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MEMBERSHIP SALES **SPONSORSHIP SALES**

HOW BIG RED M TRANSFORMED MEMBERSHIP AND SPONSORSHIP FOR WATERISAC AND AMWA

→ A CONCISE CASE STUDY

ASSOCIATION OF METROPOLITAN WATER AGENCIES

AT A GLANCE

CHALLENGES

- Uneven membership recruitment process.
- Lack of a sponsorship program.
- Managing growth across different organizations with varied recruitment dynamics.

BENEFITS

- Consistent marketing and follow-up led to a **significant increase in new recruits** for both AMWA and WaterISAC.
- Development of a successful sponsorship program for AMWA, resulting in nearly **$300,000 in new revenue.**
- **Scalable solutions for both organizations**, allowing for continued growth and program enhancement.

OBJECTIVES

WaterISAC needed a scalable solution to significantly enhance its membership recruitment efforts while also tackling the challenge of growing sponsorships in a more diverse market. Unlike AMWA, which has a more streamlined member base, WaterISAC had a larger, fragmented pool of potential members to reach. The objective was to make membership recruitment more consistent and efficient, while also developing a sponsorship program to bring in new revenue.

Given the scale and complexity of the task, WaterISAC wanted a partner that could handle the challenge of growing both membership and sponsorship without sacrificing quality or consistency. With limited internal resources, WaterISAC needed an external team capable of managing the entire process, from marketing and outreach to sales and follow-ups, and someone who could truly integrate into the team's culture.

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"Big Red M is truly a part of the team. They fit into the culture of my organization, and they perform as well as anybody else on my already immediate team."

TOM DOBBINS
CEO, AMWA

SOLUTIONS

Big Red M addressed WaterISAC's objectives by providing the much-needed bandwidth to tackle both membership recruitment and sponsorship development. For membership, Big Red M created a more structured, consistent marketing and follow-up process that **ultimately doubled the number of new recruits each year.** They brought a level of persistence that **"significantly outperformed past efforts,"** turning sporadic recruitment into a predictable and scalable process.

For sponsorships, Big Red M helped design and implement a program from the ground up, working closely with WaterISAC to develop different sponsorship levels, marketing strategies, and sales tactics. **As a result, the sponsorship program grew dramatically, contributing close to $300,000 in new revenue.** This revenue was then reinvested into enhancing WaterISAC's conferences and other programming, making a significant impact on the organization's bottom line.

By integrating seamlessly into WaterISAC's team and maintaining a collaborative approach, Big Red M became a key partner in driving both membership and sponsorship growth, ensuring long-term success.