

# 2020 ASSOCIATION TRENDS SUMMIT

Key learnings  
and takeaways



## Trends and Needs

Association leadership needs to shift focus from what's NOW to what's NEXT

- 1 Reposition from value enablement to value creation.** Tap into membership expertise to create thought leadership and community that drives member value.
- 2 Increased need for disaster preparedness, e.g. legal, physical, and data.** Engage in risk assessment and planning to deal with likely scenarios. Be proactive, not reactive.
- 3 Succession planning – 40% of U.S. association executives are at or above qualified retirement age.** Create opportunities for younger members to take on roles within the organization.

For more information about how Ewald Consulting can help you stay on top of association trends contact us at 651-290-6260 or [info@ewald.com](mailto:info@ewald.com)

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# ENGAGING MEMBERS AT ALL CAREER LEVELS



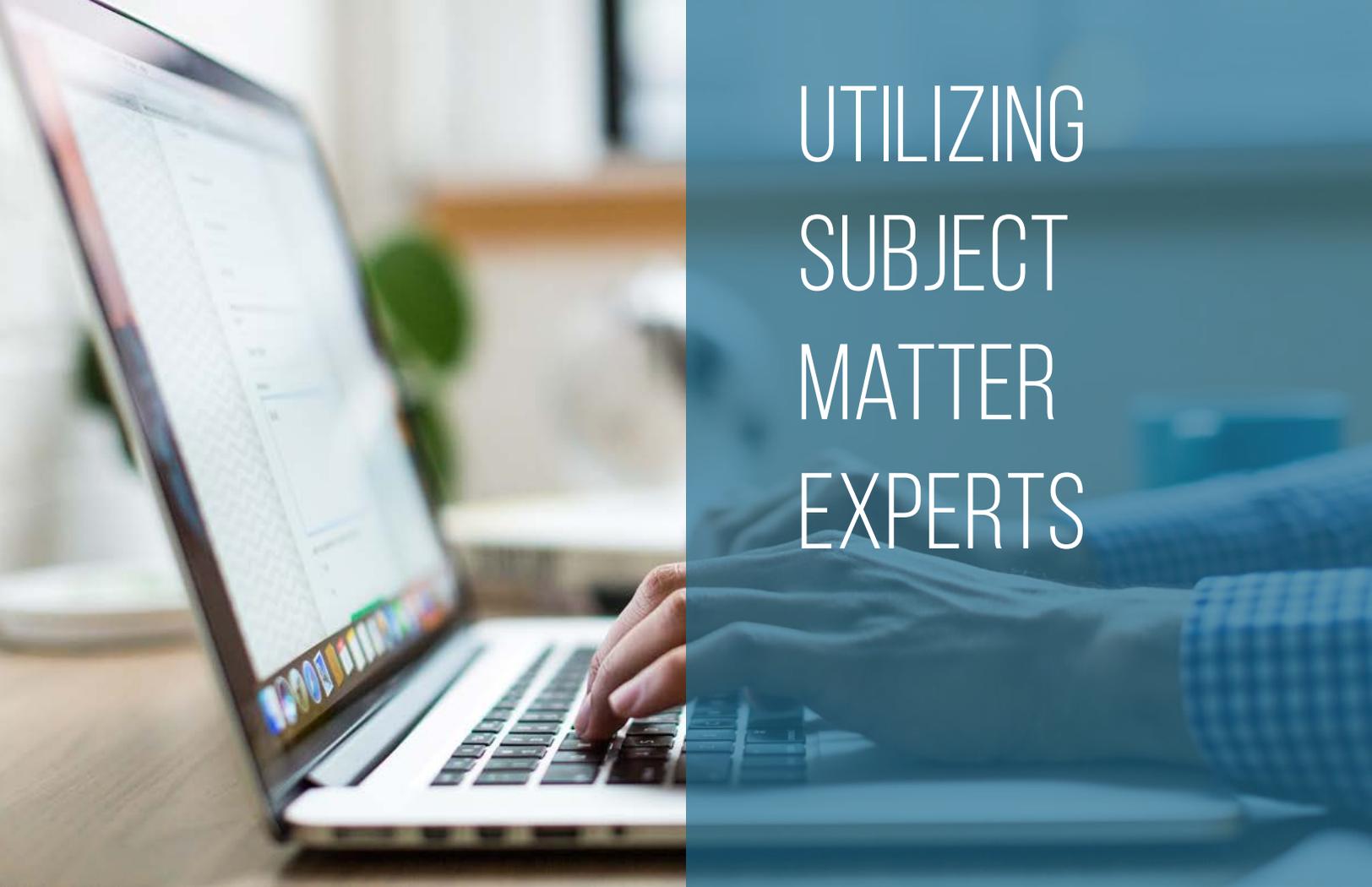
## Key takeaways

- 1 A strong value proposition is the catalyst for engagement.** Great marketing can't help you if you don't have strong offerings for members.
- 2 Customer journey mapping increases awareness of your offerings and provides targeted content to members on a variety of pathways.** Move away from a static and generic member benefits list and make it easy for people to find what they need.
- 3 Facilitate engagement at events through an in-person or virtual ambassador program.** Connect early- and late-career members for mentorship in both directions.

*Identifying member pathways and developing customer journeys provides an opportunity for organizations to inventory and demonstrate their offerings to members.*

## notes

- Ask members what they want out of your association.
- Develop a value proposition that clearly articulates what you offer members.
- Go beyond a just providing information to create interactive experiences that facilitate career growth.
- Be agile with communications. Review response rates and target marketing efforts to audience segments when possible.



# UTILIZING SUBJECT MATTER EXPERTS

## Key takeaways

- 1 Let members engage on their terms.** Provide smaller, short-term opportunities for members who may not have time to commit to a board or committee role.
- 2 Consider what you are asking from board members.** Acknowledge their varied interests, skills and backgrounds, and give them time to go beyond day-to-day management to focus on the future of the organization and your industry.
- 3 Make specific requests.** Provide a framework for what you want from members. For example, it's easier for a member to share a list of top 3 resources than to just "write a blog post."

*Effective teams identify and leverage individual board member strengths and interests to maximize their contribution to the organization and provide a rewarding experience.*

## notes

- Showcase your organization as a place for thought leadership by tapping into subject matter experts (SMEs) to provide content such as articles, blog posts, whitepapers, podcasts.
- SMEs can also recommend other resources and event speakers.
- Set up submission forms that make it easy for people to deliver content to you. For example, a "Reporter on the Scene" form can help you get high-quality notes and takeaways from members about conference sessions, which can be converted to shareable content.



# TAPPING INTO TECHNOLOGY

## Key takeaways

- 1 Establish norms and protocols for use of technology.** If people join a meeting via video, let them know you expect them to be as engaged as if they were there in person.
- 2 Train facilitators in how to use the technology so they can lead effective meetings.** Give people time to adapt to new tools and use what works for you.
- 3 Mobile apps offer myriad ways to enhance engagement at events.** Gamification, session Q&A, polling, and other tools create a more interactive and engaging experience.

*Effective use of technology can enhance engagement by offering additional ways for volunteers and members to engage with your association.*

## notes

- Save money at events by sourcing AV externally if possible. Negotiate fees with venues and work to meet your budget.
- Using the same external AV provider allows for consistency as they learn your needs and expectations.
- Find marketing platforms that work for you. There are a wide variety of tools at various price points.
- Social media schedulers, image creation platforms, and marketing automation help you market effectively to your audience.
- Video and virtual conference platforms allow people to engage without the time and expense of travel.

# VOLUNTEER DEVELOPMENT



## Key takeaways

- 1 Each volunteer wants to make a positive impact.** When challenged, seek clarity on their desires and contributions. Recognize their talent and the value they provide the organization.
- 2 Provide training and tools so volunteers have what they need to fully contribute.** On-boarding should begin three to six months before terms start.
- 3 Offer shadowing opportunities for future leaders to see how the organization operates.** For example, next year's conference chair should contribute to this year's event as a co-chair or committee member, to build experience before taking the helm.

*Nonprofit board education and training is a vital part of any board's effectiveness.*

## notes

- Effective marketing helps guide the conversation and set expectations.
- Staff can provide continuity for volunteer transitions, and expertise to help them be the best advocates for your organization.
- Foster a culture of volunteer leadership transition to enable new voices and perspectives to be heard.
- Recognize the value of long-time volunteers and acknowledge their contributions, and create an environment where new voices feel comfortable challenging the status quo.
- Ensure volunteer buy-in by showing you care about their success in their role.



# EQUITY, DIVERSITY, AND INCLUSION INITIATIVES

## Key takeaways

- 1 Be mindful of how diverse your leadership and committees are.** Leadership should reflect your industry, not your organization.
- 2 Strive for a diverse conference at all levels.** Create an inclusive community that welcomes all kinds of diversity in the planning committee, speakers, attendees, and exhibitors.
- 3 Research, research, research.** Avoid PR issues by being mindful of terminology, use of slang, current events, etc. If challenged on social media, don't delete — respond promptly and thoughtfully.

*A diverse set of experiences, perspectives, and backgrounds is crucial to innovation and the development of new ideas.*

## notes

- Look beyond just racial and gender diversity. Consider age, economic status, disability, education level, etc.
- Offer ribbons for people to choose from at events — e.g., veteran, pronouns, rainbow, transgender, disability.
- Provide translation software, such as Wordly, for attendees whose first language is not English.
- Consider future industry demographics; ignoring the topic doesn't prepare the organization or its employer members for the future of business.
- Provide a code of conduct with guidelines for acceptable behavior and take action to deal with harassment.



# RESOURCES

## Board/Leadership

- [How to run a great virtual meeting](#)
- [Innovation Through Diversity](#)
- [Zoom video conferencing](#)
- Google Drive and Dropbox for file-sharing and collaboration

## Events

- [Best Practices for a Scavenger Hunt Game](#)
- [Three Ways to Create a More Inclusive Event](#)
- [Creating an Inclusive Meeting Environment for Your Attendees.](#)
- [How to Ease First-time Attendee Anxiety](#)
- [Wordly \(real-time translation\)](#)
- [7 Ways to Make Your App Successful](#)
- [Diversity and Inclusion: Better Community Equals Better Bbusiness](#)
- [Win at Negotiating AV Services with Hotels](#)
- [When Renting Audio Visual Equipment, These 6 Negotiating Tips will Help](#)

## Marketing

- Evaluate your value proposition [www.strategyzer.com](http://www.strategyzer.com)
- Social Media Schedulers
  - [Zoho Social](#)
  - [Hootsuite](#)
  - [Later](#)
- Image/Video Creation
  - [Canva](#) - free to low cost social media images
  - [Adobe Spark](#) - videos
  - [Infograpia](#) - low cost infographics
  - [HubSpot infographics templates](#)
- Marketing Automation
  - [MailChimp](#)
  - [Emma](#)
  - [ActiveCampaign](#)
- [Zapier](#) as low cost alternative to APIs
- [SEMRush](#) for keyword/competitor research
- [Ewald Consulting marketing blog posts](#)

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