ICF GLF 2019 Compass Conversation: Non-Dues Revenue Activity
Revenue Generating Ideas

Membership
- Membership drive
  - Member bring in new potential member – Offer a contest
  - Lower rate by a deadline
  - Attract members outside of your area
  - Spring and fall renewal events
  - Marketing value add services to our members
  - Partner with marketing agency to increase visibility
- Offer Different Types of Membership
  - Student Members – Coach education and university
    - Fall student campaign
  - Corporate Membership
    - Offer a set number of memberships to a corporation’s middle managers in aspiration that they will become credentialed
  - Affiliate/Associate Membership
  - Partner Memberships
- Volunteer Structure
  - Director of strategic partners and director of sponsorship (new board positions)
  - Create volunteer levels (i.e. associates and ambassadors)
  - Ask more members to get involved – utilize their skillsets
- Pricing strategy that promotes membership
- New member orientation calls
- Connect with our expatriates
- Satellite branches across a large geography

Peer Development and Support
- Individual coaching mentor service for people who are going through credential application
- Local classes on credentialing for a fee
- Peer coaching (fee based)
- Coaching supervision
- Local coach finder
- School finder
- Mentor system – match ICF coaches with those who need mentoring
- Library
- Book sales through Amazon
- Selling books
- Publication that is paid
- Branded merchandise
- Business development resources
- Blog – charge non-members to contribute and/or access
Sponsorships
- Commissions on sales of insurance policies and coaching apps
- Local accredited schools – advertising
- Individual promoting coaching through micro-sponsorships ($25/event) and display on PowerPoint
- Collaborate with ACTP Schools
- Identify list of partners or sponsors for chapter to consider
- Corporate sponsors
- Create formal sponsorship package
- Have one key chapter sponsor ($5,000) and smaller ($500)
- Partnership with insurance company – professional insurance offered to our members at very attractive rate
- Sponsorships close to the ICF values and the local chapter
- Offer to support local organization’s conference
- Sponsor speaking slots at conferences we attend
- Advertising
  - Website
  - Newsletters
- Additional resources from newsletter advertising (coupons for members)
- Sponsor training sessions - Allow them to present on their tool, but they pay for it.

Partnerships
- Chamber of Commerce
- Align with leadership executive programs
- Partner for free space
- Partner with educational institutes
- Partnership with insurance company – professional insurance offered to our members at very attractive rate
- Partner with other chapters
- Partner with outside organizations
  - WBECs
  - Conversation Among Masters
- Partner with local businesses
- Co-work projects between 2 or more training organizations
- Partner with university where coaches donate below market value and donation is made to chapter
- Related organizations on a local level
  - OD Network
  - SHRM
  - ICAN
  - ATD
Events and Education

- **Virtual**
  - Webinars with lectures from ICF Global
  - Webinar Series
  - Tele meetings
  - Archived offerings – sell pre-recorded content
  - Webinars scheduled during lunch hours – “Lunch Time Learning”
  - Webinar with a big-name coach or speaker

- **Workshops**
  - Core competency-based workshops
  - Focused Education Events
    - Team Coaching
    - Neuroscience
    - Assessments
    - Scientist talk – Neurologist, biologist, etc.
  - Workshops that follow monthly meeting (deeper dive)
  - 3-4-hour workshops

- **Panels**
- **Dinner discussions**
- **Special Interest Groups**
- **Coaching café**
- **Monthly meeting**
- **Masterclass series - Revenue split with trainer**
- **Local events in different cities**
- **International Coaching Week – Show case members and related services, charge fee for a table**
- **Small fair with coaching schools**
- **Special Events**
  - Zoo Event – insights from behavior of primates
  - Coaching labs – share new tools and networking (free for members, fee for nonmembers)
  - Toolbox meeting – speakers present tools for coaches in the form of a workshop
  - Social networking event
  - Book club
  - Talent show
  - Yearly awards event
  - Team building event outdoors for coaches
  - Competition by coaching schools
  - Hiking event

- **Conferences**
  - Regional Collaborative Conference
  - Annual or Bi-annual conferences
  - Day-long conference with exhibitors

- **Coaching in Organizations Programs**
  - HR and leadership conference
  - Creating a coaching culture ½ day workshop and market to local nonprofits
  - Offer organizations webinars or face-to-face one-hour coaching awareness at discounted prices
- Provide workshops to organizations on coaching skills
  - Prism award
- **Awareness of Coaching Events**
  - Coaching shots – inform people about coaching (what is), speed coaching or just coaching ICF talks
  - Speed laser coaching event
- **Pricing Strategy**
  - Non-members pay for all events
  - Charge a higher fee for late comers (48 hrs. or less)
  - Increase conference fees
  - Charge members a minimal fee to attend to cut down on the number of no shows
  - Revenue split with SME on their workshop
  - Charge an annual fee to access education and/or events
  - MCC value price
  - Charge non-members for CCE Units, but not members
  - Crowdfunding speakers
  - Begin charging student fees
- **Content and Speaker Strategy**
  - Approach Universities for speakers and sponsors
  - Well-known and qualified keynote speakers
  - Offer CCE units for all events
  - Monetize live streaming of in-person meetings
  - Create various tracks at a conference to attract the widest audience
- **Marketing and Attraction Strategy**
  - Coaching conference in warm, family friendly vacation location
  - High profile speaker for the event
  - Increase reach of meetings by inviting related professions
  - Post events on ICF Global Calendar of Events
  - Work with executive education institutions
    - Venues
    - Student resources
    - Promotion