

A3. Growing Association Memberships Post-Pandemic

Problem

The pandemic brought about numerous challenges for associations, including a noticeable drop in memberships due to economic uncertainties and shifting priorities among members. This decline threatened the sustainability and growth of these organizations, necessitating immediate and impactful solutions.

Solution

To address this issue and develop systems to prevent membership drop, SBI Association Management proposed several solutions for our clients, including the introduction of group memberships. This strategy involved offering larger discounts for organizations that signed up multiple members at once. The aim was to make membership more attractive and affordable, encouraging larger organizations and groups to join collectively.

In an effort to attract new members, SBI also:

- Operationalized the renewal process for new clients
- Enhanced and streamlined communications to members and non-members
- Bundled continuing education opportunities with memberships
- Expanded virtual education options for members

Results

These changes have yielded remarkable results across several clients, leading to substantial increases in membership numbers.

Example

The Association of Donor Relations Professionals (ADRP) experienced a significant decline in membership due to the pandemic. In response, we introduced group memberships in 2022, offering organizations tiered rates and centralized management. This initiative led to a **remarkable 36% increase** in membership from 2021 to 2024, **surpassing the pre-pandemic levels by 17%.**

ADRP Membership Pre- & Post-Pandemic

