

big red **M.** Research & Revenue Programs

Association Consulting & Outsourced Sales

30 YEARS | 100+ ASSOCIATIONS

PARTNERSHIP

The Big Red M difference begins with relationship. Long-term partnerships allow us to truly become a trusted extension of your team in a relationship built upon trust, speed, and efficiency.

SUCCESS

Big Red M's formula for success is our combination of expert consultants and outsourced sales. Our team knows what sells in the market and that gives us an edge. We partner with you to build your path to success and put that plan into action.

EXPERIENCE

We have practiced what we preach. Associations can rely on Big Red M's recommendations because they are based on tried-and-true strategies we have personally facilitated in the industry.

EVOLUTION

Gain a clear vision for the evolution of your association through a strategic, collaborative consulting approach developed from our decades of sales experience in the association industry. Step out of a transactional world and into the future with us as partners.

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Economic Impact Study and Forecast



Detail the size and impact of your industry in the US economy and provide valuable data to members, media, and policymakers.

Recommended annually

WHY

The Importance

- Useful for policy makers, regulators, media, and industry
- Establishes your organization as a thought leader
- Helps members plan for the future

HOW

The Approach

- Create a proprietary econometric model using various macroeconomic data
- Utilize Bureau of Labor Statistics, government data, and private data sources

WHAT

The Value

- Size of your industry/profession
- Forecast for growth
- Contribution to US GDP
- Federal and State tax contributions
- Number of businesses
- Number of jobs created/supported
- Industry wages
- State-by-state data on the above

Business Sentiment Study



Measure and track your members' attitudes and perceptions regarding the health of the industry and their businesses.

Recommended quarterly

WHY

The Importance

- Tracks economic sentiment of leaders in your industry
- Useful for policy makers, regulators, media, and industry
- Establishes your organization as a thought leader
- Benchmarking of peer insights for members

HOW

The Approach

- Quarterly online tracking survey of industry leaders
- Add topical questions to address hot topics throughout the year

WHAT

The Value

- Current and forward-looking sentiment about the US economy and health of your industry and finances
- Sentiment regarding specific industry metrics such as hiring intentions, business workload, inflation, etc.
- Visibility and credibility for your association through press releases and media attention

Salary and Benefits Survey



Provide valuable and timely data to your members regarding salaries and benefits that allow them to stay competitive.

Recommended annually

WHY

The Importance

- Provide members with industry-specific salary and benefits data
- Utilize data to benchmark and adjust salaries and benefits to closer reflect industry norms
- Ensure that HR is paying your staff appropriately

HOW

The Approach

- Annual online survey among all individuals and organizations in your industry
- Cross-reference Bureau of Labor Statistics salary data with self-reported data to ensure validity against industry benchmarks

WHAT

The Value

- Aggregated, industry-specific salary, bonus, and benefits data from your member firms and comparable associations
- Filterable data with segmentations relevant to your industry: position, job function, company type, years of experience, education levels, geographic region, etc.

Membership Satisfaction Survey



Measure and track member satisfaction to identify areas in need of improvement. Identify and prioritize the areas that have the most impact on member retention.

Recommended annually

WHY

The Importance

- Tracks member satisfaction and areas of improvement
- Measures member loyalty
- Identifies ways to increase retention
- Identifies most and least important benefits
- Members can provide feedback

HOW

The Approach

- 1:1 in-depth interviews with members
- Create an online survey using interview results for all members to complete

WHAT

The Value

- Detailed results of the survey
- Identification of differences in results by demographic segments
- Recommendations for improving member satisfaction

Membership Dues Review



Ensure the long-term stability of dues revenue for your organization through assessment and restructuring to ensure they are fair, understandable, and future-proof.

Recommended every 5 years

WHY

The Importance

- Update membership dues in a holistic and comprehensive manner
- Ensure dues levels and structure are equitable and reduce potential liabilities
- Future-proof your dues, so you don't have to revisit them annually

HOW

The Approach

- Analyze past three years of dues and non-dues spending
- Benchmark competitive or analogous associations
- Create three dues scenarios

WHAT

The Value

- New dues structure
- Dues revenue projections for the coming year
- Recommendations for implementing new structure

Member Value and Needs Assessment



Ensure you are providing the most important benefits to your members and assess potential new benefits that will enhance member value and retention.

Recommended every 3 years

WHY

The Importance

- Assess how you are meeting current member needs
- Identify ways to provide greater value to your members
- Enhance member benefits and services to boost engagement and retention rates

HOW

The Approach

- 1:1 in-depth interviews with members
- Create online survey using interview results for all members to complete
- Competitor analysis to identify opportunities to provide greater value to members

WHAT

The Value

- Detailed results of the survey
- Identification of differences in results by various demographic segments
- Recommendations for improving member value
- Guidance on which benefits and services to stop and start

Member Educational Needs Assessment



Ensure you are providing the most important education and professional development to your members and identify gaps you need to fill.

Recommended every 3 years

WHY

The Importance

- Assess how you are meeting the current educational needs of your members
- Identify any unmet educational or professional development needs of your members
- Enhance your educational offerings to boost engagement and retention rates
- Conduct 1:1 in-depth interviews with members
- Create an online survey using interview results for all members to complete
- Perform a competitive analysis to identify opportunities to provide greater value to members

HOW

The Approach

WHAT

The Value

- Detailed results of the survey
- Analysis of gaps and opportunities by various demographic segments
- Recommendations for improving educational offerings
- Guidance on which educational opportunities to stop and start

Event Attendee Evaluations



Identify what has the most impact on repeat attendance through comprehensive attendee evaluations and analysis.

Recommended as needed

WHY

The Importance

- Assess the success of your events and identify opportunities for improvement
- Grow event attendance year-over-year
- Members have the opportunity to provide feedback
- Keep your focus on what truly matters

HOW

The Approach

- Survey event attendees after the event
- Conduct a statistical analysis of key drivers for event attendance and satisfaction

WHAT

The Value

- Assessment of your event including logistical elements, content, keynotes, etc.
- Recommendations for improving the attendee event experience to increase repeat and new attendees

Sponsor or Exhibitor Survey



Ensure your sponsors and exhibitors are meeting their business objectives and connecting with potential customers. Help attendees connect with providers who can help them meet their customers' needs.

Recommended annually

WHY

The Importance

- Assess sponsor or exhibitor satisfaction
- Identify ways to improve sponsor or exhibitor experience
- Grow sponsor or exhibitor engagement and spend year-over-year
- Help members better identify industry solutions
- Ensure attendees make the ideal industry connections to meet their needs

HOW

The Approach

- 1:1 in-depth interviews with sponsors
- Online survey of all sponsors
- Translate research findings into actionable recommendations

WHAT

The Value

- Assessment of sponsors' or exhibitors' experience (satisfaction with activations, logistics, fulfillment and business objectives)
- Recommendations for improving sponsor or exhibitor experiences that lead to increased engagement and spend

Sponsorship Review



Evaluate current sponsor opportunities and find additional non-dues revenue opportunities. Assess internal processes for selling, executing, and fulfillment.

Recommended every 3 years

WHY

The Importance

HOW

The Approach

WHAT

The Value

- Assess how you are meeting current needs of your sponsors
- Provide greater value to your sponsors
- Find enhanced sponsorship opportunities that lead to increased engagement and spend
- Conduct 1:1 in-depth interviews with sponsors
- Launch an online survey using interview results for all members to complete
- Analyze competitive landscape to assess opportunities to provide greater value to sponsors
- Analyze sponsor spend to identify trends and leverage sponsor re-packaging
- Detailed results of the survey
- Identification of differences in results by various demographic segments
- Recommendations for improving sponsor value
- Guidance on which sponsor opportunities to stop and start

Sponsored Research



Create a revenue-generating research program that is paid for by industry partners and can grow year over year. Produce timely and relevant research that helps your members achieve their business objectives.

Recommended semi-annually

WHY

The Importance

- Boost dues and non-dues revenue
- Draw attention to your association
- Enhance SEO, organic traffic, and PR
- Publication, advocacy efforts, gifts to members

HOW

The Approach

- Custom opportunities for tiered sponsorship
- Choose from a variety of research study topics including, membership reviews, economic impact studies, sentiment indices, benefits and compensation studies, consumer research on hot topics, and research on advocacy topics that garners the attention of policymakers

WHAT

The Value

- Data to support value proposition, advocacy efforts, PR, and marketing
- Revenue growth through sponsorship sales, non-member purchases, and increased membership sales
- Funding by sponsors leads to future partnerships



Strategic Planning



Create four or five focus areas for your organization over the next three years to provide focus and deliver value to your members.

Recommended every 2 years

WHY

The Importance

- Define strategic pillars to guide the organization's focus for the next 3-5 years
- Outline actionable and measurable objectives for each strategic pillar define success
- Ensure your staff is aligned with key objectives

HOW

The Approach

- 1:1 interviews with board members, staff, and stakeholders
- Member needs assessment
- Retreat for board members and key staff to reach a consensus on strategic priorities

WHAT

The Value

- Detailed report on research findings
- Strategic plan with 4-5 pillars to focus on
- Specific goals for each strategic pillar
- Implementation assistance (if desired)

Ongoing Consulting



Leverage the expertise of our association consultants who have a combined experience of more than half a century.

Recommended monthly

WHY

The Importance

- Our research and consulting teams solve for critical business issues and questions
- Gain a clear vision of the future

HOW

The Approach

- Custom consulting to support any objective or need your association has
- Analysis of current issues and opportunities for change or growth
- Interviews with members, staff, and industry stakeholders

WHAT

The Value

- Valuable data and findings through qualitative and quantitative analysis
- New dues models, value proposition, sponsorship ideas, different membership rate cards, and opportunities for non-dues revenue
- We can be a fractional resource in lieu of a full-time employee