

HOW TO DETERMINE YOUR ASSOCIATION'S CAUSE

KNOW YOUR **CAUSE** TO FIND MORE PROSPECTS, INCREASE NON-DUES REVENUES, AND STRENGTHEN ENGAGEMENT.



1. WHO IS YOUR AUDIENCE?

Be specific. (ex: male/female, age, years in professional, job title, geographic location, company size, etc.)



2. LIST 2-3 PAIN POINTS YOUR AUDIENCE MIGHT HAVE.

(ex: time, money, efficiency, access to information, ability to innovate, etc.) What is the biggest pain point of them all?



3. LIST 2-3 GOALS YOUR AUDIENCE MIGHT HAVE.

(ex: career advancement, revenue or growth targets, increased influence, work-life balance, etc.). What is their biggest goal?



4. HOW DOES YOUR ASSOCIATION ENABLE THE GOALS?

How does your association solve the pain points or enable the goals? (ex: connections, cutting-edge information, innovative products and programs, industry or political influence, etc.)



5. WHAT'S THE MOST POWERFUL THING?

What's the most powerful thing you can offer your audience, and how will it improve their lives?