



Stimulating Your Member Network

Three Challenges in the Associations & Professional Organization Sector – and How to Solve Them

Keeping your members involved with and passionate about your organization is critical to retaining them. But it's tough today: there are more and more organizations competing for members' attention and even fewer resources available for recruiting new members. *Learn how extended enterprise solutions help associations retain and expand their membership base with tools for learning and building community and engagement.*

Three Challenges of Recruiting and Retaining Members—and How to Solve Them:



You rely on dues to meet your budget—but recruiting and retaining members is more expensive than ever.

Challenge

Membership organizations are caught between a rock and a hard place: they rely on dues to carry out their missions but those dues also have to go toward efforts to retain members. It's a vicious cycle, one that shows no signs of abating in the current economic climate, which includes increased competition for people resources. Worse, you can't raise dues without members expecting more.

Solution

Tap into the demand for continuous, self-driven learning by offering a wide variety of courses, training, and certifications that your members are most interested in. An extended enterprise solution enables associations to reduce dependency on dues and generate new revenue by offering members free and fee-based training. Learning is available on-demand and can be purchased via integrated e-commerce tools to capitalize on member enthusiasm and drive today, instead of making them wait for a seminar next month or next year.



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Challenge

Associations must continually expand their demographic to ensure longevity, but the old ways of attracting new members are less effective. Consider the yearly convention, traditionally a way to engage new members and inspire the existing; however, fewer people today have the flexibility to take time off or foot the travel bill. People want high-yield, useful learning, and networking opportunities, and they want it on their schedule.

Solution

Inspire members across wide demographics, with access to powerful social networking opportunities and on-demand learning. Extended enterprise tools enables associations to cater to changing demographics with communities, forums, and an expansive selection of content libraries from top e-learning providers. Best of all – they're mobile-ready and can be accessed on any device, at any time.



You need to plan for the future, but you can't see the big picture.

Challenge

Planning for membership next year, or a decade from now, takes good, reliable information. Many organizations still rely on archaic methods to track membership. But these methods can't deliver real-time information crucial to making smart short- and long-term decisions. For example: who is in danger of attrition based on a lapse in training? Or who may be interested in new networking opportunities.

Solution

An extended enterprise's reporting and analytics tools enable organizations to track member feedback, course preferences, and non-renewals to adjust strategies based on evidence, instead of guesswork. Pinpoint factors affecting engagement, retention, and growth to create new strategies to recruit and retain members.

Reduce reliance on dues, appeal to new demographics, and gain real-time insights by extending learning and development and networking opportunities to members. Learn how Cornerstone's suite of learning, social, and e-commerce Extended Enterprise tools enables associations to easily offer learning and collaboration opportunities to new and existing members—across the city or across the globe.