

# 20 Questions to Uncover Non-Dues Revenue

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## 1. How do I find “revenue in plain sight”?

- ☐ Develop an asset list – put every potential non-dues product on the table.
- ☐ Make cuts – what are the best options to bring to market?
- ☐ Group like opportunities together to build easy packages.

## 2. Where do we communicate with members most?

- ☐ Your core communication channels should carry non-dues revenue opportunities; engagement = revenue.

## 3. Does our online community have consistent engagement?

- ☐ Consider Advertising opportunities through the community, including advertising in the email alert and in the discussion threads
- ☐ Create communities for the new virtual events you are building and tie exposure in as a sponsor deliverable.

## 4. Have we segmented our email marketing campaigns?

- ☐ Smaller, target messages are a sponsor's dream! Help them understand content, audience, and engagement.
- ☐ Offer sponsored content opportunities in e-newsletters

## 5. Is our web traffic up during COVID-19?

- ☐ Activate banner advertising on your website
- ☐ Look at retargeting and remarketing campaigns to capture the increased traffic for future sales and marketing.

## 6. Are we capturing the home addresses of our membership?

- ☐ Ensure your print communications are getting in their hands, updating mailing address to home address right now.
- ☐ Print feels special right now! Ask your members about increased interest and engagement in print products and tell the story to advertisers.

## 7. Do we have virtual (webinars, webcasts, conference) archives?

- ☐ Consider video pre-roll sponsorship for content categories
- ☐ Actively market and promote already created content, tie in sponsors by topic areas

## 8. Do we have a strong social media presence?

- ☐ Leverage social channels to extend sponsors and advertiser exposure
- ☐ Cross-post and promote sponsored content

## 9. Are we a 501c3?

- ☐ Consider grant funding opportunities. Foundations are looking to support non-profits further their missions right now.
- ☐ Activate your “celebrity” members to host social media giving campaigns through on your behalf.
- ☐ Work with one of your partners to do a corporate match that will give back to your community – funding memberships for students or a population that may not otherwise be able to afford the connections your organizations offers.

## 10. What are the core experiences in our conference or convention?

- ☐ From F2F to virtual is not 1:1. Consider breaking apart the experiences into separate virtual events
- ☐ Create unique sponsorships tied to each experience.

## 11. What data are we collecting?

- ☐ Another asset list exercise – what data do you have?

## 12. What are we willing to share with advertisers and sponsors?

- ☐ Sponsors and advertisers expect a few basics – total reach and engagement (impressions, opens, clicks)
- ☐ You'll generate more revenue if you turn over leads.

### 13. How quickly can we develop lead gen products?

- ☐ See above...you'll generate more revenue if you turn over leads.
- ☐ Where can you enable members to opt-in (or out) to receive direct communication from sponsors and advertisers?

### 14. What products/services/solutions do our members need most right now?

- ☐ Get focused on your business development efforts with direct feedback on the sponsors your members need most right now.

### 15. How are we staying connected to our Donors?

- ☐ Core donors likely want to support – keep in close communication and share where you need their help.

### 16. Do we have strategic partners or affinity partner?

- ☐ The services your members need may have been impacted by COVID-19. Revisit affinity relationships and look for new opportunities for revenue-share relationships.

### 17. Are we planning to expand our audience reach?

- ☐ Review sales offerings are being delivered in adjacent markets
- ☐ Are there concepts to build from and improve for your market?

### 18. Do we actively market to both members and non-members?

- ☐ E-newsletters or sponsored emails reaching members + non-member audience can have a large reach and be attractive to advertisers
- ☐ Collecting good data from non-members is an opportunity to learn more about them and sell products and offerings

### 19. Do we have member and non-member rates for offerings like conference, educational programs, certifications?

- ☐ Incremental pricing increases for non-members, especially on training and education can be a steady source of revenue

### 20. What type of research will your industry need coming out of the pandemic?

- ☐ Invest and build the research and data sources as a product that can be monetized

## Need help? Let's talk.

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