



How a Network of CPA Societies Generated Nearly \$1M in Revenue While Deepening Member Engagement



CHALLENGE:

State CPA societies are under pressure to grow non-dues revenue and demonstrate member value without expanding staff or infrastructure. But traditional revenue streams are unpredictable, and internal teams are stretched thin, making scalable growth difficult to achieve.



SOLUTION:

Lead Marvels partners with 34 state CPA societies to power branded Resource Libraries, interactive digital hubs embedded in association websites that feature curated sponsor content, engage members, and create scalable new opportunities for non-dues revenue.



OUTCOME:

Lead Marvels is on track to deliver nearly \$1 million in non-dues revenue to its CPA society partners, while helping to expand sponsor relationships and increase member engagement with minimal lift from staff.

Through its turnkey Resource Library platform, Lead Marvels is helping state CPA societies strengthen member engagement and unlock new sources of non-dues revenue without adding to staff workload. For partners like the Kansas Society of CPAs (KSCPA), the platform offers a reliable way to meet strategic goals with limited internal resources.

"We're a small team," says Liz Gaume, Director of Membership & Marketing at KSCPA. "Time is as valuable as money, so any partnership has to deliver value without creating more work. Lead Marvels does that."

Today, Lead Marvels partners with 34 state CPA societies through its accounting network, delivering fresh, sponsor-driven content to members while generating over \$825,000 in non-dues revenue across the network to date.

Unlocking New Revenue Without Overburdening Staff

For state CPA societies, generating non-dues revenue is a strategic priority; however, executing this goal can be a major hurdle. Limited staff bandwidth, a lack of sales infrastructure, and the administrative burden of managing sponsor relationships often stall even the best ideas before they take off.

That's what made the Lead Marvels Resource Library platform so appealing to organizations like the Kansas Society of CPAs.

Lead Marvels provides a fully managed, white-labeled Resource Library platform that is branded for the association's website and hosted by Lead Marvels, powered by its unique, proprietary technology. Unlike generic content hubs, this interactive solution is built to engage members while generating leads for sponsors.

One of the most appealing aspects for Lead Marvels' association partners is that the platform is managed end-to-end by the Lead Marvels team. From platform maintenance and content curation to sponsor sales and lead delivery, every aspect is handled externally, requiring no added staff or infrastructure from the association.

"It's the kind of non-dues revenue every association hopes for — reliable, meaningful, and incredibly low lift," Gaume says.

Lead Marvels is on track to deliver nearly \$1 million in non-dues revenue to its state CPA society partners by year-end. For associations seeking to diversify revenue without compromising time or focus, it has become a proven, sustainable model that works.

Aside from the program's turnkey nature, what makes the revenue particularly valuable, according to association partners, is its predictability. Unlike event sponsorships or display advertising, which can fluctuate from year to year, the Resource Library provides a more consistent and sustainable stream.

Because the platform is always on and because Lead Marvels continues to manage sponsor relationships and refresh content, revenue builds steadily over time with minimal risk or uncertainty.

Just as important as the revenue itself is how it's generated. Rather than relying on generic ads or promotional blasts, the platform surfaces sponsor-created resources that are timely and educational in nature. "The content is aligned with what our members need in their careers," says Gaume. "It's not just revenue for revenue's sake; it's revenue that reinforces our mission."

That mission alignment is what ultimately sets the Resource Library apart. It offers a way to monetize engagement without compromising trust or distracting from the member experience.

Driving Member Engagement with Relevant, High-Value Content

For state CPA societies, member engagement is a key lever for retaining members and achieving long-term sustainability. But between annual conferences and continuing education programs, how do you stay top of mind, especially when members are busy and attention is scarce?

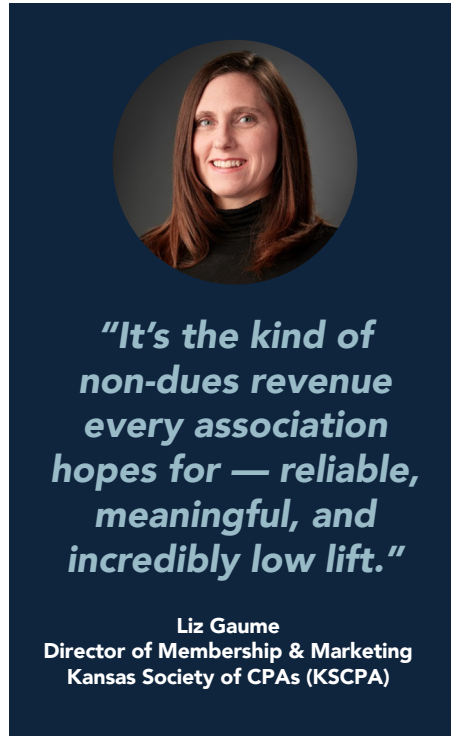
That's the gap the Lead Marvels Resource Library helps fill.

"The content is professionally relevant," says Kristin Wells of the Massachusetts Society of CPAs (MassCPAs). "It's aligned with what our members care about, with topics like cybersecurity, practice management, new technologies, and evolving standards. And because it lives on our site, it feels like an extension of our own programming."

Each Resource Library is carefully curated to ensure the platform complements, not competes with, existing educational offerings. The result is a stream of relevant content tailored to members' needs, keeping them coming back.

"We see this as another meaningful touchpoint in our engagement strategy," says Jill Edmonds of Virginia Society of CPAs (VSCPA). "Even if someone doesn't attend a conference, they may still explore the Resource Library. It's one more way we're meeting members where they are and delivering value."

For associations seeking to enhance value between events and other offerings, the Resource Library provides a mission-aligned solution that not only supports members but also helps reinforce the association's role in their ongoing professional growth.



Reducing Operational Burden with a Seamless Partner Experience

Like many associations, state CPA societies often operate with limited staff and stretched capacity. Between events, member services, and advocacy work, there's little time left to spin up new revenue programs from the ground up.

That's where the Lead Marvels Resource Library stands apart. Built to be fully turnkey, the platform requires virtually no lift from association staff. No content uploads, no tech troubleshooting, and no sponsor wrangling. Lead Marvels handles everything, from sales outreach and relationship management to platform maintenance, lead delivery, and performance reporting.

For associations like VSCPA, this seamless experience has made all the difference. "The implementation was incredibly easy," says Edmonds. "The Lead Marvels team set everything up, and they continue to manage it behind the

scenes. It's truly plug-and-play."

The onboarding process is designed for speed and simplicity. Associations are provided with a white-labeled platform that integrates seamlessly with their existing website and branding. Lead Marvels collaborates closely with staff to ensure the

Resource Library aligns with the organization's strategic goals and then continues to manage the day-to-day operations without burdening the internal team.

At the MassCPAs, the ease of implementation and ongoing support were key selling points. "It was a really smooth process from the start," says Wells. "Lead Marvels made it easy, and the fact that they keep the platform fresh and running without us having to lift a finger has been a huge help."

For small to mid-sized associations especially, this model creates a rare win: new member engagement and non-dues revenue opportunities without the usual administrative overhead. With no need to hire or reassign internal staff, CPA

societies can extend their impact without expanding their workload.



By the Numbers

34

State CPA Society Partners



\$825K+

Non-dues revenue delivered to legal industry partners



30+

Active Accounting Advertisers



125+

Member Resources Provided



Expanding Value Through a Growing National Network

When a single state CPA society joins Lead Marvels' Resource Library platform, it gains a powerful tool for engagement and revenue. But when 34 of them do, as is now the case, something larger takes shape: a national network with collective scale and stronger appeal to sponsors.

This collaborative structure creates a rising tide for all participants. Rather than pitching individual opportunities to vendors one state at a time, Lead Marvels can now offer sponsors access to a broader audience of accounting professionals across multiple states. That scale, in turn, attracts higher-quality sponsors with more robust budgets and stronger content, further enhancing the experience for members.



"Lead Marvels is the kind of partner we look for. They're responsive, easy to work with, and always bring fresh ideas that make our job easier."

Jill Edmonds
Senior Director, Marketing
& Communications
Virginia Society of CPAs (VSCPA)

"Being part of a broader network makes it easier to connect with sponsors that are aligned with our mission and our members' needs," says Wells. "It's a win-win. Members get more relevant content, and we get new relationships we might not have developed on our own."

The network approach also reinforces the platform's value over time. As more societies come online, more sponsors take an interest. As more sponsors participate, the content improves and the revenue opportunities grow. And all of this happens without creating extra lift for the associations themselves.

Jill Edmonds of VSCPA puts it simply: "Lead Marvels has built a system that works. And the more of us that use it, the better it gets."

If your State CPA Society or accounting industry 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>

The Network Effect: Building Scale Through Collaboration

While each state CPA society maintains its own branded Resource Library, every participating association benefits from being part of Lead Marvels' broader accounting network, now encompassing 34 CPA society partners and growing.

Rather than building isolated, one-off content hubs, Lead Marvels has developed a unified Accounting Network that provides national reach while preserving the integrity of each state society's individual brand. The result is a more compelling, scalable program that's both more attractive to national sponsors and more sustainable for individual associations.

Benefits of the network model include:

- **Stronger appeal for national sponsors.** The

aggregated reach of the network makes sponsorship more valuable and cost-effective for advertisers and solution providers seeking to engage the accounting profession.

- **Fresh, professionally relevant content.** Members benefit from timely, trusted insights curated from reputable national sources and tailored to their interests.
- **Ongoing participation in platform growth.** As the network expands, so does the value for each participant through increased sponsor interest and more robust content libraries.

Together, the network effect delivers a level of scale and strategic alignment that would be difficult for any one association to achieve on its own.



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).