ORCHID | salesforce PARTNER

ORCHID CONNECT · FOR ASSOCIATIONS

The Silent ROI Gap

Why associations underuse Salesforce, how to spot it in your org, and how to fix it.



Many association Salesforce environments underperform. Some run at 10-20% of what the platform can do. Others use it heavily and still lose revenue through workarounds, stalled renewals, and reports few people trust the first time they're pulled.

Salesforce can do far more than most associations ask of it. The gap comes from how it was implemented, and that's fixable.

Why it matters

Associations that see little value pay for features no one uses

Associations that see real value add portals and automation

Association leadership often thinks the system is fine; staff know it isn't. That gap is your first signal.

The 5 problems we see most

1

Weak member engagement

Members call the office for things the portal could handle.

"Members still phone us for that."

2

Data no one trusts

Three people pull one number and get three answers.

"Which report is right?"

3

Low staff adoption

Work happens in spreadsheets, shared drives, and one veteran's head.

"We track renewals in a spreadsheet."

4

A fraction of the platform in use

Basic contacts and dashboards. Portals, automation, segmentation sit idle.

"We'd need a consultant for that."

5

Bottlenecks

Every process routes through one person.

"Only Samantha knows how to run that."

"Little problems everywhere. Add them all up, it's a lot of revenue lost."

Tanya Renne
Founder & CEO, Orchid Connect

What top associations do

Go out of the box first

Use what the platform already does; customize only where the case is specific.

Own their system

Staff build their own reports and workflows without calling a consultant.

Treat the system like a product

Each new piece builds on the last, so every future change costs less.

Reuse 80% Customize 20%

Most association processes follow common patterns. Save custom work for what's truly unique.

6K members returned

One national fraternity had a stalled implementation. Orchid fixed renewals first, then new member certification, then event insurance compliance, each in weeks. Chapters now manage their own rosters, reports, and signatures. The technology wasn't the only reason members came back, but it was a strong enabler of the results.

$1M in first-year revenue

One association is rolling out seven portal experiences for members, sponsors, students, and affiliates, and expects to retain or grow about $1M in year one.

Who the Roadmap is for

Good fit

Associations on Salesforce for 12+ months, facing any of the 5 problems, or burned by a previous partner.

Not a fit

Not yet on Salesforce.

The Salesforce ROI Roadmap

A 30-minute 1:1 with you and Tanya Renne.

You leave with a prioritized list of what to fix, sequenced by effort and impact. No obligation to continue.

Book Yours

Solved. Simple.

Orchid Connect

Salesforce consulting, managed services and tech specializing in associations, nonprofits, and membership organizations.

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