Growing Membership and Support: Captivating Campaigns and Case Studies

Portland Development Commission
222 NW 5th Avenue
12-1:30pm

Are your member/donor solicitations selling themselves or is your business district selling itself short? Do you need help getting peak performance from your annual campaign?

Come to Growing Membership and Support: Captivating Campaigns and Case Studies to hear from business district membership and relationship masters and learn how to distill your messages, make your benefits sing and reap the rewards of renewals.

Campaign Case Studies

- NE Broadway
- Parkrose
- South Portland

Led by Heather Hoell and Laura Becker, November 7, 2012

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Our Panel

- **Murray Koodish**
  NE Broadway
- **Alison Stoll**
  Parkrose
- **Brian Alfano**
  South Portland

Case Study: NE Broadway

Making Business Better on Northeast Broadway

NEBBA

Everything you need to know about the Northeast Broadway Business Association

EVERYTHING for EVERYDAY

NE BROADWAY

OUR GOAL

is a vibrant and successful business district that is a great place to work, shop, play and live.

NEBBA is an all-volunteer group made up of businesses and residents from the NE Broadway-Weidler corridor (6th to 33rd) and is supported by membership dues.

We work together to make our businesses more successful, while promoting, preserving and strengthening our community.

MEMBERSHIP BENEFITS

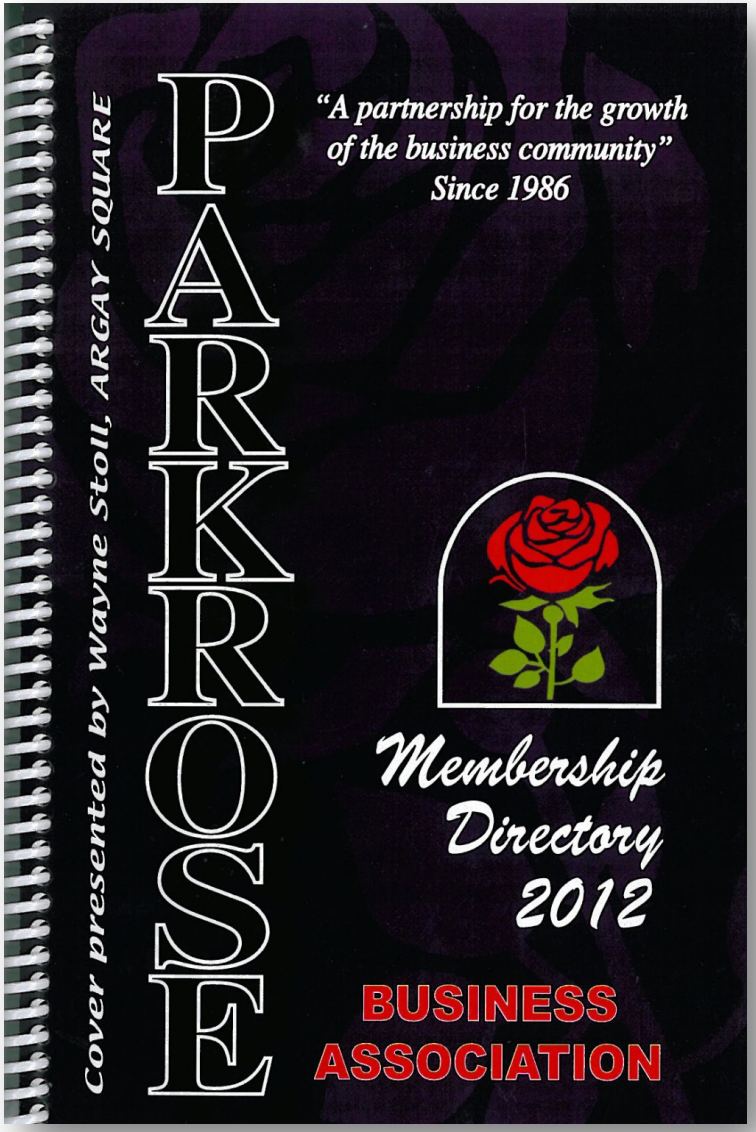
- Premier expanded listing with a logo and link to your website on nebroadway.com. Filled with business listings, news, events and more, the site markets us to area residents and visitors, acting as a resource for everything NE Broadway. As a member, your listing will appear at the top of your category with a bold nameline and description.
- Thousands of dollars of co-op marketing to build the business district's identity, encourage neighbors to Shop Local, promote your businesses and increase website traffic and visibility.
- Fun networking social events every quarter where you can casually meet and chat with owners and employees from local businesses, while enjoying complimentary drinks and snacks.
- Two major annual sales and marketing events, the Summer Super Sale in July, and Lights on Broadway in December (with an additional fee). NEBBA coordinates major co-op marketing, online and print advertising, PR, and activities for both promotions.
- Monthly meetings and digital communication to keep you well informed, help organize and publicize events, and gather your ideas to shape our common community initiatives.
- NEBBA is a strong liaison with surrounding neighborhood associations and local government – so your voice is heard when it matters on important issues.
- Advocacy and educational opportunities thanks to NEBBA's membership in Venture Portland. Enjoy low-cost seminars to help build your business and benefit from citywide advocacy on behalf of our NE Broadway district.

Case Study: NE Broadway

STRATEGIC MEMBERSHIP CAMPAIGN WITH YEAR-OVER-YEAR GROWTH

- 100+ Members (43% increase over 2011)
- Membership Chair, Block Captains, Contractor
- Property Owner Campaign – 6 new members
- Networking Events – Increased Attendance 300%
- Improved Website
- Increased Dues 54% and Membership 160% Between 2009 and 2012
- 2012 Business District of the Year

Case Study: Parkrose



Case Study: Parkrose

2010
Spirit of Portland
Award Winning Business Association

PBA

Parkrose Business Association

Membership
2012 Roster

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PARKROSE BUSINESS ASSOCIATION

MEMBERSHIP ROSTER for 2012

A

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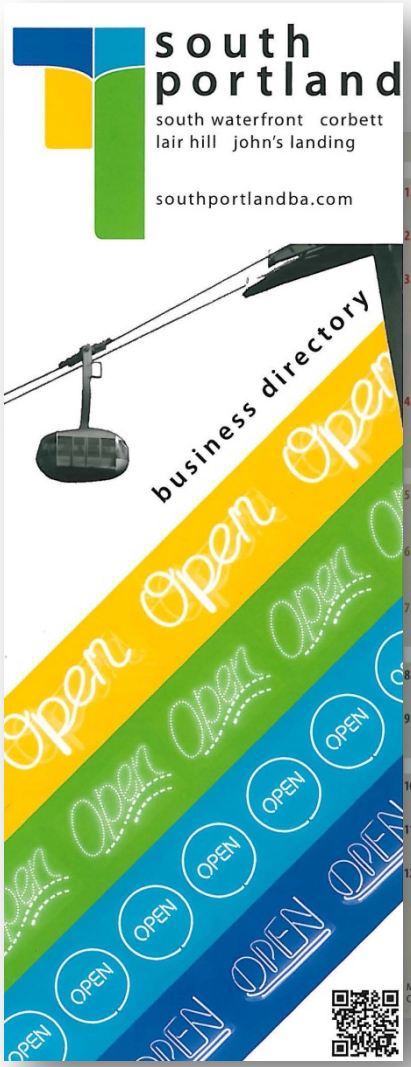
Case Study: Parkrose

MEMBERSHIP RETENTION THROUGH STRATEGIC PROGRAMS AND BENEFITS

- Directory
- Monthly Member Luncheons
  - Member Spotlight
  - Raffle
  - 50/50
- 2010 Business District of the Year

Case Study: South Portland



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Case Study: South Portland

INVESTMENT IN STAFF AS MEMBERSHIP DEVELOPMENT TOOL

- Strategic Budgeting of Resources to Hire Staff
- Doubled Membership
- District Map as Tool for Cultivation, Retention and Revenue

Questions?

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