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7 Ways That Associations Can Effectively Use AI

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7 Ways That Associations Can Effectively Use AI

By Chuck Gallagher, Ethics and AI Speaker and Author

As an executive of an association, your primary responsibilities include driving growth and innovation. Generative artificial intelligence (AI) stands out as a game-changer with the potential to reshape how associations function. Generative AI is a tool - a tool that is as revolutionary as the invention and introduction of the automobile - and we are just at the beginning of this technological leap forward. The question is, are you prepared to lead your association with the power of generative AI?

As an AI and Ethics speaker and author, I've had the chance to talk with many association executives about how they can begin to harness the power of generative AI for their association's growth and member experience. Here are **seven ways** in which generative AI can be beneficial to your association:

Creation of Content Tailored to Each Individual

Generative AI goes beyond data collection analyzing member preferences to generate unique and engaging content. The possibilities are vast, whether it's personalized newsletters or individualized e-learning materials.

- For instance, a medical association utilized generative AI to create individualized training modules for physicians, leading to a 30% increase in continuing education participation. Another environmental association used AI to craft member-specific content on regional environmental issues, boosting community engagement by 35%.
- Another idea related to tailored content creation centers around the age/generation of the member. With four generations in the workforce, your association potentially has four generations making up your membership. Could your communication be tailored so that each generation hears the association communication in their generation's language? Baby Boomers get one message and GenZ another. Interesting concept!

Enhanced Participation from the Members

With personalized content, members feel recognized and understood. This connection results in increased retention and active participation.

- A photographers' association integrated AI-driven personalization into their forums, connecting members with similar interests. This community growth led to a 20% increase in active members.
- Additionally, a writers' association used AI to match members for virtual workshops, leading to 50% more collaborative projects.

Event Organization Simplified and Streamlined

Event planning becomes seamless with generative AI. Through analyzing historical data, AI can help determine practical formats, locations, and themes while automating mundane tasks.

- A technology association, for example, used AI to streamline its annual conference, cutting administrative time and costs in half.
- Another marketing association used AI for post-event analysis, refining future events and increasing attendee satisfaction by 40%.
- A construction manufacturing association took evaluation content from 2018 to the present, analyzed the data related to paid speakers vs. volunteer presenters, identified topic areas where subject matter experts were the preferred choice, and narrowed the scope of the types of paid speakers and topics that increased attendance.

Marketing That Is Improved

Generative AI crafts targeted marketing campaigns, delivering personalized messages that increase participation and attendance. The power of generative AI to hone in on market needs and preferences is powerful. Regardless of the type of marketing, making sure the message is connecting with the audience and, more importantly, making sure the audience is responding is critical, especially when association membership is on a slow decline.

- A legal association used generative AI to personalize email campaigns, increasing open rates by 40%.
- An educational association similarly targeted different educational sectors with customized messages, driving a 25% increase in event attendance.

Enhanced Capabilities for Data Analysis

Generative AI sifts through complex data to uncover hidden trends and insights that inform strategic planning. Most associations are blessed with reams of data, but data analysis is tedious and time-consuming; most data is untouched. What if you could turn that data into gold, increasing membership and member value?

- A nonprofit association used AI to analyze donor patterns, discovering unrealized opportunities that led to a 25% increase in fundraising. Frankly, in this case, that meant the long-term survival of the nonprofit.
- A retail association applied AI to analyze seasonal purchasing patterns, boosting sales by 20% during slow months.
- A funeral association used AI to uncover who was most apt to make pre-arrangement plans and when they would be open to that idea. Sharing that data with their membership opened a 21% increase in the number of individuals who found value in funeral preplanning.

Administrative Tasks That Are Now Automated

Routine administrative tasks, such as record keeping and report generation, can be efficiently handled by AI, allowing staff to focus on more strategic work.

- A professional association automated membership renewal reminders and processing, streamlining the experience and increasing renewals. Interestingly, this approach also combined the renewal approach using generational attitudes and verbiage mentioned above. When you talk with someone in the language they are expecting and accustomed to, their positive response rate increases exponentially.
- A real estate association automated license renewal, improving processing times by 60% and boosting member satisfaction.

Enhanced Quality of Life for Members

Generative AI improves the member experience by offering personalized content and automated interactions.

- A sports association implemented AI across digital platforms, leading to a noticeable rise in member satisfaction and new memberships.
- A fitness association integrated AI into their mobile app, resulting in a 30% increase in engagement and improved health outcomes.

The Final Word

Generative AI is not merely a technological novelty but a transformative ally waiting to be harnessed. The possibilities are vast, but the path to integration need not be intimidating. Your association has the unique opportunity to leverage AI in ways that resonate with your mission, your members, and your goals.

Embracing AI now could mean unlocking a future where personalization, efficiency, and innovation are not just buzzwords but tangible realities that enhance every aspect of your organization. If you're standing at the crossroads of a decision, know that the journey towards incorporating AI begins with a single step of curiosity and courage. It's a step that may set your association on a course toward unprecedented growth and success.

If this information piques your interest, contact [Chuck Gallagher](#) right away. With extensive expertise in ethics and AI, Chuck can help you understand these powerful technologies and apply them within your organization. Reach out to Chuck today for a no-cost consultation and begin the journey to a more prosperous, engaging, and effective association. His guidance can open doors to a future where AI drives your association's prosperity and growth.

Hear Chuck speak at the [2023 AENC Fall Conference](#).

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