

Business as usual is not an option in 2020. Your members are scared. Their businesses, livelihoods and loved ones are at risk.

Associations have a unique opportunity to fulfil their primary mandate by leading their members successfully through this crisis.

This free template has been designed to assist associations to develop a clear, simple, and focused strategy that delivers powerful value for members while also securing the sustainability of the association.

Watch a free webinar on this topic on Friday 27 March from 1pm-1.45pm QLD time. A recording can be found at: www.answers.net.au.

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Pandemic Management Strategy for Associations



DEMONSTRATE CONSISTENT, PURPOSEFUL, AND CALM LEADERSHIP

- Implement a clear written strategy that outlines a considered and realistic pathway forward through the crisis.
- Establish a strong network of allies who share your agenda (may include competitors).
- Ensure regular, consistent and clear messaging to stakeholders throughout the crisis.
- Begin preparing strategies to deal with the recession that will follow the pandemic crisis.

"Associations were made for times such as these. This is your opportunity to fulfil your associations primary mandate. Take the opportunity to innovate, make bold changes, and be open to ideas that may have been inconceivable a few weeks ago. You can do this – and will emerge stronger because of it."



POWERFULLY EXERT INFLUENCE TO SECURE SUPPORT FOR MEMBERS

- Secure short-term assistance required from government for members (eg: stimulus initiatives or local procurement requirements).
- Prepare the groundwork for recovery projects to ensure these can be progressed as soon as possible.



PROVIDE MEMBERS WITH THE SOLUTIONS THEY NEED WHEN THEY NEED THEM

- Take immediate action to provide the right support to each member segment – and be prepared to innovate to achieve this. Adapt to the new work from home requirements.
- Be a trusted source of truth and curated insights by keeping members up-to-date on issues and trends that affect them.
- Facilitate connections between those in the community to enable them to share stories, and to ask for – and offer - support.
- Provide health, mental health support and financial relief for members where possible and appropriate (eg: crisis hotline, dues relief).



ENSURE THE FINANCIAL SUSTAINABILITY OF THE ASSOCIATION

- Understand the new financial position of the organisation and undertake proactive cashflow management by cutting unnecessary costs and identifying the shift in income (eg: move to online events)
- Manage your existing sponsors and plan your recovery strategy. The objectives of sponsors will have shifted, and you must be ready to deliver.
- Ensure staff are supported to deliver the plan outcomes in an environment where they are likely experiencing trauma.
- Minimise the risk of staff away ill by automating and streamlining processes where possible.