



# WHERE TO USE AI IN MEMBERSHIP ASSOCIATIONS – CHEAT SHEET



## MEMBERSHIP

Guiding members and staff through complex onboarding processes.

Improving engagement and satisfaction by helping members to take up new services and benefits.

Delivering 24-7/365 member support.

Prompting membership renewals and reminders.

Recommending relevant subscriptions and packages based on member needs.

Identifying areas where an association can improve its services.



## MEMBER ENGAGEMENT

Suggesting personalised services, events, and content based on behaviour and preferences.

Undertaking member surveys, analysis, and feedback.

Connecting members with similar interests or goals.

Analysing data from interactions to identify trends and behaviours.

Providing engaging online journeys through content suggestions and chatbots.



## MARKETING

Suggesting and promoting personalised content, events, and resources.

Understanding member preferences and behaviours.

Facilitating discussions in community forums.

Delivering articles, videos, webinars or other content to members.



## FUNDRAISING

Guiding donors through online donation processes and ensuring a smooth and user-friendly experience.

Identifying gift matching programs such as informing donors about how to double the impact of their donations.

Providing information about donation tiers and their associated benefits.

Curating and promoting reports about the long-term impact donors are making.

Explaining planned giving e.g. how to leave a gift in a will.



## EVENTS

Suggesting event ideas.

Supporting event planning and set up.

Guiding members through registration and ticketing processes.

Cross-selling / up-selling event activities. Personalising event schedules and recommending sessions.

Drafting speaker biographies.

Helping attendee plan their involvement by suggesting sessions, workshops, or activities.



## AWARDS AND GRANTS

Explaining grant eligibility criteria, application processes, and deadlines.

Assisting potential applicants to submit their proposals.

Providing feedback to applicants explaining why proposals were not accepted and offering guidance on future bids.

Analysing applications to identify trends/improvements.





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## EDUCATION AND CPD

Explaining CPD rules and guidance.

Recommending CPD courses, webinars, and resources based on professional interests and career goals.

Helping members register for CPD activities and tracking their progress.

Reminding about deadlines and milestones.

Helping members create personalized CPD plans based on their career goals.

Generating CPD reports and certificates.

Delivering content e.g. articles, videos, and webinars

Analysing CPD data to identify trends, member engagement and areas for improvement

Assisting with scheduling examination windows and sessions.

Providing information on accessibility options for members with special needs.

Guiding members through appeals & exception processes.



## GROUPS AND COMMITTEES

Suggesting and promoting relevant special interest groups based on member interests and behaviour.

Fostering collaboration among members working in similar fields.

Creating meeting agendas and automatically taking minutes.

Supporting performance review processes and goal setting.

Driving a sense of community and collaboration.

Facilitating discussions in community forums.



## POLICY AND ADVICE

Explaining how policy, legislative issues, and regulatory changes impact your sector and members.

Guiding members – getting involved in advocacy efforts.

Providing information about parliamentarians and policy-maker, e.g. contact details and voting records.

Helping members to research policy and legislative issues and providing links to relevant reports and studies.

Summarising complex regulatory and compliance requirements.



## ACROSS YOUR WHOLE ORGANISATION

Summarising long documents and videos.

Drafting answers to FAQs.

Writing job descriptions.

Supporting performance review processes and goal setting.

Analysing data to identify trends, preferences, and strategies for improving staff and member experiences.

Creating bespoke images for presentations and marketing materials.

Delivering advice and guidance on technical processes such as importing data, automating processes, or integrating systems.

Providing training on how to use popular tools like Microsoft Outlook, Word, Excel, PowerPoint, Dynamics 365, or specialists systems like Microsoft Business Central, Moodle, Sage, or Xero.



## EXAMS AND QUALIFICATIONS

Guiding members through exam processes by explaining eligibility criteria and how to book and pay for exams.

Recommending courses, study materials, practice exams, and resources.

Generating practice questions and mock exams to help members prepare.

