

FONASBA Meeting

Antwerp – 24/5/2022

**How member organisations remain
relevant in turbulent times!**

Marc Mestdagh - BSAE

Who am I?

20+ years ceo 2Mpact nv (association management company
– team of 15, supporting 20+ associations, office in Gent)

20+ years Board member, Executive Director, Coordinator and
Advisor (workshops, ‘trusted advisor’,...)

Founder-President of BSAE vzw (Belgian Society of Association
Executives)

On the agenda

Change and turbulent times

Challenges for member organisations

Conclusion & let's start today

Change and turbulent times



Challenges for member organisations

An aerial photograph of a snowy mountain slope. Several hikers are visible as small figures on the snow, moving across the terrain. The snow is bright white, and the overall scene is serene and challenging.

Perception challenge

Member challenge

Futureproof challenge

Perception Challenge



Let members come for the 'me', but stay for the 'we'

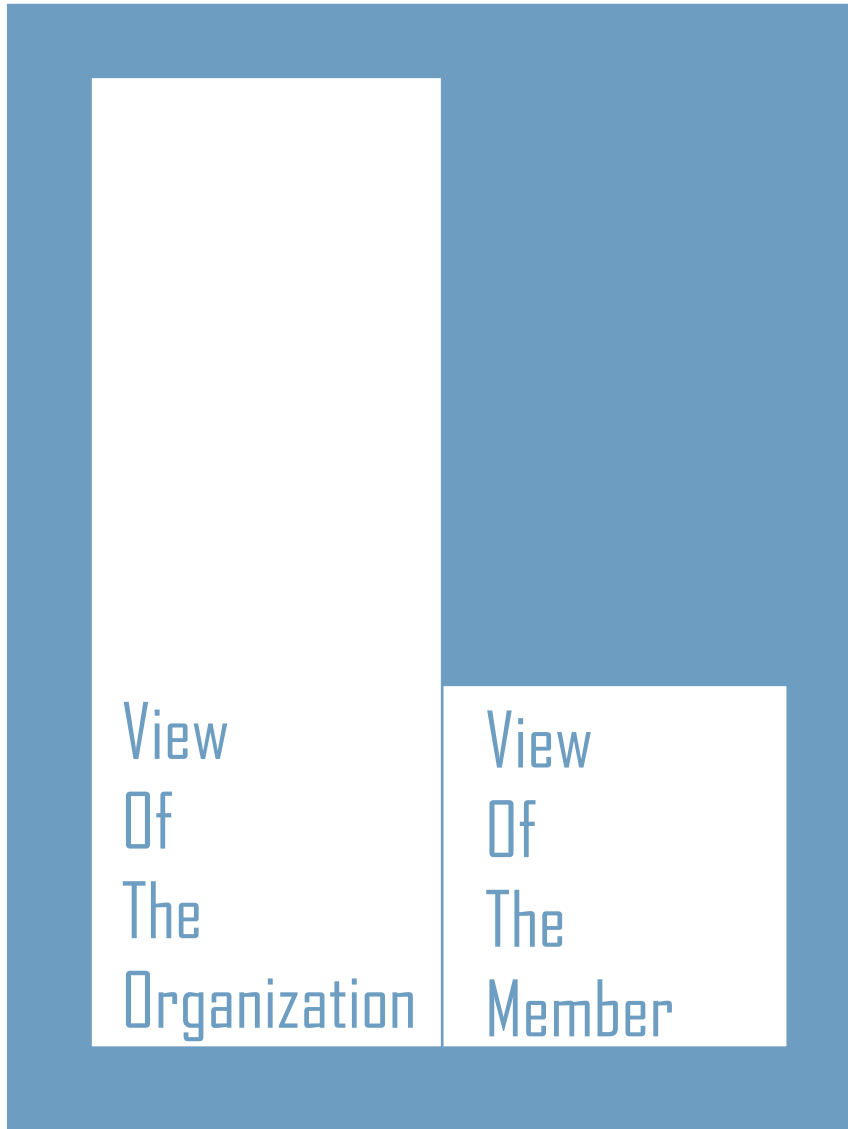
View of the organization
What's in it for us?



View of the member
What's in it for me?

How to cope with this (e.g. at Board level)



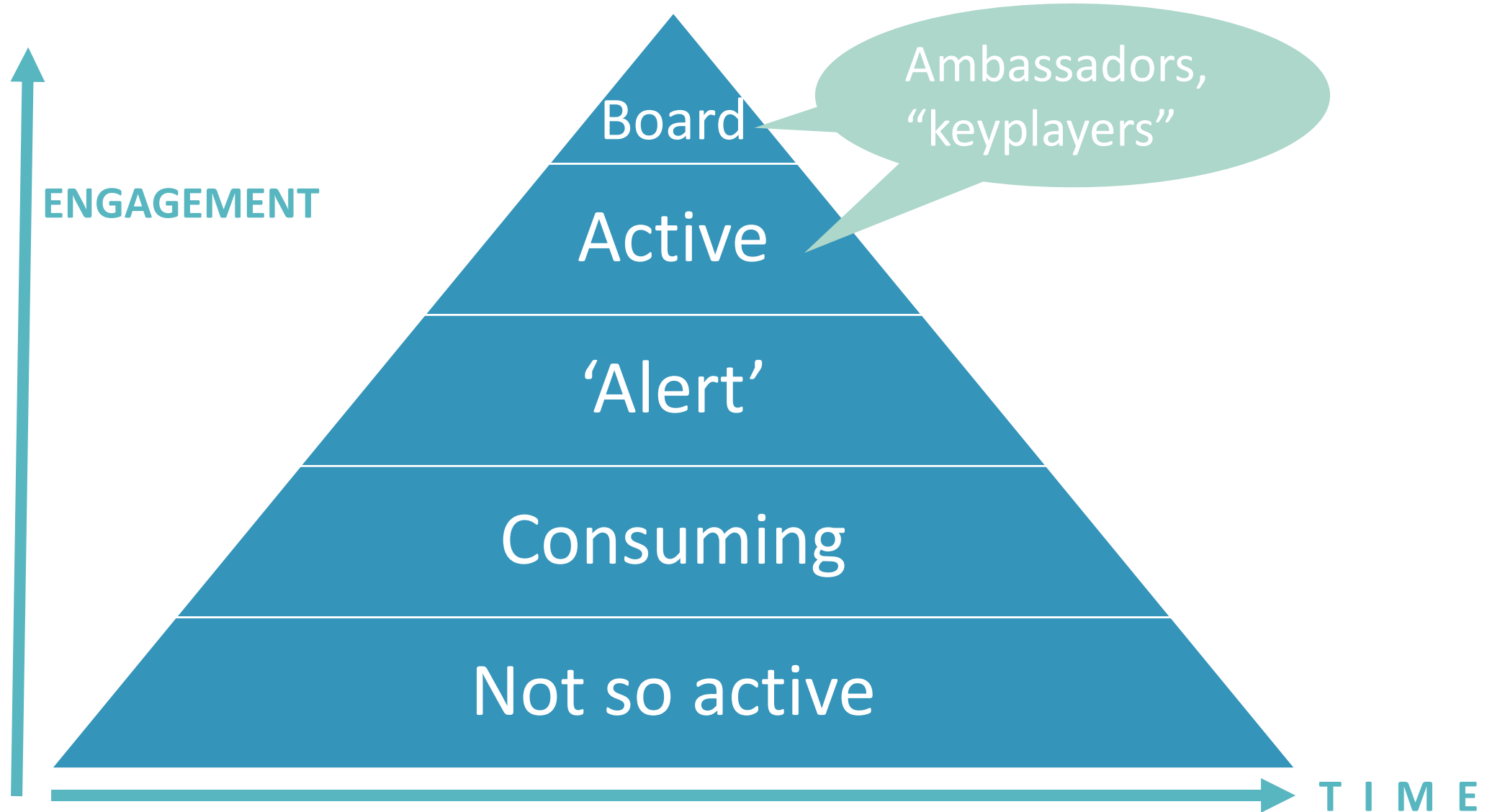


Teach
our
members
to
be
a (good)
member

Member challenge



Do we really know what members need?



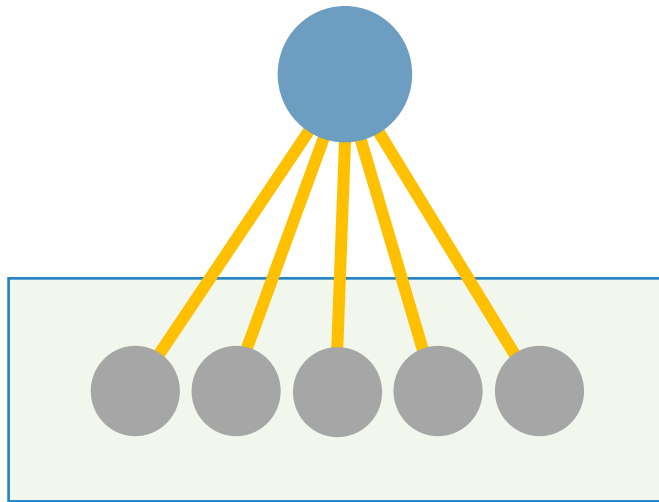
“Value is in the eye of the beholder”



Take members on their AND your journey

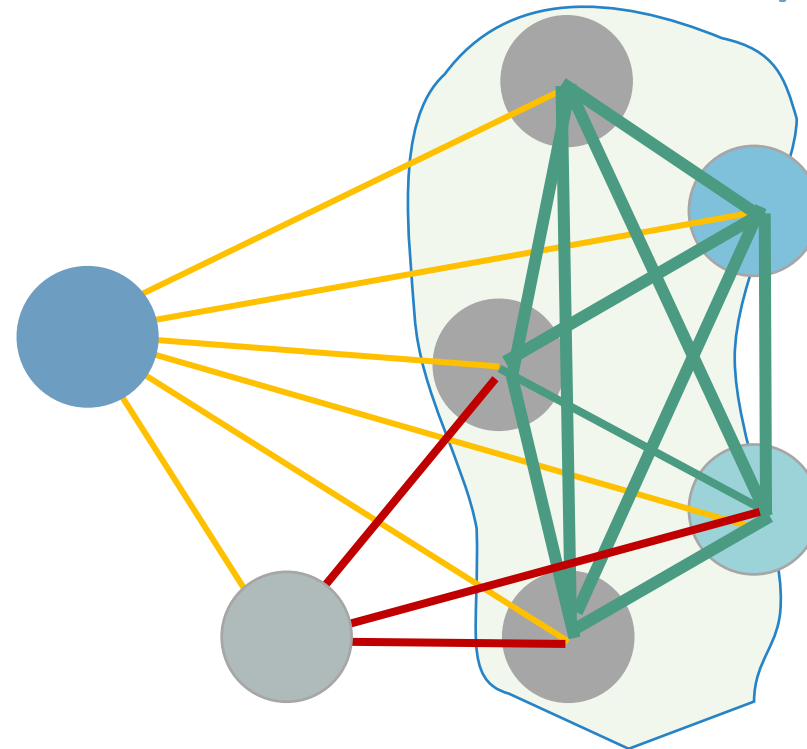
Top down approach

Working **for** the members
(value= connection between
organization and member)



Collaborative approach

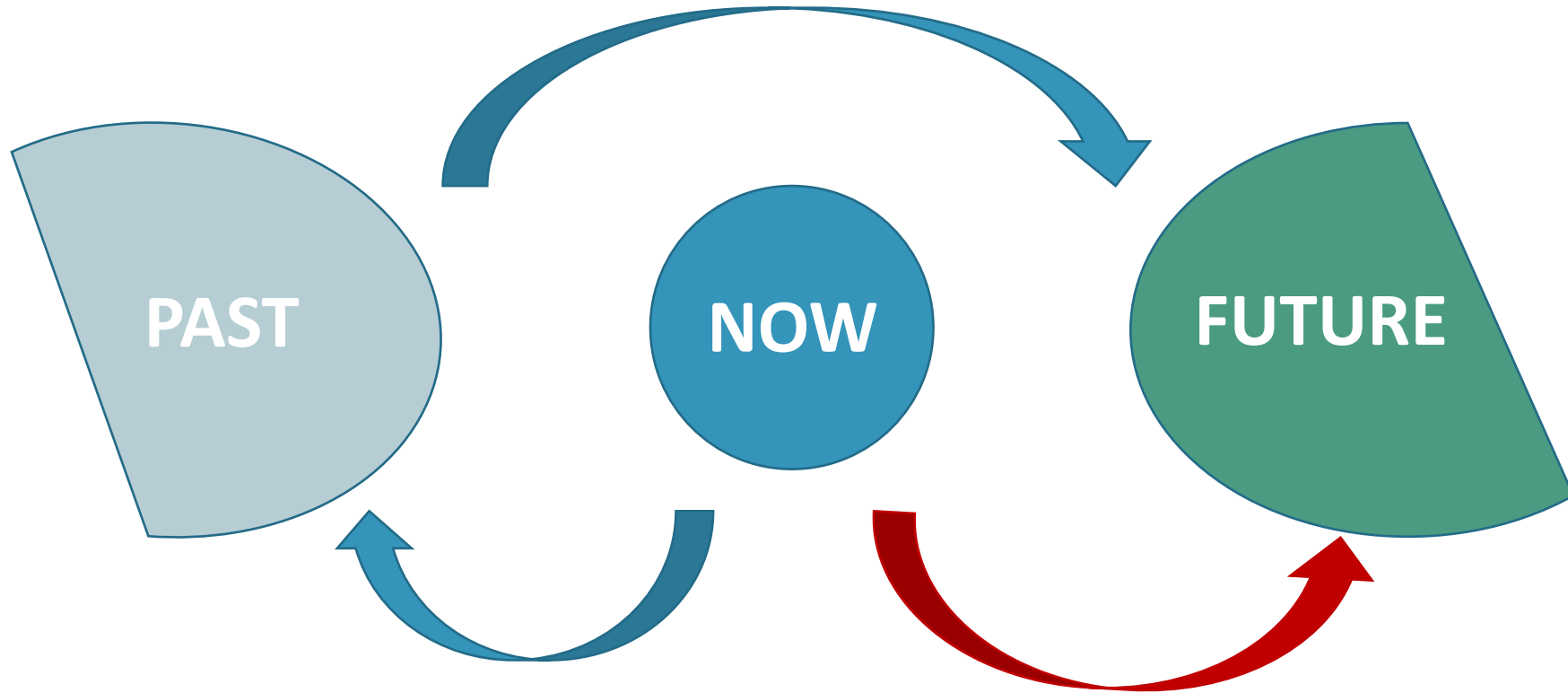
Working **with** the members
(value= connection between
member and member)



Future proof challenge



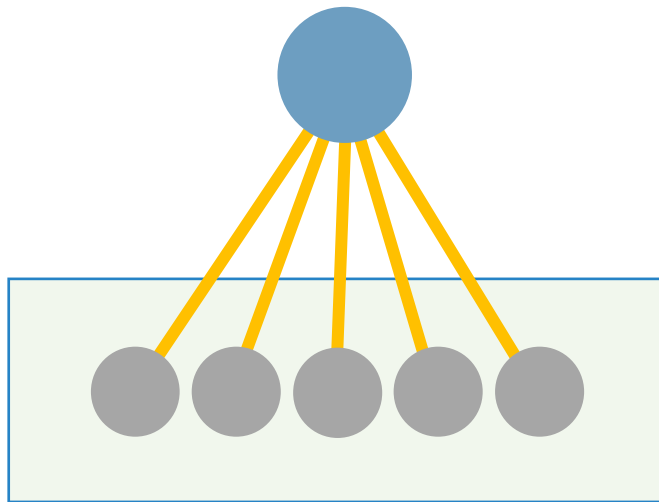
Looking back to the good old days is not the answer



Embrace the power of your members

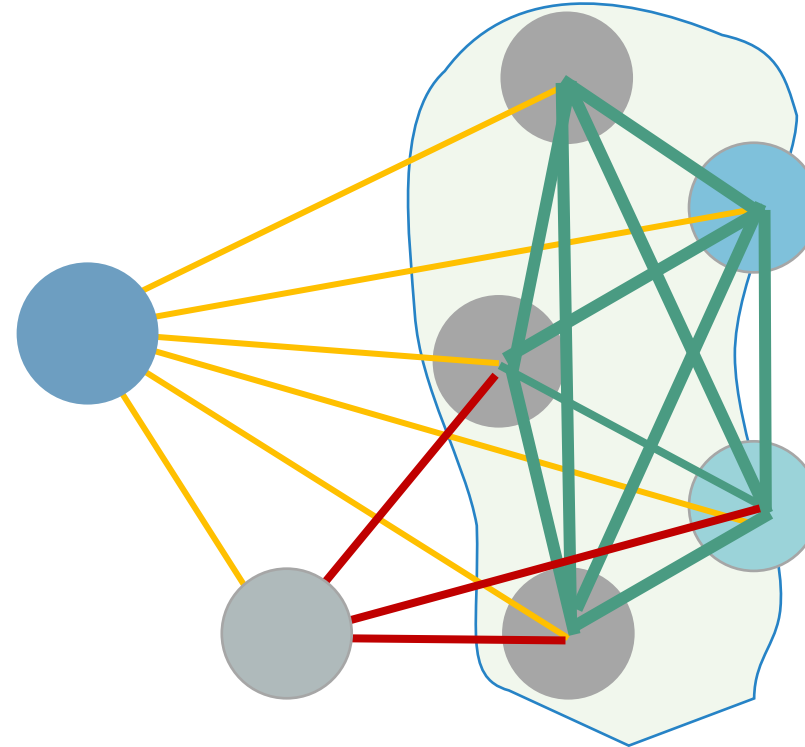
Top down approach

Working **for** the members
(value= connection between organization and member)



Collaborative approach

Working **with** the members
(value= connection between member and member)



Create an agile environment for your organisation





Conclusion – some practical tips & tricks

3 things to do !

Be a member for one day!

What if our association did not exist?

Create a member expertise matrix!

>>> start today !

What if our association did not exist?

Make a list of all member benefits	Where would a member find the same service/product if our association did not exist?	What is different between the two offerings (cost, process, ...)?
...	<>
...	If you can leave this box open, this means you have a unique benefit (USP) !!!!	This analysis will also give you insight into the how and what of the benefit, which can be helpful in respect to the 'teach our members to be a good member'-approach
		If the 'external' offering is better, why continue this as a benefit? Or at least try to make yours better!

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