

AI in Association Communications & Member Engagement:

THE NEW NORMAL

ERICA SALM RENCH, COO, RASA.IO

Artificial intelligence (AI) is revolutionizing the association industry, offering new avenues for engagement and innovation. From streamlining administrative tasks to personalizing member experiences and uncovering valuable insights, AI is becoming a crucial element for associations seeking to better connect with and serve members.



Generative AI: A Revolution in Content for Associations

AI's influence on associations is profoundly seen in content creation and management. AI-powered tools are not just aids but empowering resources for association professionals, enabling them to:

- **Ideate:** AI can spark new ideas for educational content or membership outreach by analyzing trends and member feedback, offering associations a goldmine of relevant topics.
- **Research:** AI allows associations to effortlessly parse through extensive data to find the information crucial for policy advocacy or member services, enhancing efficiency.
- **Write and Edit:** From drafting copy to summarizing key insights, generative AI can assist in producing written content that resonates with members, while also ensuring textual consistency and SEO optimization.

An exemplary case of AI's impact comes from organizations leveraging the technology to generate regular updates and reports, reducing the workload on staff, and ensuring timely communication with members.

Personalization at Scale: AI's Role in Enhancing Member Experiences

Personalization is another arena where AI is making significant strides within associations. By analyzing member interaction data, AI can tailor experiences, content, and learning opportunities to individual preferences.

For instance, today's smart newsletter platforms employ machine learning to customize newsletter content for each subscriber, ensuring members receive information and resources most relevant to their interests. This approach mirrors the personalization strategies of platforms like Netflix and Spotify, enhancing member satisfaction and engagement.

Insights and Analytics: Making Informed Decisions with AI

AI offers associations a lens into deeper insights and analytics, aiding in strategic decision-making. It can track engagement trends, evaluate content performance, and measure the effectiveness of campaigns, providing a data-backed roadmap for future initiatives.

The New York Times, for example, utilizes AI to understand reader preferences, guiding content strategy and editorial decisions to align with audience interest.

Navigating the Challenges and Opportunities of AI in Associations

While AI presents vast opportunities, it's not without its challenges, such as ensuring the legality, accuracy and impartiality of AI-generated content and addressing potential job displacement concerns. Yet, these challenges are also paralleled by opportunities, including the creation of new roles centered around AI and data analysis.

AI and Associations: Charting a Future Together

As AI continues to evolve, its integration within associations is not just about automation but about opening doors to new possibilities, enhancing member value, driving engagement, and fostering a community of informed, connected professionals.

For associations already leveraging or considering AI, the journey promises a blend of efficiency, personalization, and innovation, ensuring that associations remain vital and vibrant communities in an ever-changing landscape.

Whether it's through content personalization, engagement analytics, or streamlined operations, AI stands as a pivotal force in redefining the future of association engagement and management. For those ready to embrace AI, the potential to transform member experiences and operational effectiveness is immense.

To learn more about rasa.io or using AI in association communications, contact Erica at erica.rench@rasa.io.



Meet Erica

After working in enrollment management where she focused on strategic recruitment and marketing, Erica managed a team of online marketers at the largest digital marketing company in the Gulf South. There, she supported the web development, SEO, online advertising, and content marketing teams in executing strategies which elevated organizations to stand out and be seen amongst the chaos of the online marketplace. Now, as the COO of rasa.io, she gets to blend her love of digital marketing technology, partnership development, and customer support in order to support the incredible community of rasa.io clients.