

CASE STUDY on Alternative Revenue Resources



amcinstitute.org



ENERGY MANAGEMENT ASSOCIATION

energymgmt.org

A small-sized certification-based association servicing a specialized niche in the construction industry.



capitalassociationmanagement.com

CAM is an AMCI-accredited full-service association management company, dedicated to helping associations and their members achieve their goals and lead their industries. Members come first in everything we do!

Challenge

- EMA needs to establish financial independence from its parent organization.
- Staff was tasked with finding alternative revenue streams to help the process.

Actions Taken

Step 1 Create an Associate Membership level for product suppliers.

Step 2 Offer routine webinars and sell sponsorships opportunities.

Step 3 Generate qualified leads.

Step 4 Host a new subsidized training program targeted toward a broader audience.

Goals

- To host at least 6 webinars in 2020.
- Onboard new Associate Members.
- Hold a lucrative training event.

Results

- With three months left, we've hosted 5 webinars this year which generated 1,449 qualified leads.
- Doubled the number of Associate Members in 9 months.
- The new training program's revenue accounted for 25% of the annual budget and had minimal expenses.

Insights/Learnings

- Continuously look for new prospects and opportunities at every turn.
- Partnerships with organizations and relationships with media can really boost brand recognition and the value of membership.

"While EMA's certification program gains momentum, alternative revenue streams are needed to support the organization. CAM acted creatively to propose and execute multiple avenues that ultimately grew the value of our organization at an accelerated pace, beyond initial projections."

Robert Knoedler, EMA President