

5 WAYS TO DRIVE NON-DUES REVENUE

FOR YOUR SMALL ASSOCIATION THROUGH AN ONLINE STORE

What do you do when your small association needs to increase revenue, but you can't just raise the price of membership dues? Use and optimize an online store.

Here are five effective ways to drive revenue from an online store:

1 Sell sponsorships and advertising opportunities.

You probably already sell sponsorships for things like association events and meetings, and also advertising opportunities for your online career center and online member community. So, why not promote and sell them in your online store? This approach puts these opportunities in front of more people and gives businesses a convenient way to purchase them.

2 Think: "merchandise."

Turn your members into groupies by offering them branded merchandise in your online store. You've probably seen examples of associations selling coffee mugs, T-shirts, or baseball caps with the association's logo. But really, the sky's the limit. Just about anything you can think of can be branded for your association, so get creative about unique ideas that members will love.

For example, offer playful items, including things that members would want to share on social media. Some examples might include:

- Golf apparel
- Travel accessories
- Tech products
- Themed-day shirts, such as Tropical Thursday or Flamingo Friday

3 Sell educational products.

Create a shopping experience that allows members to purchase your online educational products through your online store. This approach gives your continuing education program greater exposure to drive more sales. It also allows you to promote your learning program as a valuable member benefit to drive member acquisition.

4 Peddle your publications.

Promote and sell key publications, such as your organization's magazine and research papers, in your online store. Offer some publications that are included with membership at a non-member rate to help promote your organization's expertise and drive member acquisition.

5 Ask for donations.

Visitors to your online store have one thing in common: They're there because they are interested in your association. So, why not use the opportunity to ask them to support your organization with a donation?

A few things to keep in mind:

- Let donors know how funds will be used. They will be more likely to give if they can visualize how their donations will be put to work in their industry.
- Make it easy. Make sure the donation process is mobile-responsive and easy to navigate.
- Consider offering a monthly giving option, which makes it easier for donors to give larger amounts of money over time.

Take the next step

An online store is a great place to drive more non-dues revenue for your association. Using YourMembership AMS, you can implement the approaches in this guide, and more.

YourMembership AMS offers affordable, easy-to-use, all-in-one membership software for small to mid-sized organizations. In addition to membership management, marketing, and other functionality, it includes e-commerce and online store capabilities that make it easy to accept donations and sell store items through a familiar online shopping cart experience.

Learn more about why YourMembership AMS is the ideal solution for small and growing associations like yours.

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