

## Developing a Steady Revenue and Dues Structure

**Opportunity:** Financial stability is essential to the long-term growth of SEAs. A reliable income stream allows the organization to offer compelling programs and unique resources to their members. Developing and maintaining new revenue streams can be an opportunity to diversify and not rely solely on one.

### Solutions

- **Explore a “Firm/Company” Membership Category**
  - Add Firm membership category to help with revenue stability
  - Create some unique value to the category
  - Check adding firm membership category against SEA bylaws. Change bylaws if necessary.
- **Ideas for additional revenue**
  - Develop a “bundled” membership program for firms. The structure includes advertising, memberships, and seminars at varying levels.
  - Consider full or half-day seminars with expanded topics, sponsors, and vendor tabletop displays
  - Sell advertising in a SEA newsletter or on the website
  - Organize SE refresher courses
  - Consider soft skills training or workshops
  - Consider a stand-alone trade show (or with your annual meeting)
  - Link Executive Director’s salary to a partial commission-based system tied to sponsorship revenue.
  - Consider an awards program (dinner) with sponsors and vendors.
  - Always remember to ask local and regional vendor companies that might not have a national presence
  - Consider an annual outing to raise revenue separate from monthly educational events
- **General**
  - Assess impact of a dues increase. Consider adding low-cost benefits simultaneously.
  - Price events appropriately. Review other regional trade/professional groups to benchmark fees.
  - Be creative in the promotion of your events. It can only add to your total event attendance

For additional information see: **“Generating Non-Dues Revenue”**