



Association Clients & Programs

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Drivers for Association Affinity Programs

1. Needed or desired service or product
2. Recruitment and/or retention
3. Non-dues revenue
4. Limited staff time to manage
5. Reputable, stable vendor partner



Role of Association

1. Contracted “partner” (sponsorship vs. partnership...)
2. Share “brand”
3. “Support/assistance with” marketing (lists, event access, visibility, etc.)
4. Oversight & scrutiny on behalf of members
5. Information re: the pulse of the members, member needs, etc.
6. A shopping service to save members time



Role of Insurance Broker (and partners)

1. Provide quality product & product solutions
2. Quality service (member satisfaction...minimal complaints)
3. Steward the reputation of the association
4. Understand the customer (i.e. client's members, their needs, their business)
5. Sales
6. Information & feedback; market expertise
7. *Program management, reporting, remuneration, etc.*



Membership trends & implications

- Change in relationship of Gen X and Gen Y to association – transactional vs. ‘trust’
- Competition from non-traditional affinity groups
- Professional fare better than Trade (“employer-based”/corporate membership) in terms of stability, resilience related to economic downturns
- Specialty & niche associations thriving
- Come to Annual Meeting 2009 Track!



General Resources

1. Market & data: ASAE* survey, articles & books available on www.asaecenter.org. Search words “sponsored insurance” and “affinity programs” and membership trends
2. Recommended books via *ASAE Strategic Alliances for Nonprofit Organizations & Association-Sponsored Insurance Programs*, 5th edition (2003)

*American Society of Association Executives