

## ***Small Association Leadership Alliance***

Greetings all, based on the strong interest in this group and with our various clients, we have begun to explore forming an association for smaller associations - that we are calling the Small Association Leadership Alliance (SALA). We are keen to see what the level of interest is for an organization like this. In developing the concept for SALA, we queried other association professionals to see what it would look for in terms of benefits for the associations, management and staff.

Having worked for more than a dozen small staff associations we have found that they do not get true "small association" value from their larger association memberships and were interested in a SALA that could support their specific needs and help them grow. In looking at this, we reviewed our existing industry relationships to see where we might be able to extend previously negotiated discounts and programs to SALA members. It turns out that we can extend most all of our existing programs to this new association. The benefits would be utilized by SALA members AND in many cases for the members of the associations they manage!

Some of these programs and discounts would come at a reduced price and others would be included in a modest membership fee. We believe that this association can offer a true, tangible benefit, as well as management support services to be called upon when needed.

We propose to form the Small Association Leadership Alliance and here is a brief outline of the benefits that could be offered at launch:

1. Management Consulting Hours - Each member receives a bundle of consulting hours that could be used for: General Association Management, Meeting & Events, Finance & Accounting, Affinity Program, Virtual Organization Development, Human Resources and Employee Benefits, Job Board, Chapter Development & Relations, CRM Selection & Implementation, International Development, Board Relations, Member Relations, Governance, Government Relations
2. Affinity Program - A comprehensive (large association-type) program that we had previously negotiated for our clients will be immediately available for your members - a new member benefit.
3. Webinar software platform available for member use
4. Discounts on preferred provider software solutions
5. Education & Webinars - Covering topics and areas unique to smaller associations
6. Startup and Incubator Program - For any new trade associations that need development or leadership/management assistance
7. Job Board - This board would be only for small staff associations
8. Networking - As needed, offer face-to-face and virtual networking opportunities to allow small association staff develop more robust support networks
9. Buyers Guide - Develop a comprehensive listing of vendors, service providers and small association leaders/staff to assist in elevating the small association "industry"

The proposed dues, pending approval, would be:

1 - 5 Staff - \$250 per year

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6 + Staff - \$400 per year

Affiliates - \$300 per year

Our consultancy, Association ROI would incorporate, launch and manage SALA and provide the staff or teams for the pro bono consultations. The board will be comprised of small staff association leaders.

So with this vision in hand, we would like to know if you feel this association is something you or your organization would benefit from? Please give it a "Like" to vote yes and we welcome any and all comments.