You may know you need new membership technology for a variety of reasons, but convincing your board to approve the budget is another story. Using the right strategies to frame and plan your conversations with your board will help them understand the value of your technology investment and ensure successful implementation.

**THE KEY TO SHAPING THE FUTURE WITH YOUR TECHNOLOGY.**

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

Focus on the benefits of new technology.

Provide a clear view of organizational health.

Reduce overall technology costs.

Increase member engagement.

Work smarter.

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

1. **Explain the problem**
   - Clearly explain the current situation and identify pain points within the organization.

2. **Highlight the ROI**
   - Clearly explain how the organization will benefit from a technology investment, including things like streamlined member processes and 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.

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**Source:** Digital Member Study, communitybrands.com/board-approval