

2023 CASE STUDY

Growing a National Organization

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ABOUT

Frederick Mountain Group (FMG) is focused on helping your organization succeed on your terms. FMG is a full-service business and organizational development consulting firm.

We help clients identify what success means for their organization.

Many people learn about Frederick Mountain Group from our successful marketing clients. Marketing is a service we provide for our clients once they have a complete strategic plan with clear, measurable goals defining success.

This case study highlights the power of our strategic planning tools to help a national, non-profit, membership organization for medical professionals.

**FREDERICK
MOUNTAIN GROUP-
THE DIFFERENCE
BETWEEN A GOOD
IDEA AND A GOOD
RESULT**

EXECUTIVE SUMMARY

This case study is a 2023 update on the progress of a FMG client, a national organization for medical professionals.

When they first contacted us in 2019, they were unhappy with their current consultant. They wanted to re-establish the organization's prominence after years of neglect. They had declining membership, an outdated website, and their non-profit status had lapsed.

We began our marketing work January 1, 2020. Within 3 months, COVID-19 hit. Despite the global shock and many medical professionals in the organization becoming front-line responders to the COVID-19 pandemic, the organization grew: 20% increase in memberships, 2 new sponsors, and a 13% increase in monthly revenue.

As of October 2023, they have 6 new sponsors, an additional 72.5% increase in memberships, and an additional 124% increase in monthly revenue.

The value of the 360-Degree Marketing Package is consistent marketing and communication that builds continued success year over year.



Scope of Work

2019 -Strategic Planning

We worked with the board to establish 1-Year goals and designed a turnaround approach to re-establish the organization and clean up the organization's messaging

2020 to Current Customized 360 Degree Marketing Package:

- Website Redesign with Membership Management Software Integration
- Two to three blog articles per month
- Organic social media calendar creation as well as daily engagement on social media accounts
 - Email Marketing (2x month)
 - Webinar Design and Management
- Google Ads-creation and management
 - Facebook Business Manager ad creation, audience targeting, adjustment, and monitoring
- Monthly reporting to client

RESULTS

80% Increase in Membership in 2 years

6 New Sponsors in 4 years

124% Increase in Monthly Revenue in 2 years

THE CHALLENGE

The challenges were significant, and we were honest with the Board of Directors that they needed more staff to re-establish the organization and start growing.

The Board agreed to hire an administrative assistant to help us process and manage memberships, donations, and sponsors. We agreed to work on a base fee with a performance bonus for the first year to prove our value.

We got to work quickly to handle their website redesign, membership software integration, and help with regaining non-profit status.

By the end of 2020, we had move the organization from surviving to growth mode.



HOW WE HELPED

Website

Our first task was to clean up and modernize the organization's website. We needed to better integrate their donor and membership database, WildApricot, with a contemporary website that would be inviting. Because cost was a major issue, we built the new website on Wix. We were able to complete this process within 30 days so that we could begin our 360-Degree marketing program to drive potential members, donors, and sponsors to a professional website.

A Pandemic Emerges

March 1, 2020, major conferences like South by Southwest, the American Academy of Dermatology, and several others were considering canceling due to the rising threat of COVID-19.

We convened with the board and decided our original goals and the plan to reach those goals were not possible. We shifted our work to support the organization's medical professional members who were now on the frontlines of the worst pandemic in nearly a century.

HOW WE HELPED CONT'D

For the rest of 2020 and 2021, we focused on creating new ways to help the organization show value and increase membership.

We helped the organization move online and host meetings and webinars via Zoom. We continued to produce timely and relevant content for their membership that was shared across social media, email marketing, and the website. By the end of 2021, they had more members and sponsors than ever before.

Two years later, membership and revenue have continued to increase. The organization is looking forward to expanding their presence at more in-person and virtual events in 2024.

RESULTS BY THE NUMBERS

2020 - 2021

2021 - 2023

20% INCREASE IN MEMBERSHIP

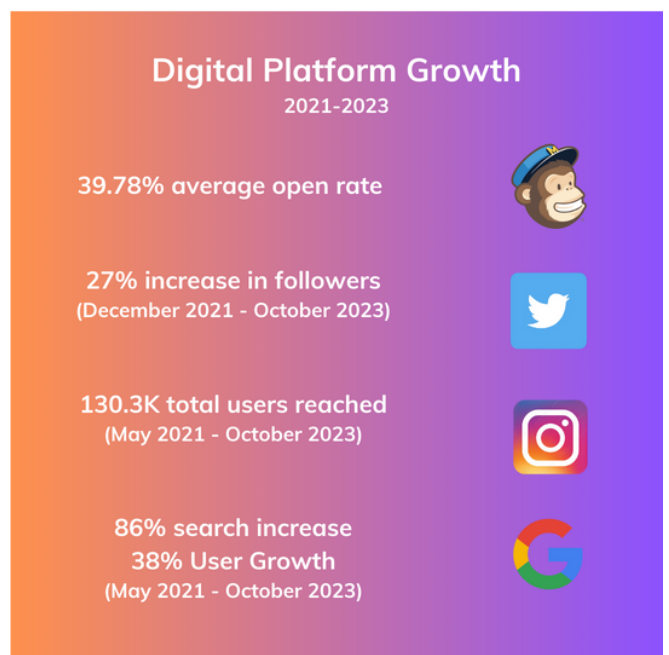
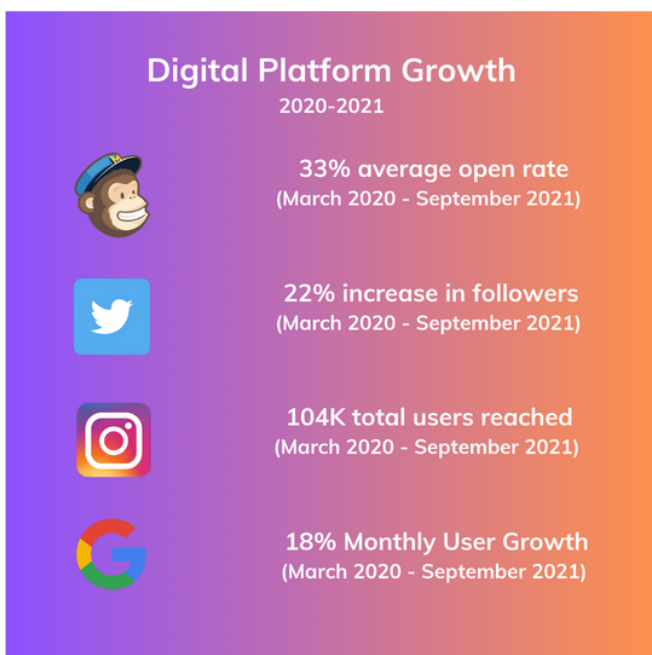
80% INCREASE IN MEMBERSHIP

2 NEW SPONSORS

4 NEW SPONSORS

13% INCREASE IN MONTHLY REVENUE

124% INCREASE IN MONTHLY REVENUE



FINAL THOUGHTS



Creativity, empathy, and collaboration helped this organization grow.

Despite financial constraints and no staff, this organization's board came together to create digital spaces to connect.

We continue to support the organization with email and social media marketing. This growth occurred organically, by creating timely, relevant content that members and potential members found useful.

"The Board would like to take the opportunity again to thank you for all of your help marketing for our organization during such a difficult time of growth during the last 1.5 years. We have been impressed with the way you keep us relevant on social media, the monthly newsletters, and how you help keep us on track to be the advocates we want to be for patients and our PA members."

- Board Treasurer

QUESTIONS?

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