



How Two Associations Deepened Member Value While Growing Non-Dues Revenue



CHALLENGE:

UACPA and TXCPA needed to find a new way to engage their members and provide value despite having limited resources.



SOLUTION:

Online Resource Libraries provide each association with a new member engagement model that deepens the value of membership and requires no investment in new staff or technology.



OUTCOME:

UACPA and TXCPA are providing their members with an average of seven new resources per month in 2022. Additionally, the income generated from their Resource Libraries has become a top source of non-dues revenue for each association.

When the Utah Association of CPAs (UACPA) was planning to relaunch its website in 2021, it wanted to add new features that would attract member attention and add value. After all, as with most professional associations, the COVID-19 pandemic wreaked havoc on UACPA's in-person event programming. And, like many member organizations, UACPA relied heavily on its events to remain relevant and provide value to members.

"With the pandemic, we felt like we lost touch with our members," says Amy Spencer, marketing and communications manager. "Losing face-to-face contact with our members challenged us to find new ways to remind them that we're still here, still working in their best interest."

Like UACPA, the Texas Society of CPAs (TXCPA) was exploring alternative approaches to engage its members, but for slightly different reasons. TXCPA, one of the largest state-based accounting associations in the U.S., needed a way to provide individual member segments with targeted content customized for their needs and interests.

"We have 28,000 members in the accounting profession," explains Melinda Bentley, COO of TXCPA. "They may be in the same profession, but they're all different. Some may be public accountants; some may be focused on different industries like manufacturing or transportation — And they all have different informational needs. As a non-profit association, we don't have unlimited resources to create customized content for all member interests."



New content resources per month for each association



Source of non-dues revenue for UACPA



Non-dues revenue for TXCPA

Solution: A new member engagement model

To deepen the value of membership and engage their members with a steady stream of new content and resources, UACPA and TXCPA partnered with Lead Marvels to launch online Resource Libraries (which each organization refers to as "Knowledge Hubs").

The UACPA and TXCPA Resource Libraries are frequently updated with valuable content and resources provided by industry solution providers, vendors, and advertisers. The content, including white papers, guides, ebooks, infographics, and more, are available free to members. When a member downloads the content, their opt-in information is made available to the company that supplied it in exchange for a fee. The sponsor-generated revenue is shared between Lead Marvels and each association partner.

Further, the Resource Libraries are fully managed by Lead Marvels and were launched on the UACPA and TXCPA websites at no cost to either association and with no investment in additional staff or new technology.

More content, more member value

UACPA and TXCPA have been able to provide their members with an average of seven new content resources per month in 2022. Because the Resource Library model leverages content supplied by third-party industry authorities and thought leaders, neither association needs to expend its own resources to develop the material.

As Bentley explains, "We [TXCPA] don't have to do anything. We're getting high-quality thought leadership content that we're able to brand as a member benefit, and the quality speaks for itself."

Both Bentley and Spencer note the high level of engagement their Resource Libraries receive from members, which they are able to track through their customized dashboards. And within the

Resource Library ecosystem, engagement translates to quality and usefulness for members.

"The constant flow of new content added to our Knowledge Hub each month gives us a reason to engage more frequently with our members," says UACPA's Spencer. "The high-quality resources they now get from us on a regular basis reinforce the value of their membership."

"This to me is a no-brainer because it really will show value, and it will show value immediately."
*Melinda Bentley
Texas Society of CPAs*

Deeper member engagement with no additional lift

Additionally, the Resource Library platform is white labeled for each organization, providing a seamless user experience on the associations' respective websites. Because the underlying tech stack is centrally hosted and fully managed by Lead Marvels, however, the solution requires no investment in technology or staff from UACPA or TXCPA, making it even more valuable to associations with limited resource bandwidth.

"We have a bajillion channels, and we have so many things we're trying to keep full of content all the time," says Bentley. "This is one I don't even have to think about. They're doing it for me and giving me one more thing I can promote."

Aside from the additional value Resource Libraries arms associations to deliver to members, the program delivers other key benefits to UACPA and TXCPA.

"The constant flow of new content added to our Knowledge Hub each month gives us a reason to engage more frequently with our members."

*Amy Spencer
Utah Association of CPAs*

Incremental non-dues revenue

Not only do the Resource Libraries provide value to members, but they offer association sponsors and other industry suppliers a unique business development opportunity.

When an association member completes a registration form to access a resource, they opt in to receive information from the company that supplied the resource. Participating companies pay for these promotional opportunities, and the revenue is shared with the association.

The Resource Library quickly became a top source of recurring non-dues revenue for both UACPA and TXCPA.

"Non-dues revenue is huge for any association," says Bentley. "On top of that, we're getting extra revenue for sponsorship and advertising sales outside of our Knowledge Hub."

Resource Library revenue also tends to grow quickly. By the first half of 2022, TXCPA had already doubled their previous year number and has now reached more than \$33,000 in total non-dues revenue.

As with the management of the program, the sales effort to drive non-dues revenue can be fully or partially managed by Lead Marvels as well.

"We just don't have the capacity to be out there selling additional programs right now," says Spencer, who points out the Lead Marvels'-led sales effort has resulted in a significant increase in revenue this year.



New insights into member needs

Because the Resource Library platform includes a dashboard that offers analytics on the topics and resources resonating most with members, UACPA and TXCPA are able to glean insights into members' informational needs and structure their own programming accordingly.

Bentley, for example, regularly checks the analytics in TXCPA's dashboard and sends it to her communications staff to inform the organization's own content planning.

"We've also used our Knowledge Hub to find thought leaders and experts that we can potentially use as speakers for our events," says Bentley.

A new plug & play solution for associations

Associations of all sizes and types can launch their own Resource Library to deepen member engagement and grow non-dues revenue.

For more information on partnering with Lead Marvels or to request a demo, visit www.LeadMarvels.com.

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).