

Membership Development

ASIS
International
Membership
Brochure

Background

ASIS International is the leading organization for security professionals providing educational programs, professional certification, publications and conferences for more than 30,000 members worldwide. ASIS International had grown steadily from its inception in the early 1960s by 12 professionals to reach nearly 25,000 members by 1986. From 1986 to 1994, growth stagnated, however, and hovered around 25,000, creating financial problems resulting from lack of membership dues and non-dues revenue generated from this audience.

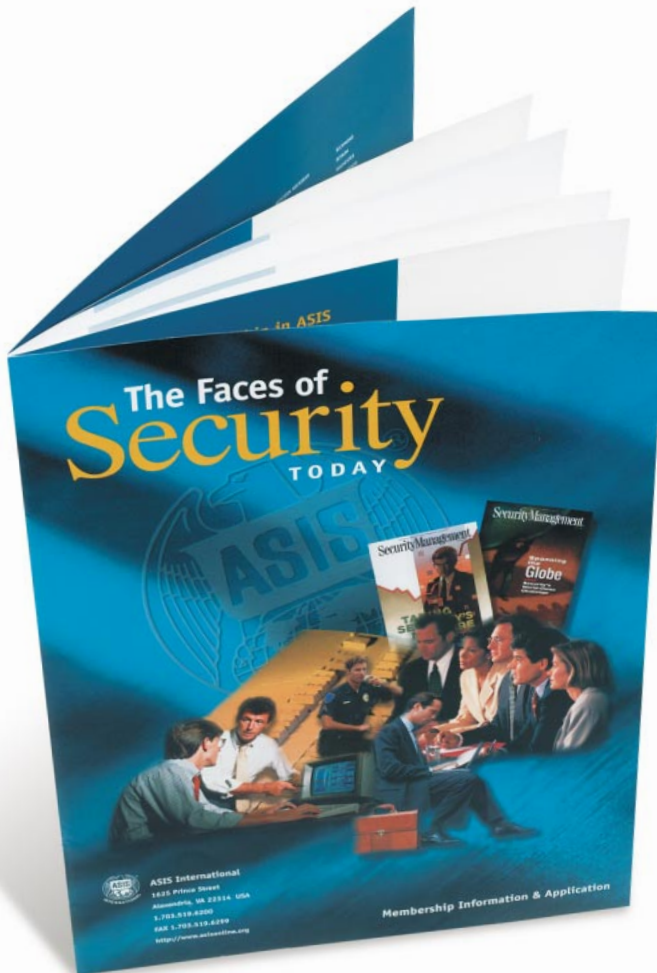
JDG's Solution

With assistance from JDG Communications, an integrated plan was developed and implemented that included research and evaluation of existing membership marketing initiatives and surveys of members and prospective members. The results were stunning. The organization had spent virtually no resources reaching out to prospective members, relying on the current member base to "recruit" or influence others to join. In addition, a large group of prospective members stated that they had not joined the organization simply because they "had not been invited." Following some simple changes to clarify the membership application, monthly campaigns were launched in conjunction with the organization's other communications channels, i.e., monthly magazine, conference and certification promotion and chapter/regional activities.

A revised benefits-focused membership brochure was developed and ultimately delivered to targeted groups of security, facility management, human resources and risk managers each month, based on the focus of the magazine or other communications, with a personalized letter of invitation. In addition, all promotional materials contained a membership application, i.e., publications catalog, magazine and certification materials.

Results

Membership grew quickly and steadily from 1995 through 1998, reaching 35,000+ despite a 25% increase in dues. This resulted in increased dues and non-dues revenue, as more professionals were exposed to the products and services of the organization and purchased and participated in educational programs and the certification program.



"Membership development is the life blood of an association, not necessarily in terms of revenue but certainly in building a customer base. JDG understands the need to build membership on a limited budget through results-oriented materials."

Director, Marketing
ASIS International