



CREATIVE SOLUTIONS FOR ASSOCIATIONS

## **A Unique Approach to Consulting on Maximizing Your Non-Dues Revenue**

By Andrew S. Lang CPA

I begin by requesting a list of the information I need to review from the potential client. It is not necessary to provide me 100% of what I ask for, though the more that is provided the better the assessment I can make of the situation. Rest assured that whatever is provided is treated with the utmost confidentiality. Materials requested include such things as audits, IRS Form 990's, newsletters, magazines, membership brochures, etc. I also need a member's password to the web site.

I will then take between a half a day and two days to review the materials which are provided. If I have questions I will call. As I proceed with my review I note opportunities to increase revenue, or substantially decrease costs as I find them. These opportunities can come from a very wide variety of areas – in an average year I speak to approximately 250+ association executives about what they are doing to find additional revenues. Multiplied over the thirty+ years I have specialized in this practice I have learned not only hundreds and hundreds of specific techniques, but also the type of operational, organizational and political issues which hamper progress in this area from being made at so many associations.

Once I am done reviewing all of the materials I am sent I go back to the beginning of my notes and I assign two values to the revenue I believe can be netted from each source. The lower figure is the sum I am certain the potential client can earn; the higher figure represents an amount I think is achievable, but for political or other reasons, is less certain to be achieved. If the income I am certain can be raised is in excess of \$100,000 per year on an ongoing basis I will offer to move forward with the project and base my fee on the lower sum. In general I look for projects that will create revenues well in excess of that number – but that depends entirely on what I find.

The review work is my investment and is without charge or obligation to you as a potential client. If I find through my analysis that sufficient opportunities exist to warrant the association retaining my services I quote them a set rate for my services and indicate the minimum I believe the organization will earn on an ongoing basis as a result of our work together. It is my custom to estimate low and based on that and my experience, I have never been wrong in this practice. If the client is interested I provide a written proposal with references - again there is absolutely no obligation.

I would be pleased to discuss this matter, should you wish to do so. I may be reached at my office at the number indicated below.

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