



# Evaluating the viability of your association's programs

12 key questions to help you decide if it's time  
to build, refresh or sunset

When your association's member, sponsor or industry programs start to feel stagnant, the key to overcoming this hurdle lies in understanding the lifecycle of your programs and knowing when it's time to take action.

Associations must constantly adapt to meet the changing needs of their members and sponsors. To be successful in generating non-dues revenue, you must first understand that your association is selling to two

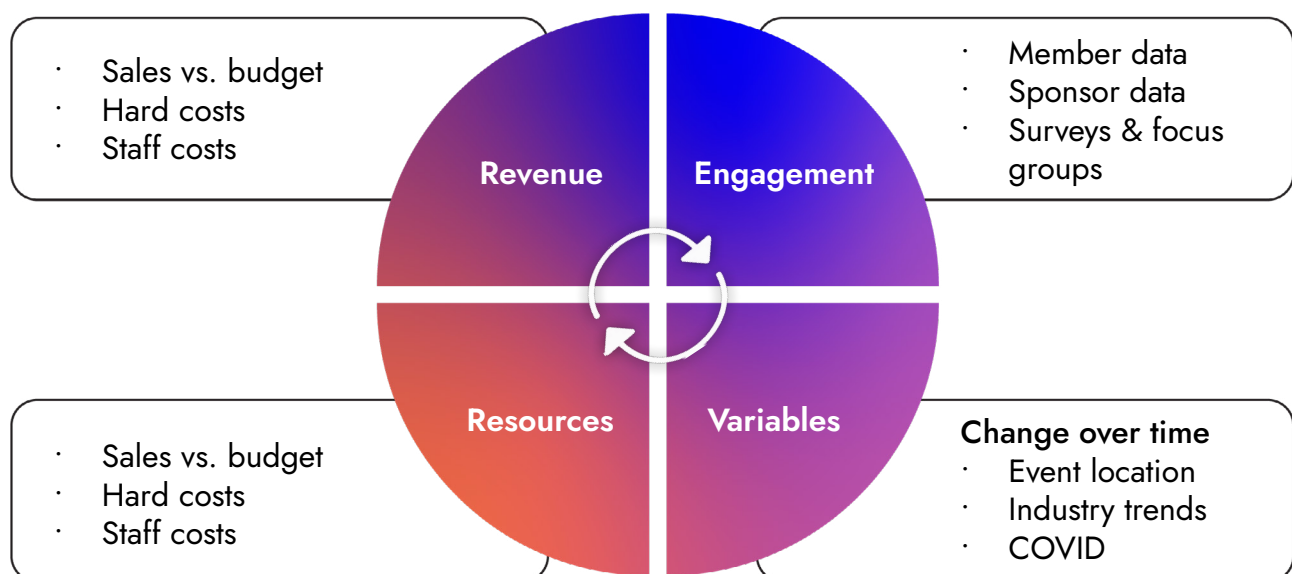
distinct target audiences or customer groups, each requiring a different and customized approach:

1. The core target profession or industry group of individuals or companies the association is dedicated to — your members.
2. The affiliated ecosystem of vendors, suppliers and partners — aka your industry.

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## Product Lifecycle Model

When your products and programs no longer serve your core target profession nor the affiliated ecosystem of suppliers, vendors and partners, it's time to assess their viability. To do this, MCI USA employs the product lifecycle model — a framework that helps associations determine the shelf-life and market tolerance of their programs.



Try answering these 12 key questions to jumpstart your program viability assessment. This is a helpful and important first step in building the blueprint to enhance your association's growth.



### Revenue

- Is your product or program meeting budget?
- What are your hard costs?
- Do you have the right staffing model to maintain the product or program?
- How much time is your staff spending on this initiative?



### Engagement

- What engagement data do we have from members?
- What engagement data do we have from sponsors or partners?
- What direct feedback (focus groups, surveys, etc.) do we have to help us understand the engagement with this product or program?



### Variables


- Are there short- or long-term variables impacting performance?
- Are there market trends or other factors, such as event location, impacting the product or program?



### Resources

- Do you have staff and/or volunteer support for the product or program?
- Do you have the right technology to support it?
- What is your marketing and communications strategy to create awareness of the product or program?

By evaluating the viability of your association's programs using the product lifecycle model and these 12 questions, you can identify the strengths and weaknesses of your current offerings and determine the best course of action to improve them. Whether you need to build new programs, refresh existing ones or sunset what's outdated, you will be able to make data-driven decisions that align with your association's mission, vision and goals. This will help you increase your non-dues revenue, enhance your member and sponsor value, and ensure your association's long-term sustainability and relevance.



**Learn how MCI USA can help future-proof your association through non-dues revenue generation.**

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