

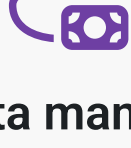
6 Ways to Grow Non-dues Revenue for Your Association

Generating non-dues revenue is vital to your association's financial health. Here are six great ways to grow non-dues revenue while driving more value for your members:



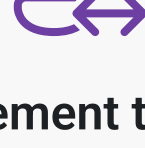
1 Fundraising

Fundraising can be a powerful source of non-dues revenue. Make sure you have software in place that helps you easily manage multiple fundraising activities, including:



Donor data management

Track and report on contact information, engagement history, and other details about your donors.



Engagement tracking

Determine how engaged your donors and prospective donors are with your organization, and then take action to get them more involved.



Household value tracking

No matter who writes the check or completes the online donation form, recognize all members of a household and treat them as donors.



Moves management

Move donors through the donor lifecycle – from prospective donor to first-time donor to repeat donor to major donor.



Recurring giving

Increase giving from your members over time by offering an easy monthly donation option.



Gift processing

Use automation and other tools to make it easier to manage acknowledgements and tax receipts and track campaign results.

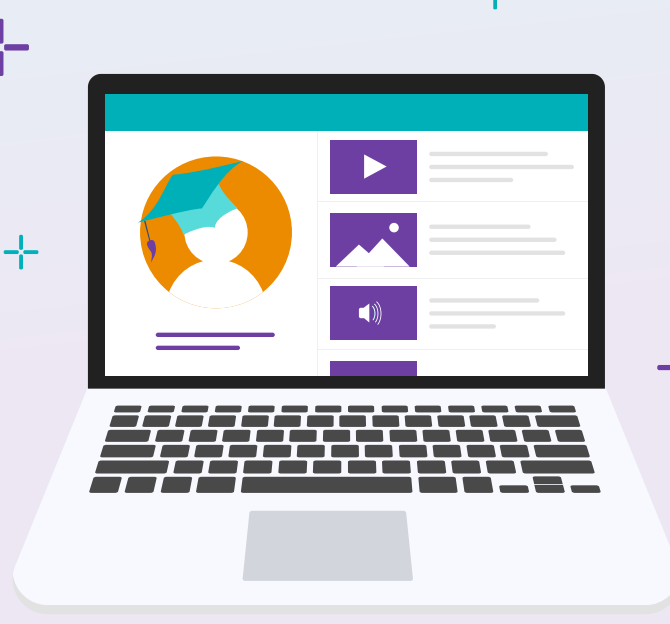
+ TIP

NetForum association management software (AMS) by Community Brands supports these and other approaches to help you meet your fundraising goals and take your fundraising to the next level.

[Learn more about fundraising](#) >

2 Professional education

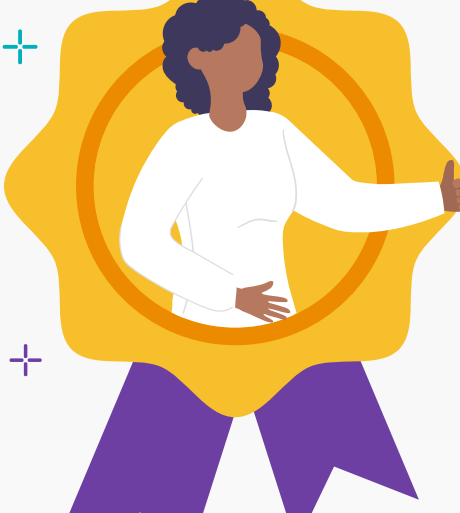
Optimize your learning program for revenue generation by doing things like taking your in-person learning events online. With this approach, you can bring in revenue that you wouldn't otherwise capture from members who cannot attend your in-person events. You can also incorporate sponsors and exhibitors into the online experience via session sponsorships and logos to generate added revenue.



+ TIP

NetForum AMS integrates with Community Brands' award-winning learning management systems, Crowd Wisdom and Freestone, to manage all aspects of a robust continuing education program.

[Schedule a demo](#) >



3 Certifications and credentialing

Create a certification and [credentialing program](#) to bring in non-dues revenue through certification and exam fees. Keep in mind that tracking continuing education credits, credentials, and certifications can be a handful if you try to tackle it manually. Use a modern AMS with certification and credentialing capabilities to manage your credentialing program throughout each stage of your members' career journey, from graduation through retirement.

+ TIP

NetForum Enterprise can help you streamline and automate your certifications processes and manage your credentialing program more effectively.

[Learn more](#) >

4 Career resources

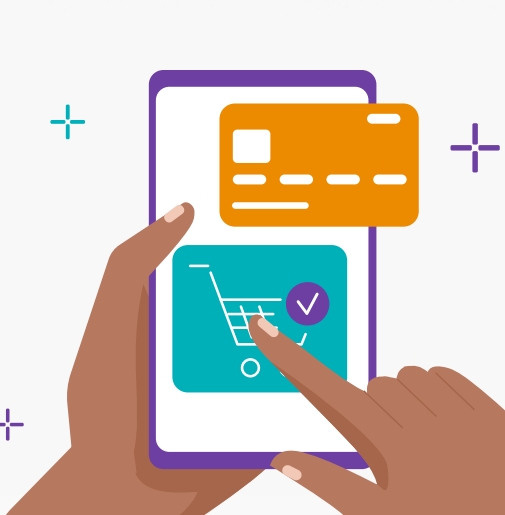
Offering an online career center helps you increase non-dues revenue while attracting more members and improving member retention. Employers will pay to advertise job openings on your association's job board within your career center. Plus, your job board can help your association make connections with companies that might be good prospects for sponsorships and advertising packages.



+ TIP

YM Careers by Community Brands integrates with NetForum AMS to help you build a robust online career center. In addition to job board job software to power an online job board, a YM Careers-powered online career center offers career planning resources to help you create the ultimate online destination for your members

[Read the blog, Your Members Value Job Boards, Do you?](#) >



5 E-commerce

Creating a familiar online store experience is a great way to drive non-dues revenue for your association. For example, by building an online store, you can offer members a convenient way to join, renew, and register for events and learning opportunities. You can also sell products, including merchandise and publications, online.

+ TIP

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6 Data analytics

When you have deep insights into your member data, you can find opportunities to provide new offerings that drive revenue. For example, spot learning trends, measure course activity, and track and analyze the certification journey of each individual in your learning program for ongoing insights to help you meet the evolving needs of your members and thereby sell more learning products.



+ TIP

Nucleus, the first data analytics solution developed for associations, is a Community Brands product that's available in-app with NetForum. It works with NetForum to provide advanced data and insights for more informed decision-making.

Want more tips on driving non-dues revenue for your association?

There are multiple ways to generate added revenue streams that support your mission and your brand. Learn more about generating non-dues revenue:

[Download here](#)