

INVENTORY: CURRENT ASSOCIATION ASSETS



EDUCATION

- | | | |
|---|--|--|
| <input type="checkbox"/> Credentialing program | <input type="checkbox"/> Mobile app | <input type="checkbox"/> Receptions |
| <input type="checkbox"/> Exhibits/exhibitors | <input type="checkbox"/> Name badges | <input type="checkbox"/> Registration |
| <input type="checkbox"/> Keynote/general sessions | <input type="checkbox"/> Networking breaks | <input type="checkbox"/> Sponsors/sponsorships |
| <input type="checkbox"/> Meals (onsite/offsite) | <input type="checkbox"/> Online learning | <input type="checkbox"/> Thought leaders |

What other *education assets* does your association currently maintain?

GOVERNANCE

- | | | |
|--|--|--|
| <input type="checkbox"/> Agendas | <input type="checkbox"/> Committees/taskforces | <input type="checkbox"/> Meetings |
| <input type="checkbox"/> Board of directors | <input type="checkbox"/> Elections/ballots | <input type="checkbox"/> Minutes/call notes |
| <input type="checkbox"/> Bylaws/policies | <input type="checkbox"/> External partnerships | <input type="checkbox"/> Strategic plan |
| <input type="checkbox"/> Chapters/components | <input type="checkbox"/> Foundation | <input type="checkbox"/> Volunteer orientation |

What other *governance assets* does your association currently maintain?

MEMBERSHIP

- | | | |
|--|---|--|
| <input type="checkbox"/> Affinity program | <input type="checkbox"/> Member survey | <input type="checkbox"/> Printed membership kits |
| <input type="checkbox"/> Call center | <input type="checkbox"/> Membership meeting | <input type="checkbox"/> Recruitment campaign |
| <input type="checkbox"/> Dues invoices | <input type="checkbox"/> Online community | <input type="checkbox"/> Renewal notices |
| <input type="checkbox"/> Member onboarding | <input type="checkbox"/> Online store | <input type="checkbox"/> Special interest groups |

What other *membership assets* does your association currently maintain?

MARKETING

- | | | |
|--|--|---------------------------------------|
| <input type="checkbox"/> Content marketing/SEO | <input type="checkbox"/> Pay-per-click advertising | <input type="checkbox"/> Robocalls |
| <input type="checkbox"/> Direct mail/print | <input type="checkbox"/> Peer-to-peer/influencer | <input type="checkbox"/> Social media |
| <input type="checkbox"/> Email campaigns | <input type="checkbox"/> Podcasting | <input type="checkbox"/> Video |
| <input type="checkbox"/> Mass text messaging | <input type="checkbox"/> Promotional products | <input type="checkbox"/> Website |

What other *marketing assets* does your association currently maintain?

PUBLICATIONS

- | | | |
|--|---|---|
| <input type="checkbox"/> Annual Report | <input type="checkbox"/> Handbook/guide | <input type="checkbox"/> Newsletter/eNewsletter |
| <input type="checkbox"/> Blog | <input type="checkbox"/> Infographic | <input type="checkbox"/> Periodical |
| <input type="checkbox"/> Book/eBook | <input type="checkbox"/> Journal | <input type="checkbox"/> Press release |
| <input type="checkbox"/> Directory | <input type="checkbox"/> Magazine | <input type="checkbox"/> Whitepaper |

What other *publication assets* does your association currently maintain?