



A professional or industry association, also known as a 'professional body,' is a group that represents the interests of a particular industry. As umbrella organizations, they can assist individuals and organizational members through learning, networking, quality control, lobbying, and research. Does not include unions.

## INTERNAL USE ONLY

## CAPTRUST EXPERIENCE

### CAPTRUST AT A GLANCE

Clients – 92

Total Assets – \$9.0 billion

Plans/Pools – 135

Plan/Pool Types – DC (76), OAP (22), NQ (16), E/F (16), DB (8)

Top Providers – TIAA, Empower, Schwab, DB Performer

### EXPERIENCED ADVISORS

- Wat Keys (6)
- Ernest Liebre (5)
- Mike Genovese (3)
- John Martin (3)
- John Weber (3)
- Lisa Miller (2)
- Scott Thomas (2)

## INDUSTRY BACKGROUND

### POINTS OF INTEREST

- Organizations in this industry generate revenue through corporate partnerships, private donations, government grants, and membership fees.
- Industry has contended with declining popularity of industry activities and increased competition from digital media, both of which have tempered revenue growth. Additionally, the COVID-19 pandemic created barriers to industry activities, disrupting industry growth but was a catalyst of the industry's quick transition to virtual conference and communications.
- To better reach young professionals, organizations will increase their presence on social media and other digital platforms, while taking more proactive measures to engage new and existing members.
- As the potential pool of members expands from the increase in size of downstream markets, professional organizations will likely hire more workers to improve their outreach efforts to both members and government officials.

### COMMON TERMS

- Member acquisition
- Member renewal

### EXTERNAL RESOURCES

- Marketing General Inc. Membership Marketing Benchmarking Report [marketinggeneral.com/knowledge-bank/reports](https://marketinggeneral.com/knowledge-bank/reports)
- Membership Marketing Blog [membershipmarketing.blogspot.com](https://membershipmarketing.blogspot.com)

## FOR THE CHALLENGER

### CHALLENGES

#### Corporate

- Limited time is focused on investments as organizations' members are stretched timewise already in their "day jobs;" makes it difficult to schedule meetings and obtain decision-making quorum
- Maintaining their objectives with reduced earnings; need a good reputation to attract new members
- Shrinking employee base and need access to a large pool of volunteers to help grow
- Low salaries to workers
- Dues paying client base with issues relating to economy
- Volatility and real return after inflation
- Industry operators are expected to require additional workers to adapt to new technologies and navigate increasingly complex regulations to make their marketing and advocacy endeavors more effective

#### Retirement

- Having a small number of key executives can cause some constraints in setting up a 401(k)
- Pensions – keeping the funding ratio at, near, or above the 100%

### CLIENT OUTCOMES

- Successfully preplanned liquidity provisioning for operating reserve assts to backfill margin shortfall
- Reduced recordkeeping fees
- Added plan fiduciary oversight when none existed
- Implemented participant advice services with success for participants and plan sponsors
- Provided materials and information (with management/staff approval) beyond the scope of the professional organization as members are also conduits to their own downstream business or organization