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# WQA's Membership Case Study

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# Objectives

- Research to determine rationale, needs, and price sensitivity
- Work with stakeholders
- Segmented benefits, new offerings, and right sizing
- Launch program

# Who are we?

- Trade association
- 2,500 members
- Tenure – less than 3 years



# Rationale

- Equitable
- Different needs for different members
- Expanding value

# Approach

- Membership Market Research
- Updated bylaws
- Profile update
- New membership model



# Engagement Activity



1 MINUTE



# Results from Stakeholders

- Segmented benefits
- Brainstorming with staff
- Anecdotal data

# Right Sizing

- Based on profile update
- Engagement with WQA
- Feedback from staff

# Hard Part

- Phone calls
- E-mails
- Step-up program

# Launching New Model

Bread crumbs

Wow piece!

Podcast

Newsletter

FAQ's Board, Committee and Staff

Lunch & Learn



	E-Member	Core	Premier
Knowledge Base access	✓		
Discounts to attend WQA Convention	✓		
Discount for Modular Education Program (MEP)	✓		
Professional Certification exam discount	✓		
Network with colleagues (WQA Sections)	✓		
Instructional videos	✓		
Weekly podcasts and e-news	✓		
WQA Career Center discount for job postings	✓		
Appear in "Find Water Treatment Providers" on WQA website	✓		
Display WQA member logo	✓		
Volunteer opportunities	✓		
<b>Business Excellence (must qualify)</b>	✓		
Technical webinars		✓	
Business operations webinars		✓	
Discounted sponsorship opportunities		✓	
Online International Resources Database		✓	
Online Regulatory Database		✓	
Government Affairs & Regulations assistance		✓	
Member technical support and access to research studies and position papers		✓	
Detailed Consumer Opinion Study results		✓	
Market Trend reports		✓	
HR Tools to help with recruitment and retention		✓	
Expanded Market Trend reports and updates			✓
Deep Dive Consumer Opinion Study analytics			✓
One-on-one with WQA Board members			✓
First engagement in crisis management			✓
Exclusive alerts on "hot issues"			✓
Engagement with WQA President or President-elect			✓
Networking events with other Premier members			✓
Exclusive Convention registration area			✓
Special Convention signage demonstrating industry support			✓
Complimentary one-year enrollment in Business Excellence (must qualify)			✓

# Engagement

Transform benefit!



# It's Dues Renewal Time!

- Base members to Core
- Opportunity to move down
- Communicate, communicate value

# Winner, winner, chicken dinner!

- Budgeted – 24%/Results – 52%
- Response – explanation/positive
- New benefits – webinar participation





# Thank You!

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## Next Up:

Noon – 1:30 p.m.

Lunch and Learning - *9th Floor Great Hall*

1:05 p.m. – 1:30 p.m.

PoP Up POV - *10th Floor*