



Pitching Your Membership

Useful Resources

Value Propositions for Associations

<https://blog.redrocketcreative.com/building-your-member-value-proposition>

<http://www.nsightmarketing.com/develop-the-message/value-proposition/value-propositions-for-member-associations/>

<https://blog.memberclicks.com/3-ways-to-successfully-convey-your-associations-value-proposition>

<https://www.springboardbrand.com/3-important-steps-help-write-associations-value-proposition/>

Value Propositions General

<https://www.columnfivemedia.com/how-to-write-a-great-value-proposition>

<https://blog.hubspot.com/marketing/write-value-proposition>

<https://conversionxl.com/blog/value-proposition-examples-how-to-create/>

<https://www.mindtools.com/CommSkill/ValueProposition.htm>

Pitching

<https://www.youtube.com/watch?v=phyU2BThK4Q>

<https://blog.hubspot.com/sales/sales-pitch-examples>

<https://blog.memberclicks.com/how-to-nail-your-associations-elevator-pitch>

<https://www.classy.org/blog/elevator-pitch-for-nonprofits/>

Websites and Social Media

<https://www.yourmembership.com/blog/6-tactics-to-boost-your-social-media-reach-among-members/>

<https://digitalmarketinginstitute.com/en-au/blog/10-ways-small-businesses-can-improve-their-social-media-presence>

<https://www.energise.co.nz/blog/website-help/what-do-website-visitors-to-websites-want/>

<https://www.socialmediatoday.com/content/50-tips-energize-and-inspire-your-social-media-community-audiences>

<https://www.forbes.com/sites/johnrampton/2014/09/29/25-ways-to-grow-your-social-media-presence/#6a00f41f62fb>

<https://blog.higherlogic.com/association-tips-6-irresistible-member-benefits-that-convince-people-to-join-and-renew>

Communications Planning

<https://ctb.ku.edu/en/table-of-contents/participation/promoting-interest/communication-plan/main>

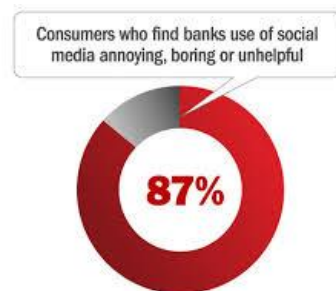
<https://www.wildapricot.com/articles/communication-planning>

<http://www.omafra.gov.on.ca/english/nfporgs/03-033.htm>

<https://mahlab.co/2019-member-comms-survey/>

Multichannel Marketing

<https://blog.hootsuite.com/how-to-use-hashtags/>



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