

# GROWING NON-DUES REVENUE



with 's

**INDUSTRY RELATIONS TEAM**



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# WHAT WE CAN DO FOR YOU

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**I**ndustry Relations (IR) at AH is a highly specialized, client-facing business development team focused on driving non-dues revenue for our client partners through various forms of **sponsorship, exhibit and advertising sales (and in some cases when appropriate, corporate/affiliate membership sales).**

IR was specifically established to give our client partners solutions to the high-priority challenge of revenue diversification. With constantly evolving economic pressures and continued budget compression across virtually every aspect of the economy, securing commercial funding through sponsorships and other forms of financial support has become dramatically more difficult for most non-profits over the years.

## THE AH INDUSTRY RELATIONS APPROACH

Our proven consultative, relationship-based approach and systematic process generates results. We do NOT operate under a transactional sales model; on the contrary, we approach every opportunity with sensitivity and creativity and we craft solutions that are specific to those circumstances.

**Build** Corporate Membership Models

**Drive** Exhibit and Advertising Revenue

**Create** Sponsorship Opportunity with High Impact

**Build Relationships** with Key Partners in Your Industry

**Become** a “Business Development Ambassador” for Your Organization

**Perform** an Assets Inventory

**Create** New Revenue Streams

**Determine** Pricing Models and Monetization Strategies

**Conduct** Market Evaluations to Determine Your Potential

**Advocate** on Behalf of Your Mission, Vision and Brand

**Develop** custom prospect databases geared towards specific criteria

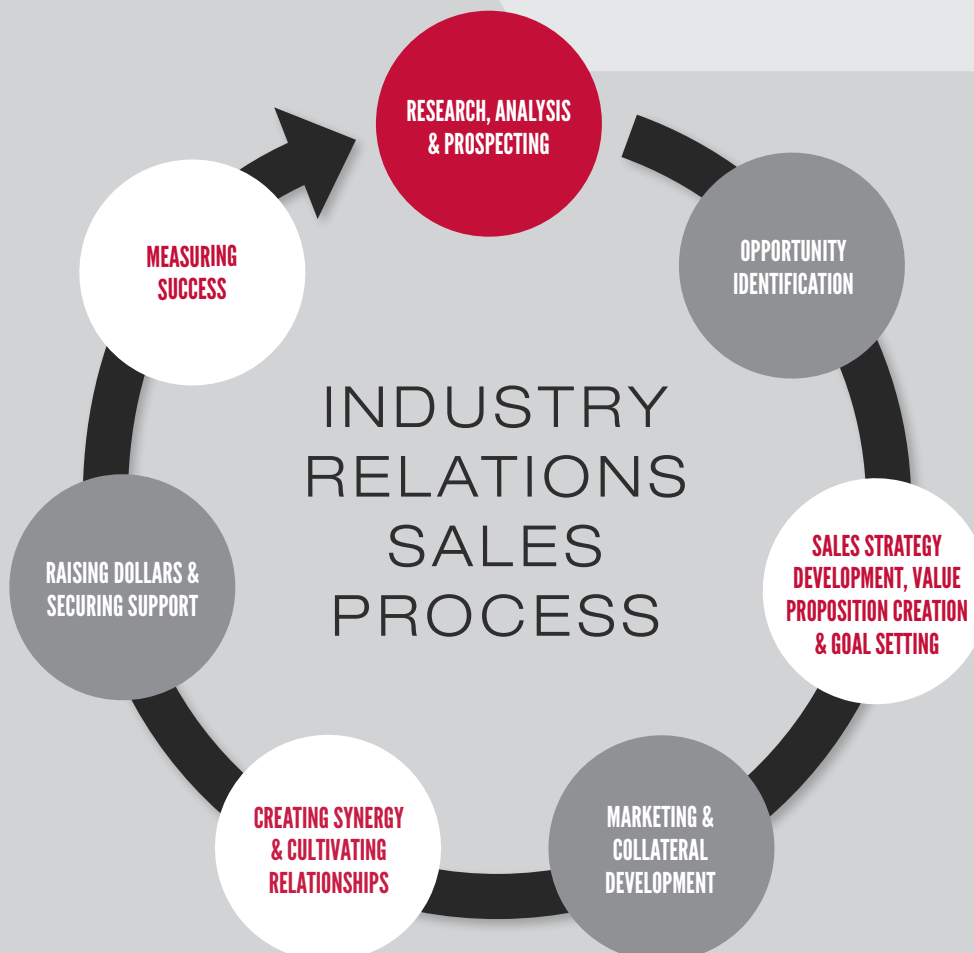
**Prepare** marketing collateral used as tools in the sales process

## WE...

- “Plug in” and work seamlessly with all staff members and key stakeholders involved.
- Constantly seek new opportunities for maximizing revenue potential through up-selling, cross-selling and developing new revenue streams.
- Consistently demonstrate our ability to secure sustainable sources of funding for non-profit organizations.
- Build professional, meaningful and relevant relationships on our client partner’s behalf.

## WHAT SETS US APART

- Risk-free pricing model
- Our ability to understand different industries, audiences and subject matter
- Proven ‘Year One’ and beyond financial results
- Our consultative approach to creating and delivering sponsorship activation
- No overhead or staff burden
- Robust and transparent reporting
- We are not a call center
- We are true partners
- We leverage best in class technology
- Our comprehensive approach to bundling and cross-selling assets across the enterprise



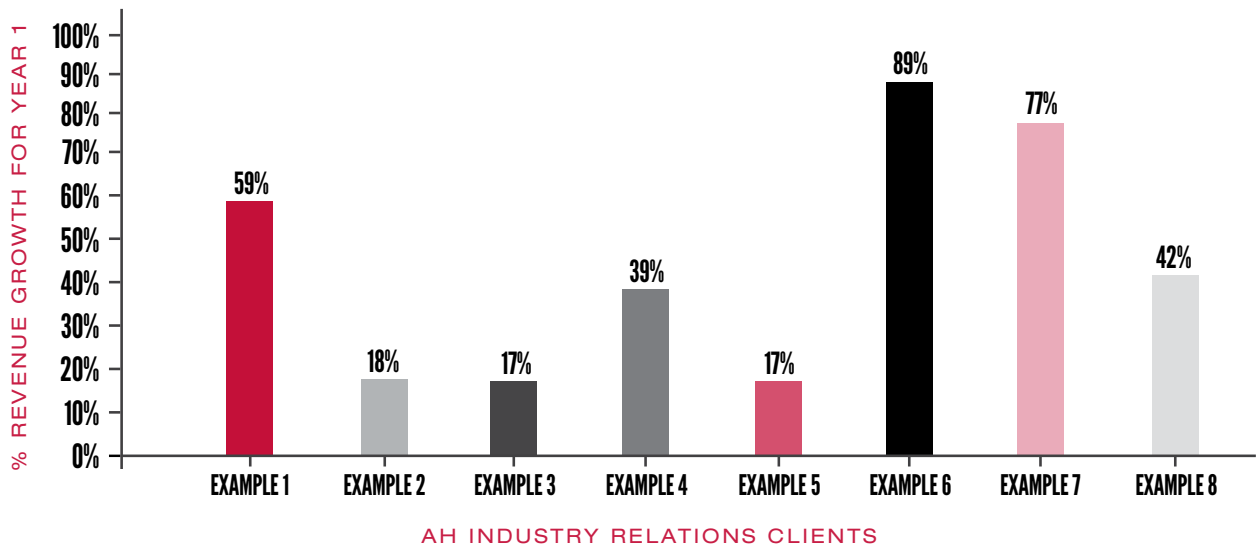


## REVENUE GROWTH

The proof is in our performance. First year clients increase non-dues revenue by as much as 95%. Stretch goals exceeded by as much as 45%.

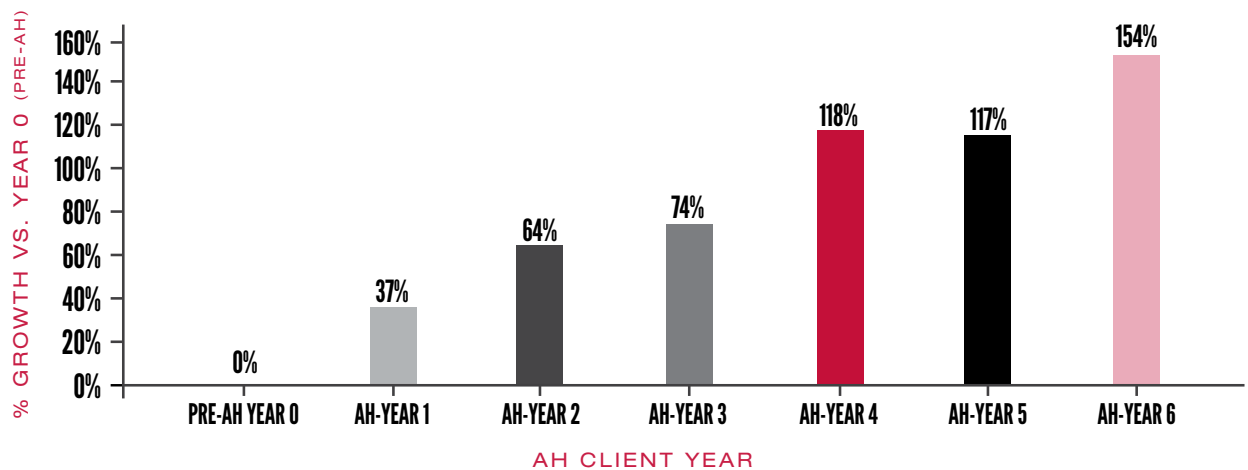
100% of IR clients experience year over year growth as the team digs deeper into the industry, creates new non-dues revenue streams and nurtures relationships with key decision makers and stakeholders.

### YEAR ONE REVENUE GROWTH | 8 CLIENT EXAMPLES



\*This chart shows the growth that eight IR clients experienced with AH within their first year.

### AVERAGE GROWTH OF 8 CLIENTS VS. YEAR 0 (PRE-AH)



\*This chart shows the average growth of eight clients, in their first six years, compared to their non-dues revenue before becoming an AH client partner.

## LEVERAGING TECHNOLOGY

Salesforce.com technology is the robust CRM platform used at AH. This technology brings many efficiencies to the IR team and, likewise, our client partners, such as:

- Metrics and KPIs
- Easily quantifiable rates of return
- Revenue goal tracking; target vs. stretch
- Pipeline management
- Leads tracking and reporting
- Marketing campaign management
- Prospecting research
- Assessing up-sell potential

Our system has been integrated with Data.com. The better our business data, the better are our chances of hitting and exceeding financial goals. Data.com gives AH instant access to 4+ million D&B company profiles and 30+ million accurate contacts. This has proven to be an extremely effective prospecting tool, essentially cutting our time in half when researching new organizations and market segments, while helping us to target new, high-value accounts and reach key decision makers.

## THE AH INDUSTRY RELATIONS PROGRAM

Above and beyond our demonstrated quantifiable success of increasing dollars to the bottom line, we also deliver intangible benefits that are ultimately of equal importance. These benefits strengthen our client partners' overall value proposition to the market and, the ties between the organization and its industry supporters. AH IR delivers these advantages in many ways, including:

- Development of Industry Advisory Committees and/or feedback groups for supporters.
- Positioning of the show floor and exhibitors/sponsors as part of the overall educational experience, thus creating a more united community.

- Repairing (where necessary) and renewing relations among industry partners.
- Increasing exposure and awareness of our client's brand and value propositions in their respective industry.
- Growing excitement and support around conference initiatives from sponsors and exhibitors.
- Identifying new ideas and opportunities ripe for sponsorship; creating new revenue streams for the organization at large.

## GETTING TO KNOW YOU...

To ensure a successful partnership, AH IR conducts a full discovery audit to better understand all current revenue generating opportunities. We examine past trends, current supporters and relationship dynamics, budgetary needs, the current structure of sellable offerings, unique points of differentiation and value propositions to the market.

Following the audit, AH IR leads an in-depth information sharing and brainstorming session with key leaders to efficiently discuss priorities and the untapped opportunities the sales program will explore.

CONTACT US  
**TODAY**

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