

[Title] 3 (More) Ideas for Non-Dues Revenue You Probably Haven't Thought of Before

[Subheader] Expanding the revenue sources for your association is easier than you might think

Since you loved our first article [3 Ideas for Non-Dues Revenue You Probably Haven't Thought of Before](#) so much, we're sharing three more creative ways you can implement to increase your association's non-dues revenue.

With the ever-changing landscape of technology, economic conditions, and industry trends, relying solely on membership dues as a revenue stream can be risky. Your association does important work in connecting professionals, advancing their industries, and promoting growth and development, and you'll need to maintain steady revenue to continue providing these services.

In today's world, associations must think creatively and diversify their revenue streams to ensure their long-term viability and success. As Teri Carden, founder of [Non Dues-a-Palooza](#) explains, "It's more imperative than ever for associations to diversify their non-dues revenue portfolios and create programming that meets the member needs and taps into new sponsorship dollars." Simply increasing dues is certainly not going to be welcome among members, so alternatives are essential.

Diversification of revenue sources is key to growing as an association and remaining competitive in an [increasingly difficult market](#). By taking advantage of new technologies and engaging members in new and innovative ways, associations can stay relevant and even thrive.

So where to begin? Fortunately, we have some ideas for you to get started today with diversifying your revenue streams—and you may already have the assets you need.

1. Integrate an app into your next event.

There's an app for everything these days—at least, that's how it often feels. And with the average time spent on a smartphone per day is 4.5 hours, [according to data from 2022](#), it makes sense to reach people where they spend the most time. For your association's next event, you can use an event app as an additional source of revenue.

Chrissy Gow, Director of Marketing at [EventMobi](#), explains that “events are a lucrative source of revenue for associations and, thankfully, people are finally traveling again for live events. Associations can add value to existing sponsorships and create additional advertising opportunities by integrating an app into their event, which will also enhance the experience for attendees.”

How can your association use an event app as a source of revenue? Here are five ways to use the app to generate revenue:

- **Banner ads:** Have sponsors pay to be featured through ads in the mobile event app. These ads will link sponsor images and messaging to their company profile, website, or promotions.
- **Notifications, updates, and alerts:** The app is an excellent place to deliver time-sensitive announcements; for example, if one of your sponsors wants to draw more foot traffic for a live product launch or promo, you can send out a sponsored alert with details to direct attendees to their booth.
- **Map sponsorship:** As attendees will use the event map to locate the registration desk or find their next session, you can strategically place sponsor logos in the map's title area, which will grab their attention without interfering with the map's functionality.
- **Exhibitor profiles:** Enhance the profiles of your main sponsors. For example, you can upsell sponsors on in-app exhibitor booths, which can include their branding, social media links, and attached resources like product presentations, brochures, and videos.
- **Sponsored polls/surveys:** Enrich your sponsors' experience by providing them with a platform to engage attendees by promoting their survey, which collects valuable customer data that can help them in the future.

An added bonus to using an event app is that you'll save on other costs typically associated with hosting an event, like printing flyers, brochures, and maps. This way, attendees will have easy access to all essential info in the palm of their hand.

2. Reach your members through video.

If Tik-Tok has taught us anything, it's that video is *in*. It was the [most downloaded app of 2022](#), garnering 672 million global downloads.

According to a [2022 report from Wyzowl](#), 80% of consumers want to see more videos from businesses. Moreover, the [researchers found](#) that 87% say video marketing has helped increase sales. It's also a great way to increase brand awareness. The verdict is in: video is what the people want, so give it to them!

Getting started with video for your association may seem intimidating, but there are so many resources out there nowadays that make it easy for anyone to give video a try. You can browse [this article](#) for an overview of some of the most popular video creation platforms in 2023.

Michael Hoffman, CEO of [Gather Voices](#), shares his perspective on video: "With software solutions that automate the process of creating, branding, and publishing video content with people spread across the country or the world, setting up and selling profitable video sponsorship opportunities is an achievable strategy for association teams of all sizes." These solutions are often free or available at a very low cost, making it a manageable option for all kinds of associations.

He goes on to say, "video is an incredibly personable medium and it continues to gain traction as a content medium. Associations can leverage this momentum by offering video sponsorship opportunities to grow their non-dues revenue." When you personalize your content and use video to speak directly to an individual, people are more likely to trust you as an association, and that includes potential sponsors.

So how exactly can you use video to increase non-dues revenue?

- Give sponsors the ability to record and distribute video content across the association's marketing channels.
- Offer sponsors the option to add their logo and branding to individual videos or interactive video galleries.
- Create a branded experience at live events to co-create member-driven video content and increase brand awareness.

Video content can also be reused and reshared in many different ways. For example, you can share videos on social media to increase engagement with your members, and reach new potential members.

Looking for more inspiration? [Discover how the Association of Corporate Counsel \(ACC\) generated almost \\$1 million](#) in non-dues revenue with no new investments in technology.

3. Provide access to an interactive resource library.

Create an [interactive resource library](#) that offers additional value to your members while being a passive and steady source of non-dues revenue. A perk of this option is that it requires very little maintenance, beyond uploading new content regularly.

An [interactive resource library](#) is a collection of digital content that provides association members with valuable resources such as articles, whitepapers, webinars, podcasts, and other types of educational and informational materials. These libraries are designed to offer a centralized hub where members and subscribers can access resources and information related to their industry or profession.

Associations can monetize their resource library by:

- Charging a fee for access to its contents.
- Working with sponsors or partners to provide content or advertise relevant products and services to their members.
- Using it for lead generation campaigns.

If building the resource library on your own seems daunting, organizations like Lead Marvels can do all the heavy lifting for you. Lead Marvels is a third party site that collaborates with associations to construct and oversee digital resource libraries, while also executing lead generation campaigns, and then shares in the revenue with its partners. Jeff Schottland, the CEO of Lead Marvels, gives his insights on the benefits of creating an interactive resource library:

"An interactive resource library is a game-changer for associations looking to increase their non-dues revenue. By providing valuable resources and tools to members and non-members alike, associations can attract a wider audience and monetize their assets in new and innovative ways. At Lead Marvels, we've seen firsthand how an interactive resource library can transform an association's revenue streams and achieve long-term financial sustainability."

It's important to ensure that your resource library is organized, user-friendly, and contains high-quality, relevant content. Valuable content is crucial; without it, this revenue source is unlikely to be successful. In addition to growing revenue for your association, a digital resource library is also a great way to increase member engagement and retention. Lastly, interactive resource libraries can help associations differentiate themselves from their competitors and establish themselves as industry thought leaders.

Check out [this article](#) for a deep dive into resource libraries and how they can work for your association.

Start generating non-dues revenue today

Collaborate with Lead MARvels to create an interactive resource library that is white-labeled and readily accessible, generating additional non-dues revenue in just a few weeks, rather than months.

To learn more and request a demo of Lead MARvels' platform, visit us at [Lead MARvels](#).