable insights on members' informational needs, and a new source of recurring non-dues revenue.

Lead Marvels is the pioneer of LGaaS™ (Lead Generation as a Service), which allows partners to license its proprietary, tech-enabled platform to offer online resource libraries to their member and subscriber audiences.

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