

CASE STUDY

Not for Profit Sector – Clinical health

Challenge

This organisation is partly funded by state and federal government agencies and secures operational funding through its membership program. The existing membership program requires a new structure to meet member needs, and promotion and awareness to increase member numbers.

Actions

Market Savvy was engaged by the organisation to conduct interviews with stakeholder groups to understand specific needs of each group. These findings were then used to develop a strategic membership program in line with members' needs.

1. The first activity that we undertook was to conduct various planning and information-gathering sessions with the organisation
2. We then met with individual stakeholder groups and conducted interviews, focus group sessions and site visits to understand their 'world', requirements and needs
3. We then assessed all other membership organisations available to these groups and developed new strategies, different to those on offer in the market
4. Our recommendations were developed into a strategic planning document for elements a series of management and board workshops to provide advice and information and to understand the historical activities and resources of the organisation
5. The new membership program has very clear and strong offerings for the various groups – attached directly to their needs and providing high quality service and value to each individual
6. The plan has been developed into operational actions by the organisation and we are providing ongoing mentoring and advice to promote and expand the new membership program

Outcomes

These activities, conducted over a six month period, have accomplished the following to date:

- Increased internal knowledge and engagement across the organisation
- High quality and relevant membership program to meet exact needs of stakeholders
- Ongoing high level advice and support for the organisation
- New opportunities to increase revenue and supporters

For more information about creating an effective and efficient membership program, please contact me on 07 3899 8335 or email megan@marketsavvy.com.au .

Best wishes

Megan

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