



## The ROI Conversation Most Association Leaders Aren't Having

### A Numbers Exercise for Association Leaders

In almost every discovery call we have with a new association; the same question comes up within the first ten minutes:

**"Are we getting our money's worth from YourMembership?"**

It's a fair question. But after working with more than 100 associations on this exact platform, we've learned it's usually the wrong one. We believe the better question is hiding in plain sight



### Hidden Costs Don't Show Up on Your Invoice

Think about your team's last month.

How many hours were spent fixing registration issues?

How much time was spent exporting data into spreadsheets because reports weren't providing the information staff needed?

How often did someone manually complete a task that the system should have handled automatically?

Let's talk about a common pattern for associations using YM:



If five staff members spend just two hours per week on manual workarounds or troubleshooting, that's more than 500 staff hours per year.

At \$25 per hour, that's \$12,500 annually.

That's enough to fund a marketing campaign, invest in new technology, or send staff to industry conferences.

And for many associations, the actual cost is much higher.

The real cost isn't the labor itself.

It's the opportunity cost.

Every hour spent managing inefficient processes is an hour not spent growing membership, improving programs, strengthening partnerships, or increasing revenue.



**The biggest AMS costs rarely show up on your invoice. They show up in the hours your team spends working around processes that should be working for them.**

Most association professionals already wear multiple hats. When technology creates friction, frustration builds. And eventually, frustration can become turnover.

According to Momentive Software's *State of the Mission Driven Workforce* report, 82% of mission driven professionals say disconnected systems contribute to burnout, and 63% of those experiencing technology related burnout are actively exploring other job opportunities.

We see this play out for our clients, staff members dread working on the platform and have lost all motivation to try to make it work.

Replacing an employee can cost anywhere from 50% to 200% of their annual salary when recruiting, onboarding, training, and lost productivity are considered.



There's also the loss of institutional knowledge.

That person who knew exactly how the event registration was set up, or why the renewal report runs the way it does... when they leave, that knowledge leaves with them. And the person who replaces them starts from scratch



### **Is Friction Costing You Members?**

This may be the most important ROI question of all.

Your members don't care how your AMS is configured.

They care about their experiences.

*Can they join easily?*

*Can they renew without confusion?*

*Can they register for events quickly?*

*Can they complete transactions without contacting your staff?*

Every extra step creates friction.

Every abandoned registration or delayed renewal represents potential revenue left on the table.

Many associations invest heavily in member acquisition while overlooking the experience members encounter once they arrive.

But member experience and revenue are directly connected.



When joining, renewing, and engaging are easy, members are more likely to stay connected to your organization.

When those experiences create frustration, retention suffers.

**The strongest associations don't view their AMS as a cost center. They view it as a strategic asset that reduces friction, supports staff, improves member experiences, and enables growth.**

### **The Better ROI Question**

Instead of asking:

"How much does YourMembership cost us?"

Ask:

- How many staff hours does it save us?
- How much friction does it remove for our team?
- How much easier does it make it for members to join, renew, and engage?
  - How much revenue might we be leaving on the table because of inefficient processes?

Those are the questions that reveal the true ROI of your AMS investment.





**Starkweather Association Services**  
Thinking Ahead. Preventing Failures. Protecting Revenue.

## **What If Your Biggest ROI Opportunity Is Hiding in Plain Sight?**

Most associations don't realize how much time, revenue, and staff capacity is being lost to inefficient processes until they take a closer look.

Our YM Assessment helps uncover hidden bottlenecks, reporting gaps, manual workarounds, and missed opportunities that could be impacting your organization's growth.

You might discover that your biggest ROI opportunity isn't a new investment.

It's getting more value from the platform you already have.

### **TAKE THE NEXT STEP**

#### **Discover Your Hidden ROI Opportunities**

Prefer to Talk Through It With an Expert?

Complete the assessment and schedule a complimentary discovery call with our team.

We'll review your results, identify opportunities for improvement, and help you determine practical next steps.

#### **Schedule Your Complimentary Discovery Call**