

WHEN REVENUE MODELS STOP KEEPING PACE

Most associations rely on a familiar set of revenue sources — dues, events, sponsorships, education. Over time, those sources become harder to grow without placing additional strain on staff or diminishing member value.

The challenge is rarely a lack of ideas. It's determining which opportunities are viable, which ones your members actually want, and which are worth the organizational investment. Most associations make this decision through instinct or internal debate. We make it through evidence.

OUR APPROACH: DISCOVER FIRST, BUILD SECOND

We guide your team through a structured, facilitated process grounded in Lean Innovation methodology (Furr & Dyer). Every stage is designed to surface real member needs, generate targeted solutions, and validate demand before you commit resources to development.

The critical distinction: the insights come from your members — not our assumptions, not internal opinions, and not what seemed to work for a different association. By the time we reach a recommendation, it's grounded in documented evidence from the people you're trying to serve.

HOW THE PROCESS WORKS

The engagement moves through four stages:

Segment & Listen

We work with you to identify the member segment with the greatest opportunity, then conduct structured conversations with highly engaged members of that group — surfacing the real problems they face, not just the ones they'd mention in a survey.

Surface & Ideate

We work with your team to synthesize member insights into clear patterns of unmet need. Then we work with your team to generate solutions grounded in those insights — disciplined ideation, not open-ended brainstorming.

Validate Before You Build

Using hypothetical prototypes, we surface the top ideated solutions on your website in the form of "We're thinking of building X — if you're interested, click here." Your members tell you directly whether there's a viable market for each concept, prior to spending any money on development. Click volume gives you an objective, data-driven ranking of your opportunities.

Prioritize & Plan

Concepts are ranked by click volume, organizational fit, and revenue potential — giving you an objective, member-validated priority order.

You receive a clear roadmap for moving the strongest opportunities from concept to launch.

This process lets us identify and vet non-dues revenue opportunities for a fraction of the cost of traditional product development — and with far greater confidence in the outcome.

THE AI DIFFERENCE

AI improves visibility. Human judgment determines viability.

Pattern Recognition	AI analyzes participation data, engagement trends, and behavioral signals to sharpen segment selection and surface non-obvious opportunity areas.
Interview Analysis	AI helps synthesize findings from member conversations at scale, identifying recurring themes and insight patterns across discussions.
Validation Interpretation	Click data from member-facing concept tests is tallied and analyzed to produce an objective ranking of opportunities by actual demonstrated interest — not internal enthusiasm.

WHAT YOU'LL GET FROM THIS ENGAGEMENT

- ✓ A clearly defined target segment with documented growth rationale
- ✓ Qualitative insights sourced directly from highly engaged members
- ✓ A market-tested ranking of the top opportunities — rated and ranked by actual member click data, not internal opinion
- ✓ Validation results showing which concepts generated real member interest
- ✓ Clear understanding of effort, investment, and trade-offs for each opportunity
- ✓ A prioritized roadmap for moving validated concepts toward launch

WHY THIS PROCESS WORKS

- It starts with members — insights come from people who actually engage with your association, not from internal assumptions about what they want.
- It validates before it builds — each concept is tested against real members and ranked by actual click data, so you only invest where the evidence points.
- It's disciplined, not creative — the Lean Innovation framework keeps the process focused on solvable, documented problems rather than wishful thinking.
- It produces buy-in — because findings come from member conversations and validated data, your team and board can see the evidence behind every recommendation.

The associations that will thrive over the next decade are those building member value beyond the dues-centric model — now, while there's still runway to do it thoughtfully. Our process helps you get there without guessing, without waste, and without betting your budget on an untested idea.

Let's explore what's possible. Schedule a no-pressure discovery call.

info@AssociationsRewired.com • (703) 405-9954 • AssociationsRewired.com Schedule a call with [David](#)