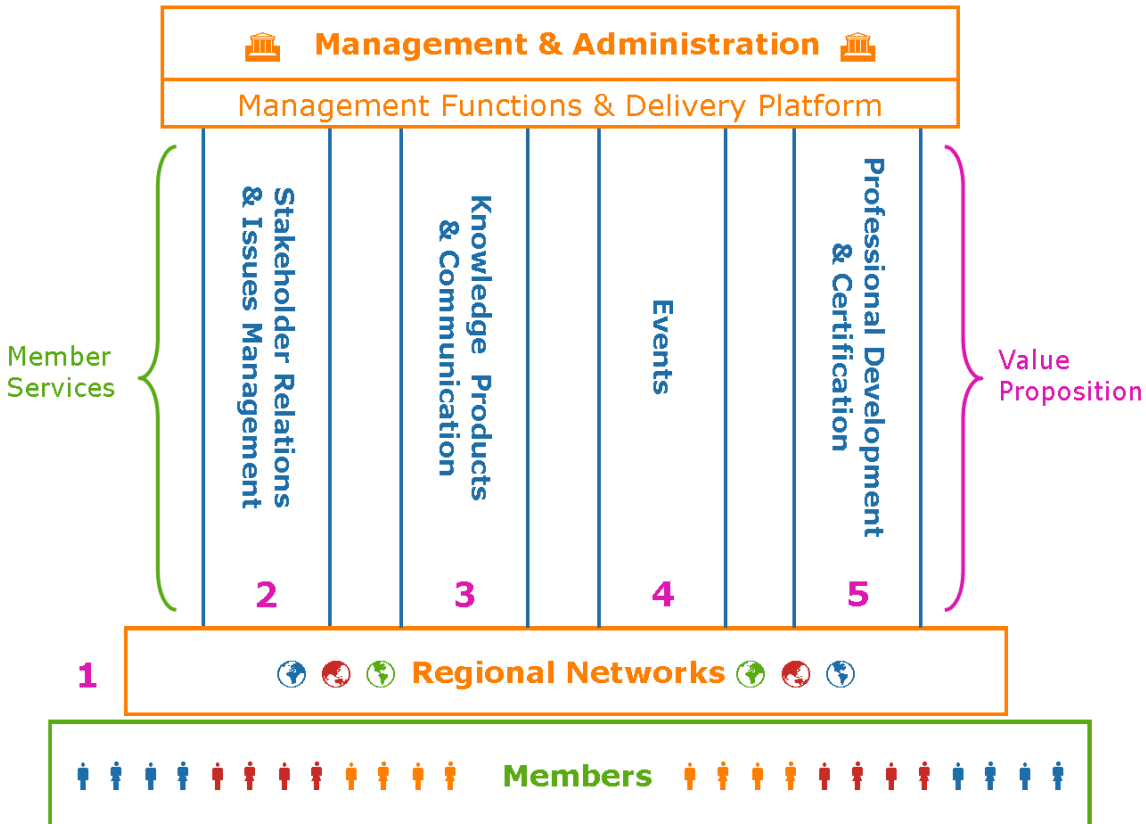


Sustainability Model for Membership Organizations¹



The 5 Pillars of the Sustainability Model

1. REGIONAL NETWORKS

These networks support the organization and provide grass roots level connectivity.

2. STAKEHOLDER RELATIONS & ISSUES MANAGEMENT

These activities are formidable member services. They support the visibility of the organization and the production of relevant knowledge products.

3. KNOWLEDGE PRODUCTS

Relevant information is a valuable member service and a revenue opportunity.

4. EVENTS

Events keep members engaged and they are a source of revenue.

5. PROFESSIONAL DEVELOPMENT & CERTIFICATION

Professional development and certification opportunities increase credibility and member value. This is also a key revenue-generation area.

¹ Copyright Zzeem, Inc. 2011. No reproduction without authorization.