



NEED BOARD BUY IN?

THE KEY TO SHAPING THE FUTURE WITH YOUR TECHNOLOGY.

Your member engagement software is the nucleus of your association value and member experience.

You may know you need new membership technology for a variety of reasons, but convincing your board to approve budget is another story. Using the right strategies to frame and plan your conversations with your board to

best help them understand the value of new technology will help you be successful in swaying them. Speak to them in their language and make persuasive points that will resonate using the tips below.

Explain to board members how the right technology can positively impact the organization

89%

of members who give their organization an "excellent" technology rating are **very satisfied** with their membership

63%

of members who give their organization an "excellent" technology rating are **extremely connected** to the organization

Source: Digital Member Study



Focus on the benefits of new technology



Increase member engagement: Technology creates and delivers lifetime member value by making each member experience seamless.



Work smarter: With modern technology, repetitive tasks will be on auto-pilot and your time can be spent on strategy and membership growth.



Provide a clear view of organizational health: You can quickly gain visibility to member growth and retention rates, member engagement, and revenue growth.



Reduce overall technology costs: An integrated technology suite, including your AMS, LMS, career center, and event management systems, provides you with a single, comprehensive solution for your association, rather than having to use multiple disparate tools.

Step-by-Step guide for convincing your board to invest in new association software

1. Explain the problem

Fully explain the current situation and identify pain points within the organization. Outline the problems and challenges, and then provide data to back up your claims.

2. Highlight the ROI

Clearly explain how the organization will benefit from a technology investment, including things like streamlined member processes and an increased focus on member retention and growth.

3. Set the "future" stage

Take your ROI conversation one step further by explaining how your new technology will integrate with your existing and future technology. An end-to-end technology suite, including AMS, LMS, career center, and event management systems, will simplify work, maximize revenue, and strengthen member engagement.

4. Demo the system

Have your board sit in on a demo of the membership software you plan to implement. Make sure the technology provider keeps the demo short and simple.

5. Show the numbers

Give a step-by-step timeline that details the phases of the implementation, along with the staff needed to facilitate the rollout and the training services provided by the technology provider.

