

# Membership Organizations...

## *Prove the Real-Dollar ROI You Deliver!*

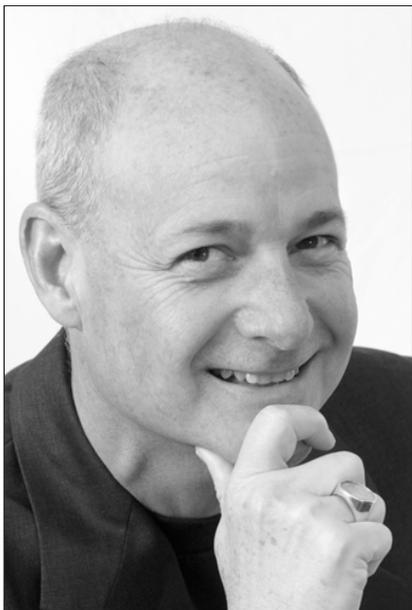
Ed Rigsbee helps Trade Associations & Professional Societies prove that membership in their organization is a good business decision!

Announcing a revolutionary breakthrough in qualitative focus group research to determine member return on investment in real-dollar numbers

## **The Rigsbee Member ROI Valuation Process™**

[www.rigsbee.com/association.htm](http://www.rigsbee.com/association.htm)

If your organization's Board of Directors is concerned with marketplace positioning, association branding, member retention, and member recruitment, then taking a sampling of your membership through Rigsbee's Proprietary ROI Valuation Process will allow your organization to identify the important member-only benefit strengths, weaknesses, threats and opportunities.



### **Ed Rigsbee, CSP**

Today's potential association and society members are asking one simple question, *What's in it for me?* Trade associations and professional societies are better able to recruit and retain members when the association leadership can explain the true ROI of membership. Learn how to tell your prospective members just how much (\$\$\$) they can expect to receive from their financial and time investment.

Since 2000, Ed Rigsbee has been helping associations, societies, and chambers of commerce to prove to their members that "membership is a good business decision." He does this through helping the organizations to prove the yearly sustainable real-dollar ROI (return on investment) that they deliver to their members. Ed's qualitative research process delivers member-determined ROI numbers as opposed to staff-driven numbers. Members *believe* what they help to create. The only known source for this service in the country, Ed then helps your association to develop a better member recruitment brochure--one that will dazzle with brilliance (rather than baffle with bulk).

A member of the National Speakers Association since 1988, he received the Certified Speaking Professional certification in 2000. Ed is also a member of ASAE The Center for Association Leadership. He is the executive director of a 501(c)(3) non-profit public charity and the author of several books on partnering and strategic alliance development.

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