

If Your Association Disappeared, Would Anyone Notice?

Ah-has?

We need a better value proposition for the public.

Do our members really value our association, or do we just think they do?

We need to "toot our horn" more promote the value our association offers to its members.

This is an opportunity to interview association stakeholders of different types and pose these questions to them.

These questions could be used with branches who are struggling to inform them about possibilities.

Encourage these conversations with our association leaders

How do you know?

They would miss the member benefits that directly benefit them (insurance, cancer grants).

Safety and education go hand in hand. If we don't educate safety is at risk for the general public.

The difference that we have made in the community will leave a hole

Sometimes members don't realize what they have until it goes away.

They will miss the opportunities that we provided

They tell us directly.

How would your members miss your association?

Access to industry information.

No CEUs

They would not have resources that are easy to use for practice standards and education

Professional development opportunities

Networking with Peers

Loss of local networking and fellowship

Advocacy would not be coordinated

Sense of accomplishment and making a difference

How would your community miss your association?

Community Involvement

Leadership Opportunities

Patient education would not be available.

There would be no best practices and standards

Voice for equity

The network of peers across community businesses

Collaboration and networking in like organizations

Best practice info missing

Resource for administrative professionals

Promotion of job opportunities in the industry

Loss of local voice for our issues

NOTE: This mind map reflects the opinions of the attendees of Cynthia D'Amour's Strategic Fast Chat.

The findings are not conclusive or guaranteed. They ARE a great place to start your own conversation!

Want to use mind mapping with your association? Contact Cynthia at cynthia@peoplepowerunlimited.com