



# Drive Revenue, Increase Renewals & Attract New Members

## Key Organizational Impacts For Associations

- Rapidly deliver education, certifications, and blended learning formats
- Customize a fully branded experience to convey the look and feel unique to the association
- Integrate with existing Single Sign On (SSO), Association Management Systems (AMS), and webinar platforms
- Leverage social collaboration tools to share ideas, build learning communities, and encourage networking
- Apply powerful analytics to identify key factors impacting growth and retention

An association's strength and longevity depends on having an engaged, passionate membership base. Yet amid changing demographics, reduced resources, and increased competition, it's even more difficult today to recruit and retain members. To stay viable, associations must find innovative ways to engage and inspire their constituencies.

How? By providing relevant, meaningful content, education, and experiences with our learning and social engagement solution for organizations: Cornerstone for Associations.

With Cornerstone, associations and trade organizations can:

**Deliver and Track Continuing Education at Less Cost.** Offer timely, relevant, on-demand, education at a fraction of the cost of conventional in-person sessions. Self-registration, certification management, and streamlined admin features help free up staff to focus on more meaningful activities.

**Reduce Dependency on Dues.** Generate new sources of revenue with e-commerce opportunities tied to learning. Allow members to select, pay for, and complete the education that inspires them, without waiting for a classroom session or webinar.

**Grow Membership Outside the Traditional Demographic.** Attract new members with the content they value, including social collaboration tools and media-rich learning experiences.

**Get the Big Picture of Membership.** Pinpoint factors affecting engagement, retention, and growth with insightful reporting and analytics. Track member feedback, course preferences, and nonrenewals to make evidence-based decisions and adjust strategies based on real-time data.



# Experience the Cornerstone Difference

- 100% Organic Technology
- True Cloud-Based Delivery Model
- World-Class Client Success & Support
- Less Complexity, More Configurability



## Recruiting

Hire the right talent. Cornerstone Recruiting enables associations to quickly attract and identify top talent using modern recruiting sourcing tools.



## Performance

Measure performance against business objectives. With Cornerstone Performance, organizations can align employee goals with strategy while providing meaningful feedback.



## Onboarding

Onboard and engage new members. Cornerstone Onboarding provides a holistic approach to welcome new members, delivering the right resources, connections, and tools.



## Compensation

Gain budgetary insights and reward performance. Cornerstone provides the tools that allow associations to establish compensation processes and guidelines that lead to better business results.



## Connect

Foster collaboration and engagement. Cornerstone Connect is the social collaboration tool that connects members to the knowledge they need to work smarter.



## Succession

Identify skills gaps and build bench strength. Cornerstone Succession allows associations to create succession plans that benchmark skills and competencies.



## Learning

Deliver targeted training and development. With Cornerstone Learning, organizations can ensure compliance, accelerate performance, engage members, and support goals.



## Analytics

Move your Big Data strategy forward and optimize the performance of your organization through fact-based decision-making versus intuition.