



How to Generate Revenue from Your Community

What if you could bring helpful, meaningful advertisements to your community—and make money for your organization?

Communities offer the perfect ecosystem for creating on-point and targeted ads, sponsor relationships, and revenue opportunities around events, conferences and more. Many Higher Logic clients are getting creative with their online communities as a successful platform for generating additional revenue, several securing enough revenue to meet or exceed the cost of their community.

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Before we even launched the site to members, we had secured new advertising revenue that exceeded the cost and implementation of the new site.

*– Brett Wangman, President
The Center for Association Growth (TCAG)*

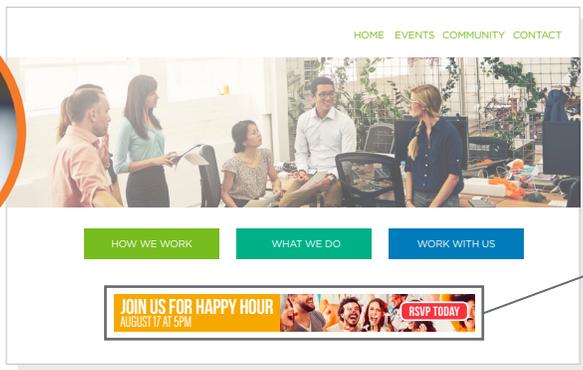
DIGITAL OPPORTUNITIES

Personalized Community Home Page

Your community can help grow a variety of different revenue streams by targeting specific members with the right content at the right time.



TOM GARCIA
Non-Member



The community platform makes it easy to get non-members excited about your organization. By offering a limited “trial period” John Smith is able to peak behind the curtains, so to speak, and see the value that your community delivers. Leverage built-in automation rules to walk John through the journey from trial period to paying-dues member!



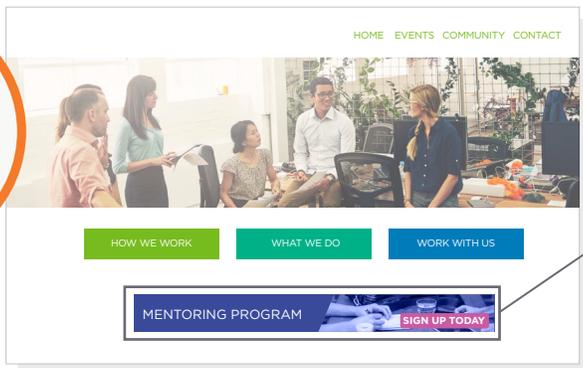
EMILY DAVIS
Member



Members already have access to most of your community, but there's still more value to deliver! Promote your various sponsors, upcoming events, publications or any additional member value-adds.



SHERRY SMITH
Chapter Leader



Champions shouldn't feel left out either. Promote volunteer opportunities, mentoring programs, education and training.

Types of Revenue streams to promote!

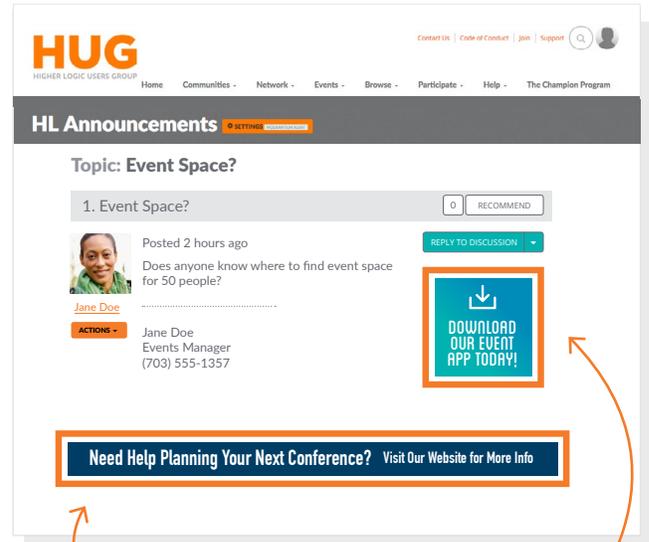
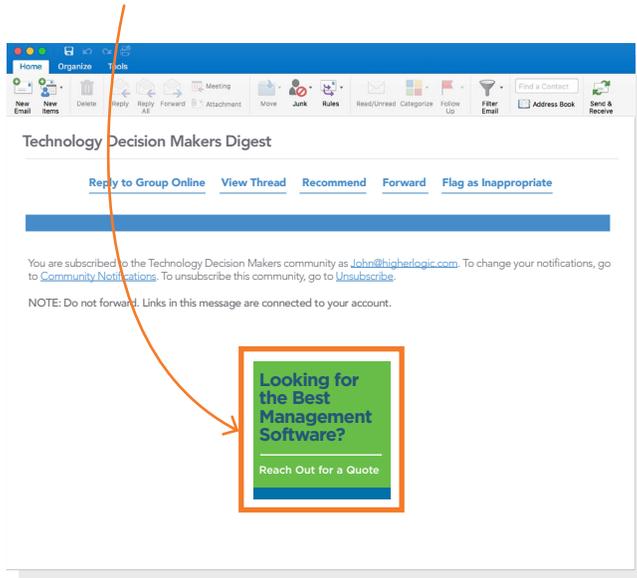
- » Sponsor/Ad placements
- » Events/Conference registrations
- » Volunteering
- » Member benefits – reasons to join
- » Online Education offerings
- » Certification
- » Publications
- » Mentoring

DIGITAL OPPORTUNITIES

Discussion Ads

Sponsors love it when you can deliver a targeted audience. Leverage the communities you've already built to make your sponsors happy and promote their products and services!

Email Ad



Discussion Ads

DISCUSSION GROUP MESSAGE

Ad Type: Plain text with hyperlink
Cost: \$300/Month
Ad Revenue: \$3,600/Year

The "Post Powered by" includes the sponsor hyperlink below the signature field in every discussion post.

DISCUSSION GROUP MESSAGE

Ad Type: Button Ad (150x150)
Cost: \$2,500/Month
Ad Revenue: \$30,000/Year

The button ad is included in every online discussion post.

CLIENT SPOTLIGHT

The International Franchise Association (IFA) is a great example of a community that fully understands the power of advertising—even with simple, strategically placed banner ads, they created a strong revenue generator, more than paying for the platform itself.

In 2015, IFA generated over **\$100,000** in community ad revenue, with **8,000 visits** per month to their website.

Sponsor Community/Communities

Create a clearly marked community where members can post, ask questions, and build relationships with **your sponsor**.



EVENT OPPORTUNITIES

Convert Attendees to Paying-Dues Members

Having an event community is a great recruitment tool for non-members. By registering for the event, a non-member is able to network and engage with other attendees online before, during and after the event. Put on a great show and it would be hard NOT to join the association!



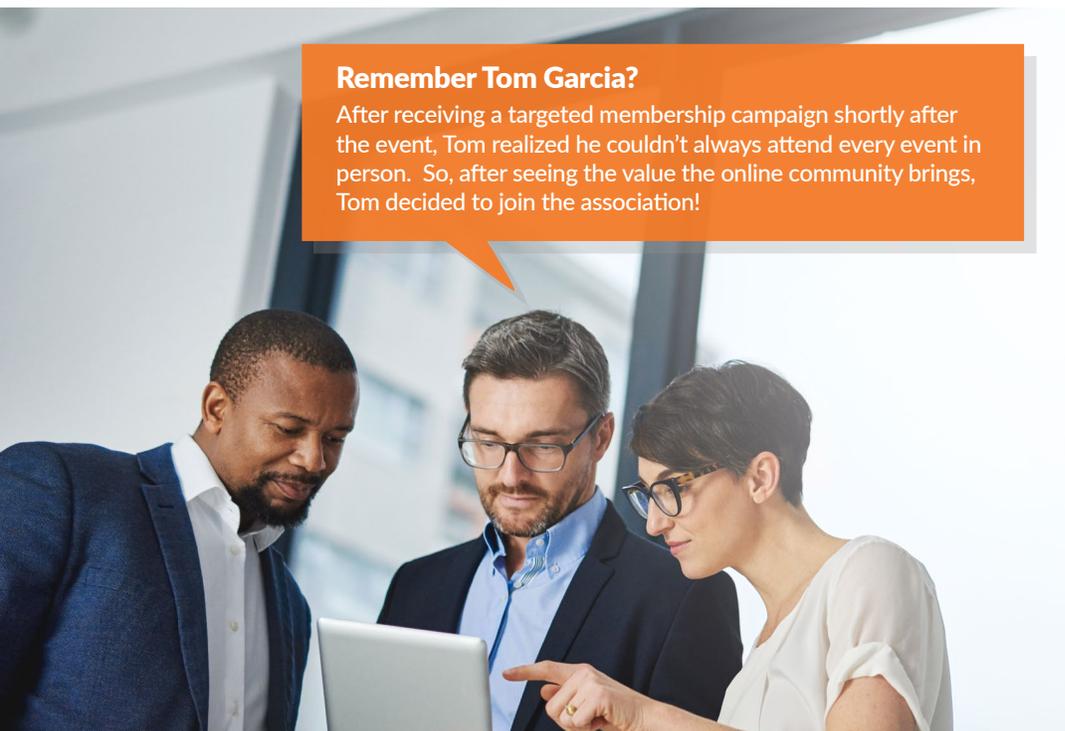
Member or Non-member registers for event



Community is automatically built for event



More engagement before, during and after event!



Remember Tom Garcia?

After receiving a targeted membership campaign shortly after the event, Tom realized he couldn't always attend every event in person. So, after seeing the value the online community brings, Tom decided to join the association!

ADDITIONAL RESOURCES

[Community ROI: Generating New Revenue Streams \(Case Studies\)](#)

[Executive Playbook: A Complete Community Guide for Association Executives](#)

CONTACT US

If you'd like to learn more about how Higher Logic's platform can help generate revenue for your organization, call **(202) 360-4402** or [request a demo](#).

Higher Logic is an industry leader in cloud-based community platforms. Organizations worldwide use Higher Logic to bring people all together, by giving their community a home where they can interact, share ideas, answer questions and stay connected.

CLIENT SPOTLIGHT

Dynamic Communities realized its CRMUG community received **10x more registrations** coming from the online **Higher Logic community** to their annual conference, Summit, than any other source.



*Summit is our annual conference that comprises **60 percent of our revenue**— it's by far our biggest event of the year. Being a major driving force, the annual conference relies on the success and growth of CRMUG Collaborate to drive revenue and membership in so many meaningful ways.*

— Andy Hafer, CEO
Dynamic Communities

Since launching, Summit has seen **33% growth in attendance** year over year at its annual conference, which has added to **strong revenue growth**.

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