

Why digital skills training is essential for your association



Your members, donors and stakeholders are moving online in greater numbers.

Your members' expectations of how associations will engage with them are changing, influenced by e-commerce, mobile devices, social media, personalized content and intuitive websites. Associations need to stay relevant and anticipate how their members want to interact with their organizations.

Associations now need to plan for how they will raise awareness of their mandate online. Your plan should consider engaging with members so they become enthusiastic about your organization, become motivated to join, donate, volunteer, sign up for conferences and events.

How do you put all the individual digital marketing pieces together so your plan makes sense?

That's where training comes in.

WHO SHOULD ATTEND

Full implementation of digital technology requires both buy-in from and training of all those who work "behind the scenes" of an organization.

For this reason, we recommend attendance by senior volunteers, senior management, Executive Directors, membership managers and communications professionals.

Is your association ready for digital transformation?

Visit TAGb.ca and download our Digital Assessment Checklist

TRAINING CURRICULUM

A. Introduction to digital strategy

Digital transformation cannot be worked on by one or two employees – it requires an involvement from everyone connected to your organization. This introductory session will examine how digital technology can be integrated into your marketing, communication and strategic plans, so that it is interwoven in all your organization's goals and activities.

We'll also provide an assessment of your association's level of digital awareness, and how digital tools can be integrated into your organization's culture, structure, budget, staffing and current software.

B. Focus on tools and techniques

Once an overview of digital strategy is completed, the next step is to provide training on various digital techniques.

TAKE A LOOK AT THE STATS...

47% of donors visited multiple non-profit websites before donating.

92% of non-profit professionals use content marketing to spread their organizations' missions, but more than half don't have a documented strategy for their content.

Manpower is short. 71% of non-profit professionals cited staff shortage as a challenge in the face of planning a new digital strategy.

More than one-third of non-profit organizations did not send a single email to new email subscribers within the first 30 days of signing up.

Gen X donates more frequently than other generations.

Email to potential donors generates one-third of online fundraising revenue.

"Membership-based organizations need to reach out to members to keep them engaged in the ongoing activities and advocacy of the association. This becomes increasingly important when reaching millennial and Generation Z members, who will make up half of the workplace by 2020."*

* Statistics sources are also available on the TAGb website.

About Us:

TAGb Consulting provides digital skills training to not-for-profit membership organizations and regulatory colleges. Our focus and passion is helping small staff organizations thrive.

Get a quick introduction to digital marketing concepts!

Sign up for our webinars at TAGb.ca

EMAIL MARKETING

*Is your click rate below average?
Are members unsubscribing at a massive rate?
Are members opening your emails, but refusing to click on your links?*

Social media is the new kid on the block, but no other medium beats email when it comes to communication with members. No other medium comes directly to your members' mailboxes; no other medium can be tested, tracked and observed to determine your members' preferences.

Associations face a constant need to balance how much email is too much or too little, how to get members to open, click and act on the messages in their emails.

In this session, participants will learn:

- An overview of email marketing's role in digital strategy
- What the four different types of email campaigns are and when they should be used: transactional, informational, fundraising, commercial
- How to test your email headlines and content to ensure maximum response
- Use subject lines, persuasive content, content targeted to different membership segments to drive member action
- How to improve your email response rates
- How to create a content calendar so you never run out of topics to engage your members
- How to write the perfect new member onboarding email sequence
- How to make your emails visually appealing

CONTENT STRATEGY



For associations, creating content can be a great strategy to convert casual visitors to engaged members. It can help you retain members, persuade them to volunteer, or even become ambassadors for your mission.

Too often, associations create content without a plan for interacting with members, or just provide informational content that does not spur members to action.

By taking this session participants will:

- Learn why content is important to developing a strong digital strategy
- Review case studies of successful content strategies from various associations
- Explore the different types of content you should include on your website, email and social media
- How to curate content so you share industry expertise
- How to create a system for updating content so it your association constantly provides relevant information
- How to write content that spurs members to take action.

BUILD A MEMBER-FOCUSED WEBSITE



We'll explore improvements to your website design to increase its focus on your target audiences. We'll also discuss your organization's goals and how those can be reflected in your website. Further considerations are the application of usability to build an intuitive site, as well as integration with your CRM or membership database.

In this session participants will explore:

- How to ensure navigation on your website is intuitive for current and potential members
- Integration with association management software
- What website software to use to create your website, keeping in mind your association's financial and staffing resources
- How to scale your website for future growth
- How to ensure your website is mobile optimized
- Why a knowledge of HTML is essential to maintaining your website
- How to read analytics for your website

SOCIAL MEDIA STRATEGY

41% of nonprofits attribute their social media success to having developed a detailed social media strategy.

55% of those who engage with nonprofits via social media have been inspired to take further action.

For associations, social media should be used to engage with members and form community. Too many associations make the mistake of starting social media without a plan. Random posting or using the wrong channels is not the way to go. To be effective, associations need to first determine what matters to their members and then, create posts that feed into those needs.

In this session participants will learn:

- How to determine which social media platform is most appropriate to use with your members
- How to "listen" to social media to discover what topics and issues matter to your members
- How to get senior volunteers and staff to participate
- How to get subject matter experts onboard
- How to determine the type of content, tone, and graphics to use in posts
- How to encourage members to take action
- How to integrate social media and email
- How to develop a content calendar with planned content so you can easily fit social media tasks into your projects
- An exploration of social management software to make posting easier

TIME COMMITMENT

Sessions consist of half day and full day sessions. To discuss cost of sessions for your organization and possible dates, please email training@tagb.ca.