



# MUST-HAVE MEMBERSHIP

**At XYZ University, our quest is to create something meaningful, valuable, and downright irresistible for your members. ‘Mediocrity’ and ‘mainstream’ simply aren’t in our vocabulary.**

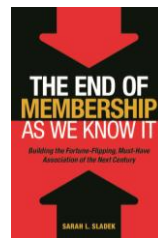
Membership marketing – the process of acquiring, engaging, and retaining members – is the cornerstone for associations and relationship driven organizations. It’s also one of the most challenging tasks today.

Demographic shifts, economic decline, and rapidly-changing technology have changed the wants, needs, and expectations of members. Associations have to be more marketing-savvy, innovative, and responsive than ever before to successfully recruit and retain members.

XYZ University can help. No one knows membership marketing like we do.

### **Knowledge**

We’ve worked for associations, with associations, and CEO Sarah Sladek has authored two books about associations—including ASAE’s *The End of Membership As We Know It*. We understand how associations work, how to develop meaningful relationships with members, and how to create a successful strategy for your association’s growth.



### **Experience**

We have more than 25 years of combined experience in association marketing, membership marketing, generational outreach, organizational branding, and design -- *and* a proven track record of helping associations achieve their recruitment and retention goals!

### **Insight**

But what really sets XYZ University apart is our intense focus on the future. Our name says it all – we know what Generations X, Y, and Z want from membership. We’re passionate about sustainability and creating engaging campaigns and membership models that appeal to your next generation of members.



“We hired XYZ University during a time of membership decline, immediately prior to the Great Recession. I can honestly say that because we followed the advice that XYZ University provided, our association never experienced a recession. In fact, **our association grew 13.5%** and hosted its largest conference in association history.”

*Jim Whitehead  
American College of Sports Medicine*

“XYZ University’s perspective was **very timely** for our industry as we work to determine not only our customer of the future but what our association will look like in 2015. Sarah Sladek engaged our chapters to think in different ways about engagement, the use of technology and her ‘what’s in it for me’ outlook translated well for our membership strategies.”

*Elisa Brewer Pratt  
Associated General Contractors  
of America*

“Our challenges ranged from declining membership to generational differences. Thanks to XYZ University’s insight, as well as their organizational management acumen, we were able to **implement some very significant changes** within our organization.”

*Teresa Foster,  
National Athletic Trainers Association*



# Must-Have Membership

Campaigns • Branding • Social Media • Training

Your association has to stand out from the crowd and create a must-have membership to succeed in today's economy. That's where we come in. XYZ University's efforts catapult associations into a position of leadership, membership growth, and unparalleled success. All of our services focus on five core areas:

- Identifying your association's competitive advantage and target market;
- Building memorable brands;
- Gaining visibility with your audience, media, and industry leaders;
- Establishing ways to stay relevant and profitable for long-term sustainability;
- Creating marketing materials and campaigns that inspire, engage, and deliver results.



## Additional Services

### Design

Collateral systems  
Graphic identity  
Logo analysis  
Logo design  
Stationery design  
Tagline development  
Video, CD-ROMs, PowerPoint

### E-Marketing

Blog Development  
Content Development  
Email Marketing  
Microsites and Landing Pages  
Online PR  
Podcasts/Webcasts  
Search Engine Marketing  
Search Engine Optimization

### Media Relations

Crisis management  
Media pitches  
Media strategy/planning  
Media tours  
Online newsroom development  
Press conferences  
Press release writing  
Press kit development  
Speech Writing

### Sponsorships

Package development  
Pitch letter writing  
Proposal writing and design

### Writing

Annual Reports  
Member Communications  
Multimedia Presentations  
Newsletters  
Press Materials  
Promotional Materials  
Sales Materials  
Web Content

## Most Requested Services

### Marketing & Communications Planning

The process of communicating with and recruiting members involves many moving and equally important parts. Allocate your resources wisely and get the results you need with a marketing plan.

- Target your audiences
- Analyze your competition's strategies
- Research audience preferences and perceptions
- Shape your brand and core messages to clearly convey a unique value
- Develop work plan and budget to support goals
- Execute the plan
- Evaluate results to ensure continued success.

### Social Media, Websites and E-Marketing

Facebook, Twitter, QR codes, custom social media sites and landing pages. We strategize, design, and implement all these digital media tools and more.

- Develop or analyze your Web presence
- Design, develop, and promote your digital marketing program
- Ensure effective use of every medium
- Integrate digital platforms with traditional tactics for consistency and results
- Shape a program that engages each of your key audiences and motivates them to act
- Track web traffic and SEO for maximum impact.

### Campaigns and Promotions

Effectively communicating organizational strategy frequently requires a new direction for your marketing and communications strategy.

- Launch advocacy, fundraising, or outreach campaigns
- Position and introduce change – new leadership, product launch, M&A activity, etc.
- Target a younger audience

### Brand Evaluation and Identities

Associations rely on relationship-building to grow membership. Your brand is an integral piece of that process, capable of evoking an emotional attachment and a sense of purpose.

- Define core values, culture, and messages
- Create a visual identity
- Conduct name change viability studies
- Design web site and marketing materials

### Membership Marketing Firm of Record

All of your marketing needs are met when you utilize XYZ University's expertise on a retainer basis. We plan, design, implement, and measure. Think of us as your very own full-time marketing department.

- Leverage the methodology of expert solutions and experienced staff at a fraction of the cost
- Stay focused on membership objectives
- Increase productivity
- Achieve results and see measurable progress

### Workshops & Training

Whether you want to build your association's marketing planning skills, train staff and chapter leaders on social media tools, or tackle a critical campaign launch, XYZ University offers a wide array of custom training services for your association. Topics include:

- Growing membership
- Strategic social media
- Media relations
- Marketing to Generation Y



Contact Sarah Sladek  
[ssladek@xyzuniversity.com](mailto:ssladek@xyzuniversity.com)  
 763.773.5463