



## CASE STUDY

### New Revenue Streams & New Members Technology Council of Central PA

*A non-profit professional association had declining membership and revenue.*



#### THE NEED FOR CHANGE

The Tech Council's new CEO did a listening tour and found a range of critiques and curiosities about the organization's strategic direction. Later, when the pandemic halted in-person events, TCCP's main revenue source, the need for a strategy and value proposition refresh was unquestionable.

The Tech Council needed new ways to provide value that would retain, diversify, and attract new members, while advancing its economic development mission.

#### WHAT WE DID



Regional analysis identified large and growing segments that were not being reached. Interviews with members and non-member IT leaders revealed their top 5 priorities. Profiles for two new audiences were defined.

These market insights were used to brainstorm, select ideas, and flesh out new service concepts. Ten strategic options were presented, discussed, and voted on by the leadership in collaborative sessions.

#### RESULTS



##### **New Members from New Audiences**

Within 2 years, membership nearly doubled and includes more young professionals, people of color & IT professionals.

##### **More Customers & Volunteer Engagement**

40+ member-volunteers lead new programs that meet their needs to stay sharp and apply their skills to big challenges.

##### **Support for New Direction & New Funding Source**

The new strategy and budget included expanded categories for membership and a charitable entity to receive grants.

#### AT A GLANCE

##### Challenges

- Downward Revenue Trend
- Consolidated Customer Base
- Shrinking Value Proposition
- Public Perception
- Low Volunteer Engagement
- Revenue Losses from COVID

##### Benefits

- New Programs and Services
- Revenue Growth
- Membership Growth
- Vision Inspires Stakeholders
- Increase in Volunteers



"I wanted you to know that the plan is working.

What you and your team pulled together has provided a great roadmap for me – hard to believe we're about to kick off year 3!"

##### **Ann Hughes**

CEO, Technology Council of Central PA

[www.alignltd.com](http://www.alignltd.com)