

# ASSOCIATION & NON-PROFIT **BISNOW**

## NON-DUES REVENUE SCHMOOZE

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Yesterday, we **packed BLT** for a breakfast event on driving non-dues revenue. Our panel of superstar execs dished on how to bring in the **big bucks** without making members open up their **checkbooks**.



Even the **urinals** are sponsored at the **American Bus Association's** annual convention. CEO **Pete Pantuso** says the show brings in **\$2.8 million**—only half of which comes from registration fees. The rest is made up of sponsorships ranging from **\$1,000** to nearly **\$200,000** on everything from meals to transportations to, yes, urinals. (All's fair: Ladies restrooms are sponsored, too.)



**Technology** and the web are the hottest (but least defined) areas for non-dues revenue growth, says former National Association of Manufacturers CEO **Jerry Jasinowski**. He also sees an increased **focus on events** beyond the annual convention or trade show. In the next six months, Jerry expects more association events looking at the upcoming **congressional elections**. Association members across industries want to know **who's up, who's down** and how to **assist the candidates** of their choice. "You can only have so many events on how to **manage better**," he tells us.



National Investor Relations Institute CEO **Jeff Morgan** cautions about **mission creep** when looking for new revenue streams: "If you're selling widgets just to make money, it starts to **dilute your purpose** as an organization, and you can get into trouble." He says orgs should not take a **buckshot approach** just to see what sticks. Instead, they need to do some **research** and understand what revenue options could meet their members' needs.



"We will go **out of business** if we stay in the current business model," says United Way of the National Capital Area CEO **Bill Hanbury**, who took the helm of the **\$37 million org** last year. He says United Way, which has centered around workplace giving, has been circumvented by other orgs with **strong special events** and web presence. He tells us he wants to focus more on solving civic social problems as opposed to being a disconnected third party. That means working on the ground with other non-profits, not just **throwing money** at the problem.



Because of the **Twitter and Facebook craze**, orgs face new pressure to hire a **community manager** who will oversee social media efforts, says ThePort Network's **Suzanne Carawan**. But that's not necessarily the answer. She compares it to the way everyone ran out to hire a **webmaster** ten years ago. Instead, Suzanne suggests **cross-training** the existing staff. She adds that the hot skill set right now is understanding how to develop **partnerships and alliances**, not just make a sale. "It takes a special type of someone to set up **win-win situations**."



Argy, Wiltse & Robinson's **Piao Sam** and Solar Energy Industry Association's **Karen Nedbal**. Karen says SEIA generates non-dues revenue through a job board and industry directory. The association is launching a **non-member newsletter** in the coming weeks that will bring in additional advertising dollars. Piao tells us he's filling in for colleague David Trimner, who won our recent Form 990 joke contest with this zinger: "Form 990... because **666** was already taken." We assume Piao is also funny.



International Purpose's **Patricia DiVecchio** and Global Cold Chain Alliance's **Corey Rosenbusch**. Non-dues revenue makes up **more than 62%** of income for GCCA, a family of four associations for the temperature-controlled products industry. Its insurance program brings in more than **\$100k in royalties** from premiums annually, and grants generate \$1.5 million, or 24% of its total revenue. For example, the association received a grant from USAID to improve the cold chain for **seafood processors in Nicaragua**. The project allowed one company to **double its US exports**, and **100%** of that product is handled by one of GCCA's members. (We're not sure Nicaraguan seafood is the solution for **every** association, but you get the idea.)