Compass Conversation: Non Dues Revenue Generating Best Practices

How to make your chapter THRIVE!
SESSION AGENDA

SUCCESS STORIES

MEMBERSHIP REVENUE DISCUSSION

REVENUE BRAINSTORMING ACTIVITY
Rachel Karu, MS – Past President, Los Angeles

- Charter Chapter since 2002
- 460 Members
  - 19 Community Associates
  - 18 Student Associates
  - 13% LA members (124)
  - 52% in CA
  - 31% in US outside of CA
  - 4% international

- Approximately 150 events in 2018
- Chapter Recognition Award Winner 2017
ICFLA Non Dues Revenue Success Stories

- Teleclasses
- Special Interest Groups
- Sponsorship
- Strategic Partnerships
- Special Events
Teleclasses

- 1 Teleclass per month
- 1 Master teleclass per month
  - 1.5 Continuing Coach Education (CCE)
- Teleclasses archived on website. ICFLA members free.
  Guests $5 / 4.41 EUR
2018 Teleclass Results

- Over 2000 people attended
- 15 new members and 12 renewals
- Teleclass registrations:
  - $2,900 / 2,556.96 EUR
- CCE purchases:
  - Over $1,000 / 881.72 EUR
Special Interest Groups

• January 2018 created 10 Special Interest Groups (SIG)
• 8 virtual SIGs
• 2 in-person SIGs
• **FREE** for ICFLA members
• $10 / 8.82 EUR for guests
Special Interest Groups

Results:
- As of February 2019, over 691 attendees
- 15 new members
- 2018 Guest Revenue:
  - $1,640 / 1,442.06 EUR
Sponsorship

- Created new Sponsorship Associate Director role
- Conducted chapter research
- Gold Level $2,950 / 2,612 EUR
- Silver Level $2,450 / 2,169 EUR
- Strategically targeted organizations
- Announce at chapter meetings
Sponsorship

• Results:
  • 2018:
    • $5,375 / 4,739.22 EUR
  • 2019:
    • $1,800 / 1,587.09 EUR and counting 😊
Strategic Partnerships

• Created alliance with well known coaching company to announce some of their offerings
• Important to not endorse the organization
• ICFLA 2,500 database

• 2018 Revenue:
  • $3,000 / 2,645.14 EUR
Special Events – Judith Glaser Webinar

• Pricing:
  – Guests: $25.00 / 22.04 EUR
  – ICFLA Members: $15.00 / 13.23 EUR

• Results:
  – 375 Registered
  – Revenue = $2,905 / 2,561.38 EUR
  – 4 New members
  – 1 Renewal
Mariya Staykova – President ICF Bulgaria

- Population: 7 million
- Territory: 111,000 km²
- Over 300 ICF trained coaches
ICF Bulgaria Chapter since 2008

- 43 members
- 6 friends
- 15-20 events/year
- CCE units
- Lots of FUN :)
- Chapter Recognition Award Winner 2017
Non Dues Revenue ICF Bulgaria

- Monthly events
- Online Master Classes
- Trainings and Workshops
- Conferences
ICF Bulgaria Event Revenue

- 2017
  - Events: $3,565 / EUR 3,151
  - Conference: $22,377 / EUR 19,730
- 2018
  - Events: $7,525 / EUR 6,635
Mariya Staykova – President ICF Bulgaria

- 2nd National ICF Coaching Conference - 2017
  - Partner with the BEST professionals
  - Leverage ICF resources
  - Engage members
  - Be visible
  - Create VALUE
  - Have fun:)
Trainings and Workshops

- Best ICF Coaches & Trainers
- Relevant topics
- 50/50 split of profit
- Minimum risk
- Maximum impact
Yana Blackwelder – Director of Strategic Partnerships, New York

Chapter Recognition Award Winner 2017

Number of registered chapter members 2018/2019:
• As of 2/9/19 we have a total of 821 members.
• For 2018-2019 - we had 248 members join the NYC Chapter
• Total credential holders 458
• NYC population 8.5 million – largest US city
Revenue Generating Activities

- **Partnerships with educational institutions:** New York University, Columbia University (i.e. space and speakers sponsorships)
- **Event sponsors:** attracted many organizations (i.e. assessment companies, consulting firms) and **we sponsor too!**
- **Speakers:** solicited high-profile speakers on a volunteer basis by leveraging professional contacts/associations
- **Increased price tickets:** to non-ICF members
- **Discounts for students**
Other Revenue Streams

• Over 40 events per year: special events + professional development events (30) and webinars (15):

• Revenue generated during our major events in 2018:
  – March 20\textsuperscript{th}- Team Coaching: $7,685/\text{EUR 6,751}
  – May 17\textsuperscript{th}- Coach Salon: $2,930/\text{EUR 2,573}
  – June 7\textsuperscript{th}- Neuroscience: $9,175/\text{EUR 8,060}
Coaching To Support Organizational Strategy Event

Business executives serving as internal coaches

Measuring business outcomes and coaching investment

The role of coaching in your talent development strategies
ICF NYC CHAPTER PRESENTS:

TEAM COACHING:
A CORPORATE, LEADERSHIP and ACADEMIC APPROACH

The panel discussion begins promptly at 7:00pm (EST) and ends at 8:30pm.

Thank You to Our Event Sponsors

HOGAN
We Predict Performance.

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Partners International

The Art of Alignment

ICF GLF 2019
GLOBAL LEADERS FORUM

International Coach Federation
Charter Chapter

New York City
Our Organizational Event 2019:

Over 150 attendees
$6000 in Sponsorships
Marketing by Sponsors, NYU and ICF
Membership Discussion

- Does your chapter charge for membership? Current rates?
- When was the last time your chapter increased membership rates (if applicable)?
Membership Discussion

New York Chapter

• Revenue generated by quarterly membership dues in 2018:

  – Q1 $12,150.74
  – Q2 $8,408.76
  – Q3 $2,331.4
  – Q4 $769.65

  – 2018 Total $23,660.55 / EUR 20,795.85
ICF Bulgaria Revenue in Numbers

• **2017**
  • Membership fees revenue: $7,650 / EUR 6,738
  • Annual membership fee: $145 / EUR 125

• **2018**
  • Membership fees revenue: $3,398 / EUR 2,996
  • Annual membership fee: $70 / EUR 60
  • Friends’ of ICF annual fee: $140 / EUR 120
Los Angeles Membership Acquisition and Renewal Campaign

- Increased rates for first time in 10 years
- Went from $75 to $90 / 66.13 to 79.35 EUR per year
- Offered a Pre-renewal rate for one year
- Campaign implemented: July and August 2018
- **All outreaches were sent to:**
  - ICFLA’s entire subscription list (2,500)
  - ICFLA’s members list
  - Coaches from California who list ICFLA as Home Chapter but are not ICFLA members (provided by ICF Global)
Los Angeles Membership Acquisition and Renewal Campaign Results

- ICF Global List outreach generated 9 new members 9 x $75 = $675.00 / 595.16 EUR
- Renewals from members with active memberships: 114 x $75 = $8,550 / 7,538.66 EUR
- Renewals from members with expired memberships for a lapse 5 months to 4 ½ years: 23 x $75 = $1,725 / 1,520.96 EUR
- New Members generated from the renewal campaign: 19 x $75 = $1,425 / 1,256.44 EUR
- New Community Associates: 7 x $75 = $525.00 / 462.90 EUR

Total Revenue: $12,900.00 / 11,374.12 EUR

Highest number of membership transactions = 172
Membership Discussion

• Does your chapter charge for events? If so, how much?
ICF Bulgaria Event Pricing

- **Monthly events**
  - Members $6 / 5 EUR
  - Non members $12 / 10 EUR

- **Online Master Classes**
  - Members $12 / 10 EUR
  - Non members $60 / 50 EUR

- **Trainings and Workshops**
  - Members $270 / 200 EUR
  - Non members $350 / 300 EUR

- **Conferences**
  - Members $185 / 160 EUR
  - Non members $370 / 340 EUR
New York Event Pricing
Events Revenue $27K in 2018

- Monthly events for Members are **$30 for members and $35 for non-members**
- Coach Café is **FREE** for ICF Members
- Webinars are $20 for members and $30 for non-members
- Special Events Pricing (i.e. Org Event, Coaching Week, Holiday Party, etc):
  - Typical event pricing **$55/EUR 50** for ICF members and **$65/EUR 57** for non-members
  - Student Tickets for **$25/EUR 22**
  - Complimentary tickets to selected groups of current and past
Los Angeles Event Pricing

- **Chapter Meetings**
  - Members and Associates - $30 / 26.45 EUR
  - Guests - $40 / 35.27 EUR

- **Teleclasses**
  - Members and Associates – **FREE**
  - Guests – **Free** and $15 / 13.23 EUR per CCE unit

- **Special Interest Groups**
  - Members and Associates – **FREE**
  - Guests - $10 / 8.82 EUR

- **Coaching Cafes**
  - Members, Associates and Guests – **FREE**
Revenue Generating Activity

Form
- Break into teams.

Write
- Write down your individual ideas for revenue generation on post it notes (1 idea per note).

Capture
- Share your ideas with your team and place them on your designated flip chart.

Group Share
- Select a spokesperson who will share one idea your team generated.