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](http://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.
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.

**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
- CSCMP
- Convention Industry Council
- Exponent Philanthropy
- Greater Public
- International Advertising Bureau
- Meeting Professionals International
- National Association for Music Education
- 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

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
- 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

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 for 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 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
APICS
Association of periOperative Registered Nurses
AWHONN
Brain Injury Association of America
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 of Critical Care Medicine
Society of Gynecologic Oncology
Society of Hospital Medicine
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