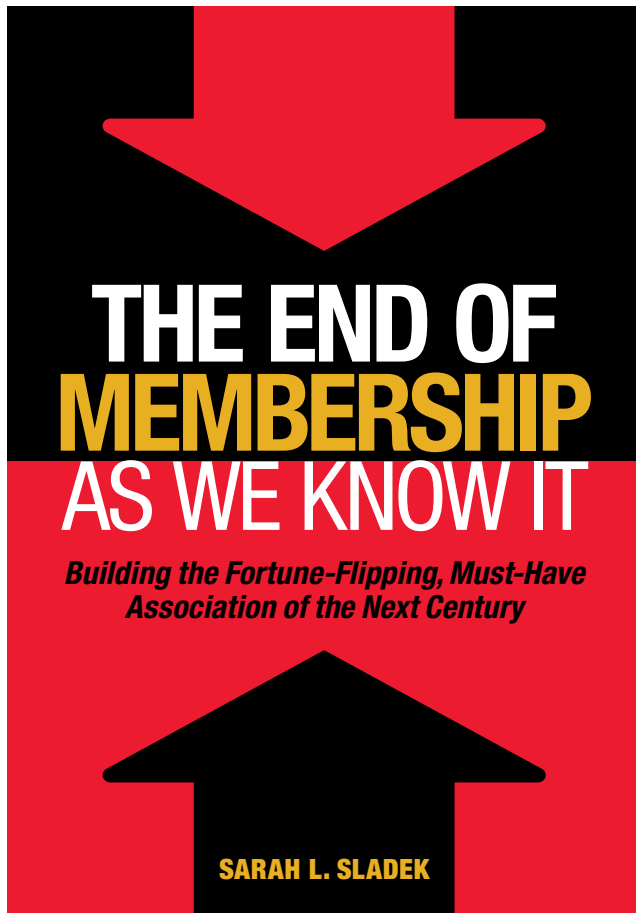


BESTSELLER!

The End of Membership as We Know It

Building the Fortune-Flipping, Must-Have Association of the Next Century

By Sarah L. Sladek



NEW!

Chart a path to a compelling value proposition and a sustainable future. This book is all about helping you navigate a dynamically shifting landscape for membership.

People and companies used to join associations in droves. They paid dues year after year, remaining largely satisfied with a relatively unchanging menu of membership benefits. Most membership organizations faced little or no competition. Now, 78 million baby boomers are starting to retire. Every eight seconds someone turns 65, fueling dramatic social change and generational shifts in the workforce. Participation in associations is evolving and it is harder and harder to keep a member's attention with so many options to choose from.

Learn how the rules for membership organizations are changing and what is needed for associations and NGOs to survive—and thrive. *The End of Membership as We Know It* can help you find your organization's niche. This book summarizes the key elements of change that confront any leader contemplating an organizational future with members and provides plenty of examples for moving your membership model forward. Gain insight on

- Why niche is the new competitive advantage;
- Why organizational culture has an enormous impact on recruitment and retention;
- What emerging member-prospects value and want;
- How focusing on the return on investment per member, rather than by program, is more effective;
- How to relate membership dues to value in a new context; and
- How to craft and deliver compelling benefits rather than features.

Extend your organization's reach and learn from emerging membership models that are taking root and showing promise. The book is full of practical advice that is perfect for any nonprofit leader looking to establish a prosperous future during this turning point in time.

2011, ISBN 978-0-88034-343-5

136 pages, hardcover

Product # **CAT1011-216442**

Member: \$20.95 | Nonmember: \$25.95



E-book: Kindle format available at amazon.com.

“

Change isn't necessarily progress, but when an association can tether change to progress and benefit its members in the process, the association will grow and prosper. Sarah Sladek's book is an excellent reminder of the fact that if you're just standing still, you're falling behind.”

Jim Whitehead

CEO, American College of Sports Medicine