

How Nondues Revenue Can Help Associations Thrive During (and Beyond) COVID-19

Presenters:

Stephen E. Peeler, CFRE

executive director, Infectious Diseases Society of America Foundation

Bruce Rosenthal

corporate partnership and sponsorship consultant, Bruce Rosenthal Associates, LLC
founder and convener, Partnership Professionals Network



Highlights

- The pandemic has played havoc with association revenue streams
- Now is the time to rethink revenue opportunities

Topics will include:

- transitioning in-person conference sponsors to higher-value virtual conference sponsors and even higher-value year-long sponsors
- raising funds for scholarships and research amid shifts in donor support
- gaining board support for pursuing nondues revenue programs and opportunities



Key Corporate Sponsorship Trends

Pre-, during, and post-pandemic:

1. Revenue shortages
2. Growing demands
3. Corporate sponsors seeking ROI
4. The Internet



“Don’t Let a Good Crisis Go to Waste”

- 2008 lessons learned
- 2020 lessons learned
- Think differently
- Act quickly



How to Tap into Sponsors' Business Needs

- Sponsors have sales goals
- Sponsors need to catch up
- Sponsors want value ... not refunds



How to Tap into Sponsors' Desire for Relevancy

- Companies value members; want to reach them; meet needs
- 80% of CMOs report customer interest in companies “doing good”
- COVID-19 and Racial Equity Funding



How to Tap into Sponsors' Marketing Dollars

Recent CMO survey:

- 72%: gain/no change in marketing budgets
- 56%: budgets at pre-COVID levels in less than a year
- 85%: customer openness to digital and 84%: increased customer value in digital



How to Maintain/Strengthen Major Donor Support

If your fundraising events are cancelled or go virtual:

- Contact major donors now
- Ask sponsors & major donors how they are doing
- Ask capital campaign and corporate supporters for their input
- Tell sponsors & major donors first about new event plans



How to Develop a New Sponsor Strategy

1. Identify (new) association and member needs
2. Identify each sponsor's goals and expertise
3. Create list of touch-points
4. Match 1, 2, and 3 in a customized proposal
5. Negotiate/collaborate



How to Apply Your New Strategy

- Virtual events = enhanced value
- Year-long sponsorships = more enhanced value



Success Story – During the Pandemic

- Identified a problem; identified potential
- Education and training
- Sought expertise
- Research; strategy and implementation plans
- Program launch in February
- Early success ... during the pandemic



Case Study – Pivoting During the Pandemic

- Identified potential revenue shortfall
- Changed short-term business case/model
- Cut expenses, secured buy in from stakeholders
- Identified SME's, developed strategy and implementation plans
- Expanded bandwidth
- “Summer Surge” June 1 to October 31
- Identified 300+ opportunities of \$100k+ each



Additional Non-Dues Revenue Resources

- [Covid-19 and the State of Marketing](#)” (an American Marketing Association survey of chief marketing officers): Data that can provide guidance to association executives on the motivations of corporate sponsors.
- [“How to Turn the COVID-19 Conference Sponsorship Nightmare Into a Growth Opportunity”](#) (ASAE): Strategies to help association sponsorship programs during the pandemic.
- [“How to Nurture Sponsor Relationships Amid Virus Cancellations”](#) (ASAE): How talking with sponsors can help improve sponsorship programs for the benefit of sponsors and members.
- [“Mitigating the Impact of COVID-19 on Your Sponsorship Program”](#) (Partnership Professionals Network): A set of articles and other information to help association executives expand their sponsorship programs during the pandemic.
- [“Four Ways to Boost Nondues Revenue Right Now”](#) (ASAE): Ways that associations can monetize their role as a matchmaker for industry partners and members.

Contact us for more information:

Stephen E. Peeler, CFRE

executive director, Infectious Diseases Society of America Foundation

speeler@idsafoundation.org

Bruce Rosenthal

corporate partnership and sponsorship consultant, Bruce Rosenthal Associates, LLC

founder and convener, Partnership Professionals Network

brucerosenthal46@gmail.com

