

Avenue M Solutions

We're a global, full-service research and consulting organization with expertise in driving member growth, increasing revenue, and building brands.

Avenue M can help your association unlock its potential through research, strategy, financial modeling, and DEIA initiatives.

Ready to unlock your potential?

1. **Research and Insights:** Avenue M helps associations dig below the obvious using creative research techniques to get the insights needed to achieve your goals. We provide member needs assessments, branding and communication studies, conference and event surveys, industry and workforce studies, and marketplace analysis.
2. **Membership and Marketing:** We customize our work to your specific needs to deliver actionable insights and realistic solutions. We provide audit and assessments of your current efforts and develop strategic and tactical marketing plans to help you achieve your goals.
3. **Dues Modeling and Restructuring:** Avenue M has extensive experience aligning value with cost through research, financial modeling, and market testing. We can help you explore a variety of models, weigh the risks and rewards, forecast possible outcomes, and help you transition to a new model.
4. **Strategy and Facilitation:** Imagine a strategic planning process that uses organizational strengths and research to help you discover the best of what is, envision what could be, and adjust practices to create positive change. Develop a data-driven, visionary, and realistic strategic plan with an experienced partner who has the capacity to conduct meaningful research and assess your current environment.
5. **Governance and Staff Alignment:** Avenue M can help your organization build or modify its existing governance structure while ensuring your key stakeholders feel engaged and part of the process.
6. **Diversity, Equity, Inclusion, and Access Guidance:** Avenue M helps associations advance diversity, equity, inclusion, and access through workforce studies, volunteer engagement and governance, and social network analysis.

Learn more at www.avenuemgroup.com or contact Sheri Jacobs, FASAE, CAE, at Jacobs@avenuemgroup.com

Avenue M: What Makes Us Different

1. We Wrote the Book on Membership

We have a proven track record of helping organizations align with the changing needs of an industry, while ensuring the organization has the support of its volunteer leaders. We engage with forward-thinking association partners, frequently speak at industry events, and continually learn from all industries, regardless of tax status. Our CEO is the best-selling author of *The Art of Membership* and *Pivot Point: Reshaping Your Business When It Matters Most*.

2. Size Really Does Matter

When you are selecting a partner for an important initiative, size and industry knowledge matters. We have found that a team of our size is the sweet spot that allows us to make sure every client receives superlative focus and attention. Unlike smaller groups, we have the bench strength and bandwidth to handle the ebb and flow of business. Unlike larger groups, we will never assign a junior team member to your project with just executive swoop-ins. When you partner with Avenue M, you get the A+ team every day.

3. Our Commitment and Dedication is Unsurpassed

Sheri Jacobs, FASAE, CAE worked in associations for many years prior to becoming a consultant. She earned the CAE designation, was selected by peers to receive the industry's highest service award, and achieved the Fellow designation (bestowed on only 1% of the association community). Having served on a staff executive team as a Chief Marketing Officer and a member of the ASAE and ASAE Foundation Boards, Sheri can say, "I have sat in your seat" to almost every individual in this industry, including a chair, finance committee member, treasurer, executive staff, director, and manager. Most importantly, Sheri gives back. She donates all book sales profits to the ASAE Foundation and frequently offers pro bono services to underserved communities.

4. We Help Associations Achieve Real Results

By partnering with Avenue M, your association will benefit from our ability to provide realistic recommendations that result in measurable outcomes.

ABOUT US

At Avenue M Group, we believe all people should have the support and opportunities they need to succeed in a respectful, fair, and equitable environment. We have a deep commitment to advancing diversity within our firm and the association community.

CEO **ACT!ON** FOR DIVERSITY & INCLUSION



Avenue M's Guiding DEIA Principles

1. **Belonging:** Provide a safe, welcoming environment and cultivate an inclusive culture that respects and supports the contributions of diversity.
2. **Commitment:** Invest in and integrate diversity, equity, inclusion, and access (DEIA) in all aspects of the organization, including project assignments, leadership opportunities, education, and recognition.
3. **Knowledge:** Provide the necessary training and education to ensure staff are knowledgeable about issues surrounding DEIA, including bias, discrimination, and systemic racism. Give our team the knowledge and skills necessary to foster a sense of belonging and understanding of how to be allies to our peers, colleagues, and clients.
4. **Continued Improvement.** Aim to be honest and transparent with ourselves and each other about how we can do better in the areas of diversity, equity, inclusion, and access.
5. **Pledge:** To create a more diverse, inclusive, and equitable workforce, we have signed the CEO Action for Diversity & Inclusion pledge

OUR **FOUNDER** (and the story behind our name)

Sheri Jacobs, FASAE, CAE
CEO and President

Long before Sheri founded **Avenue M Group**, she questioned why so many associations spent their time (and money) pushing information out to its members rather than taking the time to understand and engage them. Over time, she thought, the lack of engagement could impact member recruitment and retention. She vividly remembers working on a direct mail campaign during the day and, that evening, moving a stack of promotional mailings from her mailbox to the garbage bin under her kitchen counter. It was in this moment that she realized how essential it was for associations to create a two-way street (or **Avenue**) between their organizations and their members (**M**) if they wanted to remain relevant in the future.

Sheri believed associations needed to understand what matters to their members, understand their stressors and challenges, and determine how to provide meaningful and accessible solutions at a price members were willing to pay. This would require listening to members and rethinking the value proposition, delivery channels, and/or pricing model. Sheri chose the name, **Avenue M Group**, because she had a strong desire to help associations engage their members (or **create a two-way street**) and achieve their missions.



CLIENT LIST

Association Related/Non-Profit/Other:

American Association of University Women
American Fraternal Alliance
American Library Association
American Mensa, Ltd.
American Society of Interior Designers
AMC Institute
ASAE
Association for Theatre in Higher Education
Association Forum
Association Forum of Chicagoland
Association Management Center
Association of College and Research Libraries
Association of Corporate Citizenship Professionals
Association of Corporate Travel Executives
Association of Fundraising Professionals
California Society of Association Executives
Choose Chicago
Colorado Society of Association Executives
Convention Industry Council
Exponent Philanthropy
Greater Public
International Advertising Bureau
Meeting Professionals International
National Association for Music Education
National Council for Jewish Women
PCMA
Philadelphia Convention & Visitors Bureau
Public Affairs Council
Professional Ski Instructors of America
Texas Society of Association Executives
Women's Basketball Coaches Association

Business/Financial/Legal

American Bar Association
American Health Lawyers Association
American Institute of Certified Public Accountants
Association of Proposal Management Professionals
Arizona Society of CPAs
ASIS International
Association for Corporate Counsel
Association of Corporate Citizenship Professionals
Association of Corporate Growth
California Society of CPAs
California Society of Enrolled Agents
CCIM Institute
CFA Institute
Club Management Association of America
Colorado Society of CPAs
Connecticut Society of CPAs
DRI Voice of the Defense Bar
Financial Executives International
Financial Planning Association
Florida Institute of CPAs
Georgia Society of CPAs
Illinois CPA Society
Illinois State Bar Association
Indiana CPA Society
International Advertising Bureau
Kentucky Society of CPAs
Massachusetts Society of CPAs
Michigan Association of CPAs
Minnesota Society of CPAs
Missouri Society of CPAs

National Association of Enrolled Agents
NAIFA
National Association of Bar Executives
National Association of Personal Financial Advisors
National Association of Trial Lawyers Executives
National Court Reporters Association
National Investor Relations Institute
New Jersey Society of CPAs
New York State Society of CPAs
Ohio Society of CPAs
Oklahoma Society of CPAs
Pennsylvania Institute of CPAs
Property Casualty Insurers Association of America
Society of Actuaries
Tennessee Society of CPAs
Texas Society of CPAs
Turnaround Management Association
Virginia Society of CPAs

Built Environment

American Institute of Architects
American Planning Association
American Society of Civil Engineers
American Society of Heating, Refrigerating and Air-Conditioning Engineers
American Society of Interior Designers
Appraisal Institute
Association of Wall and Ceiling Industry
Building Owners and Managers Association
Construction Management Association of America
Construction Specifications Institute

CoreNet Global
Design-Build Institute of America
Energy & Environmental Building Alliance
Green Building Initiative
Institute of Real Estate Management
International Code Council
National Association of Home Builders
National Association of the Remodeling Industry
National Institute of Building Sciences
National Frame Builders Association
National Glass Association
National Roofing Contractors Association
New Buildings Institute
Professional Landscape Network
Regional Hispanic Contractors Association
RMC Research & Education Foundation
U.S. Green Building Council
Urban Land Institute

Education

American Association of Colleges for Teacher Education
American Association of Physics Teachers
Association of Fraternity/Sorority Advisors
Association for Theater in Higher Education
Association of College Unions International
California Association of School Business Officials
Council for University Chairs of Obstetrics and Gynecology
Independent Schools Association
Maryland Retired School Personnel Association
National Association for Music Education
National Science Teachers Association
Texas Computer Education Association



CLIENT LIST

Healthcare and Medical Societies:

AABB
Academy of General Dentistry
Academy of Nutrition and Dietetics
Ambulatory Surgery Center Association
American Academy of Cosmetic Surgery
American Academy of Dermatology
American Academy of Family Physicians
American Academy of Hospice and Palliative Medicine
American Academy of Implant Dentistry
American Academy of Orthopaedic Surgeons
American Academy of Otolaryngology - HNS
American Academy of Pain Medicine
American Academy of Pediatrics
American Academy of Pediatric Dentistry
American Association of Clinical Endocrinologists
American Association of Critical Care Nurses
American Association of Endodontists
American Association of Equine Practitioners
American Association of Healthcare
American Association of Nurse Anesthetists
American Association of Neurological Surgeons
American College of Chest Physicians
American College of Emergency Physicians
American College of Health Care Administrators
American College of Healthcare Executives
American College of Occupational and Environmental Medicine
American College of Osteopathic Family Physicians
American College of Physician Executives
American College of Rheumatology
American College of Obstetricians and Gynecologists
American College of Surgeons

American Counseling Association
American Dental Association
American Epilepsy Society
American Gastroenterological Association
American Gynecological & Obstetrical Society
American Health Information Management Association
American Hospital Association
American Medical Association
American Nurses Association
American Optometric Association
American Osteopathic Association
American Pain Society
American Pharmacists Association
American Physical Therapy Association
American Psychiatric Association
American Public Health Association
American Society for Clinical Pharmacology & Therapeutics
American Society for Gastrointestinal Endoscopy
American Society for Nutrition
American Society of Anesthesiologists
American Society of Clinical Oncology
American Society of Colon and Rectal Surgeons
American Society of Regional Anesthesia and Pain Medicine
American Student Dental Association
American Thoracic Society
American Urological Association
American Veterinary Medical Association
America's Essential Hospitals
A.S.P.E.N.
Association for Academy Psychiatry
Association for Medical Imaging Management
Association for Advancing Physician and Provider Recruitment

APICS
Association of periOperative Registered Nurses
AWHONN
Brain Injury Association of American
College of American Pathologists
Emergency Nurses Association
Heart Rhythm Society
HIMSS
International Society for Traumatic Stress Studies
International Society of Arthroscopy, Knee Surgery and Orthopaedic Sports Medicine
Massachusetts Dental Society
Medical Group Management Association
Minnesota Medical Association
National Association of Medical Staff Services
National Association of Neonatal Nurses
National Council on Family Relations
National Quality Forum
North American Neuromodulation Society
Nursing Organization Alliance
Oregon Medical Association
Pacific Coast Society of Orthodontics
Parenteral Drug Association
Pennsylvania Medical Society
Society for Vascular Surgery Patient Safety Organ.
Society of Critical Care Medicine
Society of Gynecologic Oncology
Society of Hospital Medicine
Society for Vascular Surgery
The Endocrine Society
The Joint Commission
Urgent Care Association of America
Washington State Medical Society
Washington State Nurses Association
Wisconsin Medical Society

CLIENT LIST

STEM

- American Anthropological Association
- American Association for Anatomy
- American Association of Laboratory Animal Science
- American Association of Physics Teachers
- American Chemical Society
- American Council of Engineering Companies
- American Dairy Science Association
- American Industrial Hygiene Association
- American Society of Civil Engineers
- American Society of Mechanical Engineers
- American Society of Safety Engineers
- American Water Works Association
- Association for Psychological Science
- Association for Materials Protection and Performance
- Association of International Petroleum Negotiators
- BICSI
- CESSE
- Coastal and Estuarine Research Foundation
- Engineers Australia
- IEEE
- IEEE Power Electronics Society
- INFORMS
- Institute of Food Technologists
- ISACA
- National Association of Chemical Distributors
- National Science Teachers Association
- National Student Speech Language Hearing Association
- Society for Neuroscience

Trade Associations

- American Traffic Safety Services Association
- American Coatings Association
- Ambulatory Surgery Center Association
- America’s Essential Hospitals
- Association of Wall and Ceiling Industry
- Center for Food Integrity
- Chicago Convention and Tourism Bureau
- Construction Specifications Institute
- Destinations International
- Flavor and Extract Manufacturers Association
- Flexographic Technical Association
- Home Builders Association of Metro Portland
- Independent Sector
- International Liquid Terminals Association
- International Society of Arboriculture
- Iowa Corn Growers Association
- LeadingAge
- LeadingAge California
- LeadingAge Illinois
- NAFA Fleet Management Association
- National Association of Chemical Distributors
- National Association of Clean Water Agencies
- National Association of Independent Life Brokerage Agencies
- National Automatic Merchandising Association
- National Corn Growers Association
- National Safety Council
- Philadelphia Convention & Visitors Bureau
- Plumbing-Heating-Cooling Contractors Association
- Selected Independent Funeral Homes
- Small Business Association of Michigan
- Student Youth Travel Association
- Tire Industry Association
- Tree Care Industry Association

- Turfgrass Producers International
- Two Ten Footwear
- Visit San Antonio
- Urgent Care Association of America

Corporate Clients

- 360 Live
- Aptify
- Association Management Center
- KRM
- M Booth Health
- Pivotal Labs / VMWare
- Segall Bryant & Hamill
- SurePayroll
- Yum Brands