

# MAXIMIZE YOUR ASSOCIATION'S EARNING POTENTIAL:

## TOP NON-DUES REVENUE IDEAS

Membership dues are great, but they shouldn't be your only source of revenue. Diversify your income with these effective (and engaging) non-dues revenue strategies to keep your association thriving. Remember the 60/40 rule—aim for 60% non-dues revenue and 40% dues to build a stronger, more sustainable association.

### TOP IDEAS



#### 1 TIERED DUES

Move beyond a basic membership model! Offer tiered memberships with increasing benefits. This lets businesses choose the level that best suits them while boosting your revenue potential. GrowthZone's benefit tracking module is an efficient way to manage your tiered dues.



#### 2 BANNER ADS

Do you know how much traffic your site is getting? You might be surprised by the number of unique visitors each month—an untapped advertising gold mine!



#### 3 EVENT EXHIBITORS

Turn your events into revenue generators! Offer booth space to businesses looking to connect with your members. It's a great way for them to showcase their products while supporting your association.



#### 4 EVENT SPONSORSHIPS

Give businesses the opportunity to shine while funding your events. Offer tiered sponsorship packages with branding, speaking opportunities, and VIP perks to make sponsorships more enticing.



#### 5 ONLINE STORE

Create an online store to sell association-branded merchandise, local business products (i.e. Members gift cards), and exclusive community deals. It's a simple, passive revenue stream that builds community engagement.



#### 6 FUNDRAISING

Think beyond traditional dues with creative fundraising strategies. Whether it's a crowdfunding campaign, a gala, or a fun local initiative, there are plenty of ways to generate extra funds.



#### 7 OPTIONAL ADD-ONS

Upsell premium add-ons like enhanced directory listings, collect additional membership dues (i.e. 110% campaigns), featured business spotlights, and professional development resources. These extras add value for members and bring in additional revenue.

**Want to learn more about growing your revenue?**

Schedule a demo with GrowthZone—we're here to help you maximize your non-dues income!