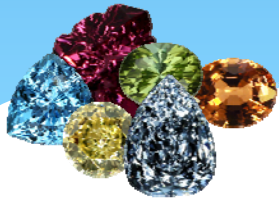


# Non-Dues Revenue GEMS

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South Carolina Home Care & Hospice Association



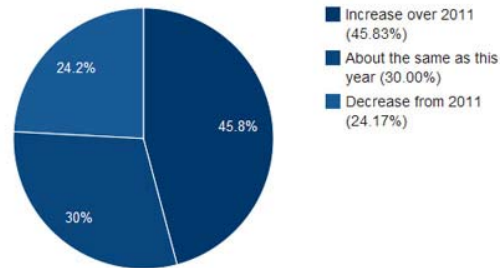
## Data Shows Non-Dues Revenue (NDR) Key to Association Sustainability

- \* Home Health, Hospice & Home Care Agencies are experiencing financial turmoil and dues may begin to reflect that
- \* Non-Dues Revenue can mean the difference between an operational Association and one that struggles during times of low member dues



## Data Shows Non-Dues Revenue (NDR) Key to Association Sustainability

- \* Non-Dues Revenue is nothing new, in fact Associations nationwide anticipated the increase of NDR as a percentage of revenue in a 2012 survey.



Source: Association Adviser enews and Naylor, LLC 2011 | N=120



## The Best NDR Programs Always Reinforce the Member Value Proposition

- \* “The key to a successful NDR program is how it contributes to member value.” – Chris Monek, Associated General Contractors of America
- \* Affinity Relationships offer discounts to members, and while it looks like Non-Dues Revenue, it really is supporting the member value inherent in their dues

<http://www.naylornetwork.com/nay-adviser/articles/index.asp?aid=159336&issueID=27206>



## Choose Your Non-Dues Revenue

- \* Offer products & services that bring both money into the association and give members valuable add-ons they can't get elsewhere
- \* Invite potential affinity partners to exhibit at your conferences to start building those relationships



## Choose Your Non-Dues Revenue

- \* Don't rush to add new programs and services until you've carefully tested members' reaction to them and made sure you have sufficient staffing, energy and resources to support them
- \* Poll your membership to get a feel for what products & services are important to them



## Potential Non-Dues Revenue Sources

- \* Affiliate Memberships (non-provider dues)
- \* Insurance Agencies
- \* Clinical Manuals & Publications (VNAA, Decision Health)
- \* Software vendors
- \* Fleet management vendors (Enterprise)
- \* Career Center (Job Target)
- \* Data, Technology & Security Vendors (Deyta, Simone)



## Potential Non-Dues Revenue Sources

- \* Web Advertising
- \* Provider Member Directory Advertising
- \* Grants
- \* Political Action Committee
- \* Advocacy/Lobbying Contracts
- \* Management Contracts
- \* Licensure Applicant Training
- \* State License Plate through DMV



## AHHC's Member Dues are 50% of Revenue

### **DUES & MEMBERSHIP**

- \* In 2002 Member Dues were 56% of overall revenue. Since then AHHC has realized a 94% growth in dues revenue with a corresponding 59% growth in total members, from 540 members in 2002/2003 to 860 members today. The percentage of dues to overall income is right at 50%, which indicates that AHHC has strongly diversified other revenue sources to support ongoing activities.

Source: AHHC Revenue Analysis - June 17, 2015



## AHHC's Education is 32% of Revenue

### **EDUCATION**

- \* Since 2002, AHHC has realized a 149% increase in education revenue, with a third of the association's revenue derived from our educational activities.

Source: AHHC Revenue Analysis - June 17, 2015



## Affinities, Sponsorships, Management Contracts: 18% of Revenue

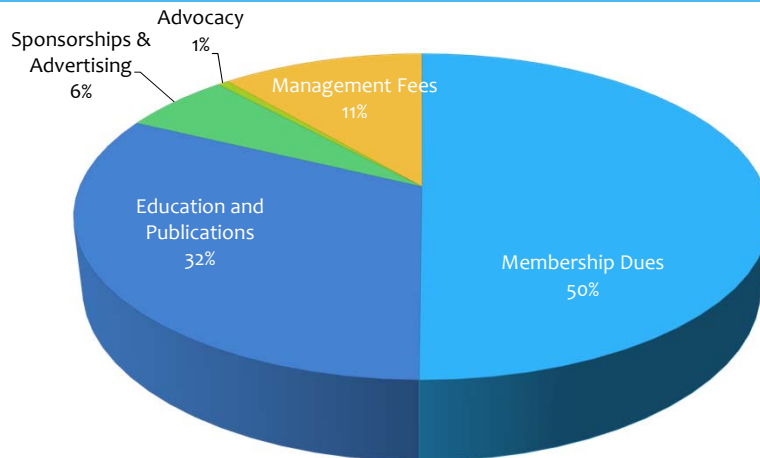
### OTHER

- \* AHHC's Affinity and Sponsorship revenue has grown 120% in the last five years. We just marked our 10<sup>th</sup> year in managing the SC Home Care & Hospice Association, and continue to seek other management opportunities as well.

Source: AHHC Revenue Analysis - June 17, 2015



## AHHC Non-Dues Revenue Makeup




Source: AHHC Revenue Analysis - June 17, 2015



|   | 2002-2003            | 2014-2015            |
|---|----------------------|----------------------|
| Provider Dues   | 429,092              | 830,734              |
| Affiliate Dues  | 16,008               | 36,158               |
| <b>TOTAL DUES</b>                                     | <b>445,100 (56%)</b> | <b>866,892 (50%)</b> |
| Workshops   | 60,513               | 99,000               |
| Teleconferences                                       | 20,952               | 129,295              |
| Leadership Conference                                 | 30,564               | 110,086              |
| Annual Convention                                     | 113,071              | 205,691              |
| Publications  | 0                    | 21,000               |
| <b>TOTAL EDUCATION</b>                                | <b>225,100 (28%)</b> | <b>565,072 (32%)</b> |
| Affinity/Sponsorship                                  | 2,658                | 44,500               |
| Advocacy  | 62,650               | 11,300               |
| Management Fees                                       | 0                    | 194,231              |
| Advertising & Listings                                | 60,495               | 58,097               |
| <b>TOTAL OTHER</b>                                    | <b>125,803 (16%)</b> | <b>308,128 (18%)</b> |
| <b>TOTAL REVENUE from above program/services only</b> | <b>796,003</b>       | <b>1,740,092</b>     |

Source: AHHC Revenue Analysis – June 17, 2015



## Be Creative

- \* Understand that the sky is the limit when it comes to non-dues revenue
- \* Listen to your members and anticipate their needs before they realize they have them
- \* Diversify your revenue stream so you are never dependent on one source
- \* Strive to keep your membership dues at or < 50% of total revenue

# Questions?

## **Tim Rogers, President & CEO**

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