

## Venturing Into Uncharted Waters:

How to Innovate and Embrace Risk to Ensure Your Association Thrives in the Future

### Session 1: Membership Recruitment Reimagined

What does it take for an organization to thrive—not just survive—in today's environment? If you think it's connected to the value your organization offers, you're not wrong. The problem is that with increasing competition and a rapidly changing environment, you need to think and act differently to provide members with something they will value. And that requires risks.

During the first of three sessions, Sheri will guide you through a transformative process of reframing your approach to identifying and communicating your value proposition. With increased competition, providing members with something they will value is essential. To do so, you need to think and act differently, and that takes risks.

#### In this session, you will:

- Learn how to create a new member recruitment campaign by unleashing your creativity and generating fresh ideas to acquire new members.
- Develop a Member Value Canvas (MVC) that connects the dots between your members' problems/challenges and your organization's benefits.





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### **Session 2: Transforming Member Engagement**

In the second session of this series, you will learn how to create unique, memorable experiences that keep members engaged and boost retention rates.

Sheri will share real-world examples and new approaches from the association community, equipping you with the tools to transform your onboarding and engagement efforts.

#### **In this session, you will:**

- Learn grassroots outreach methods for onboarding new members.
- How to leverage social media channels using engaging content.
- Develop an ongoing engagement program for new and returning members.

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### Session 3: Embracing Risk and Creating More Value

In an era of rapid change and fierce competition, associations must be willing to take bold risks and embrace innovation to ensure long-term success. By reframing risk as an essential component of progress and learning from failures, you'll gain the tools needed to steer your organization through change with grace and assurance.

Join us to unlock the power of innovative thinking and ensure your association remains relevant and thrives well into the future.

#### In this session, you will:

- Learn how to fearlessly navigate the process of developing offerings to increase member value.
- Discover how to generate 100 new ideas for growth opportunities, assess the viability of current offerings, and make confident decisions about your association's offerings.

