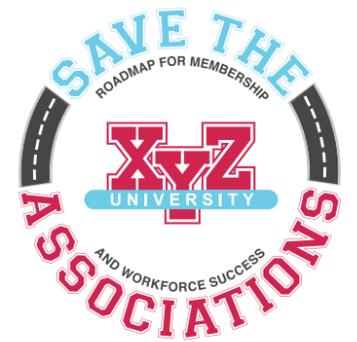


# SAVE THE ASSOCIATIONS

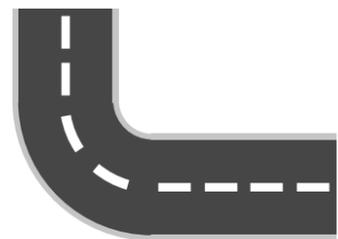
## Roadmap to Membership and Workforce Success



Starting in the year 2000, associations would experience a barrage of challenges that would weaken their position in the marketplace and forever alter their futures. The meaning of membership has shifted and now, more than ever, associations need to be able to prove that membership provides a return on investment to their members—especially its youngest members and prospects.

### That's where we come in.

XYZ University has been researching membership engagement and employee engagement trends since 2002. We know how to improve engagement, successfully prepare organizations for the future, and ensure long-term success. This is our roadmap to membership and workforce success.



### PHASE 1: LAUNCH

XYZ University's goal is to build your association into a money-making, membership-generating monopoly; to stand out as the single best association in your industry, providing incredible value and serving a greater purpose.

Clients choose XYZ U because they want to curb membership turnover, engage younger generations of members, identify a strategy for sustainable growth, and build a better value proposition.

#### XYZ U will:



#### RESEARCH

Research the needs of your association, reviewing all data with a demographic lens to identify gaps in expectations and experiences.



#### VISIONING

Facilitate strategy and visioning retreats, bringing stakeholders together to identify needs, trends and untapped opportunities.



#### STRATEGY

Develop a customized, future-focused membership engagement and growth strategy for your association based on research findings.



#### POSITIONING

Author and publish a state of the industry white paper on the association's behalf – this is key to association transition and awareness-building.

### PHASE 2: CREATE MOMENTUM

Change is never easy, but it is inevitable if you want to succeed. At XYZ U, we view change as an opportunity, not a challenge, and we equip our clients with the support they need to make a meaningful change -- one that ensures they'll be around for future generations.

#### XYZ U will:



#### CHANGE MANAGEMENT

Guide your association through effective change management by working collaboratively, achieving goals, inspiring organizational change, and successfully implementing the strategic plan.



#### ASSOCIATION WIDE-TRAINING

Train your key stakeholders—board, chapter leaders, staff—to be the agents of change using our membership growth-focused programming.



#### CUSTOM RESOURCES

Customize XYZ U's suite of membership-focused tools to meet your association needs and brand.



#### REVENUE

Partner with your association to help you earn non-dues revenue through our custom resources and tools.

### PHASE 3: SOLVE A CRISIS

Employee turnover, which is most prominent among younger generations, is costing U.S. employers \$30.5 billion annually. Globally, the need to find, retain, and engage talent has been repeatedly cited as the most urgent challenge facing employers today.

At XYZ U, we believe associations have untapped potential to lead their industries forward and solve the workforce crisis. Help your organizations engage talent and your association will:

- Become the most valued resource in its community or industry
- Positively contribute to the economy
- Be saved from an untimely demise

#### XYZ U will:



#### WORKFORCE TRAINING

Equip trades executives and management with the much-needed tools and insights to improve the outlook for their industry and companies and to build a pipeline of skilled trades workers.



#### RESEARCH

Research the needs of your members and industry to create customized workforce solutions.



#### CUSTOM RESOURCES & PUBLICATIONS

Customize XYZ U's suite of membership-focused tools to meet your association industry needs.



#### REVENUE

Partner with your association to help you earn non-dues revenue through our customized industry resources and tools.