

The Association Revenue Flywheel Workbook

A Practical Guide to Building a Self-Sustaining Revenue Engine Beyond Dues



Introduction

This workbook was developed by Advanced Solutions International (ASI), a global provider of cloud software and services purpose-built for associations and non-profits. Since 1991, ASI has partnered with nearly 4,000 organizations worldwide to help digitally transform operations, strengthen member engagement, and grow revenue through industry expertise and proven best practices.

ASI's suite of constituent engagement solutions includes iMIS®, the world's only Engagement Management System (EMS) designed specifically for associations and non-profits; TopClass for learning and credentialing; Clowder® for year-round mobile engagement; and OpenWater for awards, grants, and application management. Together, these solutions are designed to work as a connected system, which is exactly what The Association Revenue Flywheel framework in this workbook is built on.



How to Use This Workbook

This workbook translates the Revenue Flywheel framework into practical action. You'll assess your current state, map your system, identify gaps, and build a concrete 12-month plan.

Review each section or navigate to the most relevant topic area. Each section takes approximately 20-40 minutes to complete.

Sections

Section 1: Assessing Current Revenue Model

Understand where you are today and what's at risk

Section 2: Map Your Flywheel

Visualize how your revenue system connects and where it breaks down

Section 3: Find Your Revenue Leaks

Identify where engagement isn't converting and why

Section 4: Build Your 12-Month Action Plan

Translate flywheel insights into a prioritized, executable roadmap

The Problem Most Associations Won't Admit

Most associations aren't struggling because they lack valuable programs. They're struggling because their programs don't talk to each other, and neither does their data.

The result is an organization that works hard but doesn't compound. Revenue resets every year. Engagement data sits locked in event platforms. Education programs run on their own schedules. Sponsorship is sold without audience intelligence. Members get generic communications that ignore and the topics they show interest in.

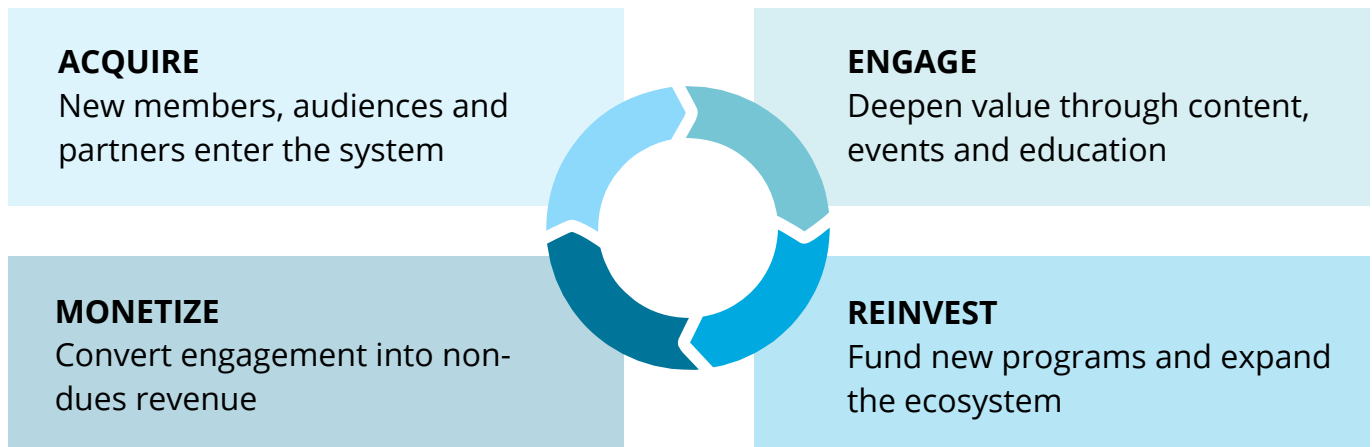
That's not a strategy problem, it's a systems problem, and it shows up in predictable ways.

Does this sound familiar?

- ⚠ Your member management software, learning management system (LMS), event platform, and website are all separate, and none of them automatically share data.
- ⚠ Your team can't answer "what is a member worth over their lifetime?" without extracting insights from multiple systems.
- ⚠ A member attends your annual conference, completes a course, and downloads three resources, but gets the same generic renewal email.
- ⚠ Sponsors ask for audience data, and you scramble to build a one-off report.
- ⚠ Revenue is growing in one area and declining in another, but you can't find out why because the data is fragmented.
- ⚠ Your best members aren't being offered your best opportunities because member-specific insights haven't been captured.
- ⚠ You're sitting on years of engagement data that you're not using to drive decisions.

The Flywheel at a Glance

The revenue flywheel is a connected system where acquisition, engagement, monetization, and reinvestment work together to create compounding growth. Unlike a traditional funnel, which starts over each cycle, a flywheel gains momentum as each stage strengthens the next.



The shift that matters: Stop asking, "How do we make this program successful?" and start asking, "How does this program make everything else more effective?"

Why the Flywheel Breaks Down

Data Fragmentation: Member activity exists in 5 different systems with no unified view

Organizational Silos: Events, education, marketing, and partnerships optimize separately

Transactional Thinking: Programs are designed to generate immediate revenue, not long-term value

Reactive Marketing: Communications are campaign-based, not behavior-triggered

Underpriced Sponsorship: Packages are sold without audience data to justify premium pricing



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01 Assess Your Current Revenue Model

Understand where your revenue comes from and where it's at risk

1.1 Revenue Mix Worksheet

List your current revenue sources and estimate the percentage each contributes to total revenue. Be honest, this is your baseline.

Revenue Source	Est. % of Total Revenue	Growing/Stable /Declining	Connected to Other Streams?
Membership/Dues			
Conferences and Events			
Education and Credentialing			
Advertising and Sponsorship			
Content and Media			
Career Services			
Other: _____			

If membership/dues represent more than 50% of total revenue, your association carries significant dependency risk. A single policy change, budget pressure, or membership plateau, can send the entire model into decline.

The Dues Dependency Trap

⚠ Membership revenue as a share of total association income dropped from 95% in 1953 to 30–45% today, and the trend continues.

⚠ Associations that haven't diversified are increasingly vulnerable to member attrition and economic pressure.

⚠ Adding programs in isolation doesn't solve the problem. What you need is a connected revenue system, not more line items.

1.2 Revenue Dependency Score

Rate yourself from 1 (strongly disagree) to 5 (strongly agree). Add up your total.

Revenue Area / Capability	Weak	Fair	Good	Strong	Lead
Our non-dues revenue covers at least 50% of operating expenses	1	2	3	4	5
We have at least 3 active, growing non-dues revenue streams	1	2	3	4	5
Our revenue streams are connected — one feeds another	1	2	3	4	5
We have predictable, recurring non-dues revenue (subscriptions, multi-year sponsorships)	1	2	3	4	5
We have a unified view of member data across events, education, and engagement	1	2	3	4	5
Our marketing is triggered by member behavior, not just a calendar	1	2	3	4	5
We can absorb a 20% drop in membership revenue without a budget crisis	1	2	3	4	5

Your total score: _____

Score Interpretation

7-14 | High Risk: Heavy dues dependency; revenue is fragmented and reactive

15 - 24 | Developing: Some diversification, but systems and teams are still siloed

25 - 31 | Strong: Heavy dues dependency; revenue is fragmented and reactive

32 - 35 | Revenue Engine: Well-connected flywheel with predictable, compounding growth

Your interpretation: _____

1.3 The Data Fragmentation Audit

One of the most common and costly problems for associations is having member data scattered across disconnected systems. When data doesn't flow, revenue doesn't compound.

Use the table below to map your current systems and identify where data is and isn't, connected.

System/Platform	What Data It Holds	Automatically Syncs With?	Manual Workaround Needed?
Membership Management System	Member records, dues, renewals		
Event Platform	Registrations, attendance, sessions		
Learning Management System	Course completions, certifications		
Website/Content Management System	Page views, downloads, form fills		
Email/Marketing Platform	Opens, clicks, campaign data		
Mobile App	In-event engagement, networking		
Sponsorship/Ad Platform	Inventory, placements, performance		

Where is the costliest data gap? _____

Signs Your Data Is Working Against You

- ⚠️ You can't answer "what is this member's full history with us?" without logging into multiple systems.
- ⚠️ Event registration data doesn't automatically update your membership management software.
- ⚠️ Course completions aren't visible to your membership or marketing teams.
- ⚠️ You have to manually export and merge files to build a sponsor audience report.
- ⚠️ Members get the same communications regardless of what they've done or shown interest in.

How ASI Solves Data Unification

- ✓ **The challenge:** Member data is scattered across platforms with no single source of truth, making personalization, reporting, and smart revenue decisions nearly impossible.
- ✓ **The solution:** iMIS ® is the world's only Engagement Management System (EMS), purpose-built to serve as a single system of record for associations. It unifies customer relationship management, membership, web CMS, and engagement data into one platform, so every interaction is captured and actionable. When connected to TopClass learning management, Clowder mobile app, and OpenWater applications and review, associations gain full visibility into the member journey across every touchpoint.
- ✓ **ASI solutions:** iMIS is the single source of truth for member data, engagement, and revenue
- ✓ **Learn more:** advsol.com/solutions

1.4 Identify Disconnected Programs

List your 5-7 most significant programs or revenue activities. For each, note whether it's connected to other programs or operating in isolation.

Program/Activity	Function	Integrations	Silo? (Y/N)

Which silo is costing you the most in lost revenue or missed member value? _____

02 Map Your Flywheel

Visualize how your revenue system connects and where it breaks down

2.1 Revenue Mix Worksheet

For each stage, write in what your association currently does. Be specific and use the real names of programs and channels you have today.

ACQUIRE	ENGAGE	MONETIZE	REINVEST
How do new people find you? Content, SEO, referrals, events, etc.	What keeps them engaged? Events, education, community, etc.	How do you generate revenue? Fees, sponsorship, advertising, etc.	Where does revenue go? New programs, tech, staff, etc.

Which stage is most underdeveloped? Which stage is generating the most friction? _____

2.2 The Member Journey Problem

Most associations deliver good programs, but few deliver a coherent journey. A member might attend your event, complete a course, download three resources, and renew membership, but still feel like the organization doesn't know them.

That disconnect isn't just a member experience problem, it's a revenue problem. When the journey isn't well designed, members drop off at unpredictable points, engagement data sits unused, and monetization is left to chance.

Where the Member Journey Breaks Down

- ⚠ No clear path from content discovery to event registration, so readers don't become attendees.
- ⚠ Event attendance doesn't lead to education enrollment, so high-value participants disengage after the conference.
- ⚠ Course completions aren't connected to renewal outreach, so certifications don't drive retention.
- ⚠ Members who lapse receive the same re-engagement message as members who are highly active.
- ⚠ New members get an orientation sequence, but there's no behavior-driven follow-up.
- ⚠ Employers and sponsors can't see the audience depth that would justify premium investment.

The exercises in this section help you trace the journey your members experience and identify where to intervene.

2.3 Revenue Driver Opportunity Map

For each revenue driver, assess whether it's currently active, connected to other drivers, and the untapped potential.

Revenue Driver	Currently Active?	Connected to Other Drivers?	Revenue Potential	Priority (High/Medium/Low)
Conferences and Events				
Education and Credentialing				
Content and Media				
Sponsorship and Partnerships				
Career and Talent Services				
Webinars and Virtual Events				
Grants and Foundations				

Which 2-3 drivers have the highest untapped potential for your association? _____

2.4 Connection Map: Are Your Programs Linked?

For each row, mark whether your association has a clear, active path between these two touchpoints, and if not, what's missing.

If someone does THIS...	...do they have a clear path to THIS?	Connected? (Y/N)	What's missing?
Reads your content	Registers for an event		
Attends your event	Enrolls in a course		
Completes a course	Renews membership		
Engages with content	Sees a sponsor offer		
Attends event	Joins year-round community		
Downloads a resource	Gets a personalized follow-up		

Where are the biggest gaps? Which disconnection is costing you the most?

How ASI Solves: Member Journey and Engagement

- ✓ **The challenge:** Members experience your programs as disconnected interactions rather than a coherent journey, leading to drop-off, disengagement, and missed revenue at every handoff.
- ✓ **The solution:** When iMIS is connected to TopClass for learning, Clowder for mobile and event engagement, and OpenWater for award and recognition programs, associations gain full lifecycle visibility. Marketing automation can trigger personalized outreach based on real member behavior. Event attendance leads to course recommendations, course completions trigger renewal reminders, and in-event activity informs sponsor targeting.
- ✓ **ASI solutions:** iMIS + TopClass + Clowder Mobile + OpenWater = the complete member journey stack
- ✓ **Learn more:** advsol.com/solutions



“ We use iMIS every day across all areas of our operations, and it has become an essential part of how we manage and serve our community. The ability to integrate iMIS with other services and platforms really adds a nice touch, helping streamline workflows and create a more connected experience for our staff and members alike. ”

- Senior Membership Analyst



2.5 Mapping the Revenue Connection: Content, Events, Education, and Sponsorship

This sequence is the engine of the flywheel. Trace the path a prospect or member might take through your content and programs.

Map the Journey	
Step 1	How does someone first encounter your content? (search, social, referral, email, etc.)
Step 2	What's the next step after they engage with that content?
Step 3	How does event attendance create a path to education enrollment?
Step 4	How does education engagement reinforce membership renewal?
Step 5	How does audience engagement become sponsorship value?
Step 6	What brings them back into the cycle, and what breaks the chain?

Map the journey in your own words:

03 Finding Revenue Leaks

Identify where engagement isn't converting and why

Revenue leaks aren't always obvious. The goal of this section is to surface those gaps and assign value to them.

3.1 Revenue Leak Identifier

For each common leak pattern below, estimate the impact on your organization and identify a possible fix.

Where We See the Leak	Estimated Impact	Possible Fix
High event attendance but no follow-up monetization		
Engaged content audience but no sponsorship offer		
Active education participants but not re-enrolled		
Loyal members but not upsold to premium tier		
Strong event sponsors but not offered year-round deal		
Member data lives in multiple disconnected systems		
Other: _____		

3.2 The Disconnected Systems Tax

Every workaround your team performs because systems aren't integrated is a hidden cost. Staff time spent on manual data exports, duplicate data entry, and one-off reports is time not spent on strategy, member value, or revenue growth.

The Hidden Cost of Fragmented Systems

- ⚠ Staff spend hours each week exporting, cleaning, and re-importing data between platforms.
- ⚠ Reporting requires pulling from multiple different systems, but the numbers rarely match.
- ⚠ Personalization is impossible at scale when behavior data lives in disconnected silos.
- ⚠ Sponsor proposals take days to build because audience data requires manual assembly.
- ⚠ Member history is incomplete so staff can only see part of the picture when answering questions.
- ⚠ Audit trails are fragmented so tracking a member's journey from first touch to revenue requires manual reconstruction.

Estimate: How many staff hours per week are lost to manual data work?

What revenue decisions are you making with incomplete data right now?

3.3 Diagnostic Questions

Every workaround your team performs because systems aren't integrated is a hidden cost. Staff time spent on manual data exports, duplicate data entry, and one-off reports is time not spent on strategy, member value, or revenue growth.

Engagement Without Monetization



Where in your organization is engagement high but revenue low?



Which programs generate strong participation but no downstream revenue opportunity?

Siloed Programs and Teams



Which teams rarely collaborate on revenue? What would need to change for that to happen?



Where does data exist in one system but never reach other programs or teams?

Unmonetized Sponsorship



Which sponsors currently buy one-time opportunities that could become year-round partners?

Identify your top 5 sponsor upgrade opportunities

Company/ Partner	Current Engagement	Year-Round Potential	Next Steps



“ Working with Clowder has been an exceptional experience right from the start. Their app platform has truly revolutionized how we connect with our staff—it’s efficient, flexible, and remarkably user-friendly.

”

- Program Coordinator



Incomplete Member View



Can your staff see a member's full engagement history, including events attended, courses completed, content downloaded, all in one place? If not, what's missing?



At what point in the member journey do people most commonly disengage? What data would help you intervene earlier?

3.4 Silo Audit

Check the silos that exist in your organization today.

	Events team doesn't share attendee data with education team after the conference.
	Marketing runs campaigns that aren't informed by event attendance or course completion data.
	Education programs are planned without input from events, partnerships, or member interests.
	The sponsorship team sells packages without access to audience engagement data.
	Content team doesn't know what members searched for, downloaded, or asked about.
	Career services operate independently from membership and education.

	Registration and member data live in separate, unconnected systems with no automatic sync.
	Revenue goals are set department by department — not shared across the organization.
	New members receive onboarding communications that ignore what they've already done.
	Member data in the membership management system is not consistently updated from event or learning platforms.

Which silo is causing the most revenue friction right now?

How ASI Solves: Breaking Down Silos

- 
The challenge: Teams operate independently with separate data, tools, and goals, creating friction, missed revenue, and a fragmented member experience that limits retention and growth.
- 
The solution: ASI's integrated suite eliminates the most damaging silos. iMIS serves as the system of record to connect member data, CMS, and CRM. TopClass feeds course completion data back into iMIS for smarter outreach. Clowder captures in-event and mobile engagement, so behavior at conferences is visible to marketing and education teams. OpenWater centralizes awards, grants, and abstract data — creating new participation pathways that connect directly to the flywheel.
- 
ASI solutions: iMIS + TopClass + Clowder Mobile + OpenWater — all natively integrated
- 
Learn more: advsol.com/solutions

3.5 Quick Wins You Can Activate Today

These are assets most associations already have. Check the ones that apply, then prioritize.

Activation Checklist	
	High-traffic website pages not designated as advertising or sponsorship inventory.
	Newsletter with no sponsored placements or partner sections.
	Event sponsors who haven't been offered a year-round package.
	Education content that could be repurposed as sponsored media or thought leadership.
	Engagement data sitting in event or learning platforms that marketing can't access.
	Loyal members not yet offered a premium membership tier or bundled program.
	Webinar recordings sitting unused that could become on-demand revenue.
	A sponsorship offering bundling events, content, and digital, instead of one-off placements.

Which quick wins would you start with and why?

04 Build Your 12-Month Action Plan

Turn flywheel insights into a prioritized, executable roadmap.

After assessing revenue models, mapping out the flywheel, identifying gaps, and identifying the data and system inefficiencies, it's time to build a 12-month action plan. The goal is to sequence the right steps forward to build each action on its previous iteration.

Planning Framework

- ✓ **Quick Wins (30 days):** Activate existing systems with no new budget or technology required.
- ✓ **Mid-Term Initiatives (90 days):** Programs or connections that need some team coordination or light investment
- ✓ **Strategic Initiatives (12 months):** Structural changes — technology, partnerships, organizational design — that transform your revenue system

4.1 Quick Wins (30 Days)

No new budget, technology, or approvals needed, just focus on activating assets that already exist.

Example: Audit your last three email newsletters and identify any open whitespace or underperforming sections that could become a sponsored placement. Reach out to your top two or three existing event sponsors and offer them a featured partner section in the next send at a flat monthly rate. You're now leveraging attention you're already getting into revenue.

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Quick Win Initiative	Owner	30 Days

Which quick win will have the most visible impact on revenue or engagement? Why? _____

4.2 Mid-Term Initiatives (90 Days)

These require some team coordination, light investment, or minor process changes.

Example: Bundle your website advertising inventory, newsletter sponsorship, and event recognition into a single year-round partnership package. Price it as a 6- or 12-month commitment rather than individual placements. Bring it first to sponsors who already have a relationship with you since they're the easiest conversion and will help you validate pricing before you take it to new prospects. This requires some internal coordination between your events, marketing, and partnerships teams, but no new technology and no new audience.

Mid-Term Initiative	Owner	90 Days

Which team alignment is most critical to making these happen?

4.3 Strategic Initiatives (12 Months)

These are the structural investments of technology, systems integration, or org design, that will fundamentally transform your flywheel.

Example: Evaluate whether your current membership management software, event platform, and learning management system share data automatically, or whether your staff is manually exporting and reconciling information between them. If it's the latter, build the case for a connected technology stack that gives you a single view of every member's journey: what they've attended, what they've learned, what content they've engaged with, and where they're most likely to convert next. This is the infrastructure investment that makes everything else in the flywheel faster, smarter, and less dependent on manual effort.

Strategic Initiative	Owner	12 Days

What technology or systems changes are most needed to remove the barriers you identified in Sections 1–3? _____

4.4 Flywheel Velocity Metrics

Traditional metrics measure individual programs in isolation. To understand how your flywheel is performing, you need to also measure flow across the system.

Metric	What It Measures	Current Baseline	12-Month Target
Member Lifetime Value (MLV)	Total revenue per member across all streams		
Engagement Depth	Avg. number of programs a member participates in		
Cross-Sell/Upsell Rate	% of members who buy from 2+ revenue streams		
First-Touch to Paid Conversion	Time from first interaction to first purchase		
Sponsor Retention Rate	% of sponsors who renew year-over-year		
Non-Dues Revenue %	Non-dues revenue as % of total revenue		
Content-to-Event Conversion	% of content engagers who register for events		
Data Unification Score	% of member records with complete cross-platform data		



“ I find OpenWater Application and Review Cloud super easy to use, which is really important for my workflow. The customer support is great, making it easier to navigate any issues I might have.

”

- Marketing Operations Specialist



4.5 Operational Readiness Checklist

Before you can scale the flywheel, your operations and technology need to support it. Check where you have clarity, and flag where you need to close gaps.

	Teams understand how their work contributes to overall revenue — not just their department's metrics.
	Revenue goals are shared across marketing, events, education, and partnerships.
	Member and audience data is unified across your core systems (AMS, events, LMS, website).
	Marketing automation is connected to behavioral data — not just calendar-based campaigns.
	Sponsorship packages bundle multiple channels rather than selling isolated placements.
	Pricing reflects the value of the ecosystem, not just individual products or events.
	We have a defined, designed member journey from first touch to long-term engagement.
	We track system performance metrics (MLV, cross-sell, conversion) in addition to program metrics.
	We have a process for using data to test and iterate on revenue offers.
	Leadership has aligned on the flywheel as the organizing framework for growth.
	We have (or are building toward) a single source of truth for member data.
	Our technology stack enables — not inhibits — personalization and lifecycle marketing.

4.6 Your Flywheel Commitment

Summarize your top priorities. Write them as commitments, not intentions.



The #1 revenue leak we are going to fix in the next 30 days:



The data or systems gap we are going to close in the next 90 days:



The flywheel connection we are going to build in the next 90 days:



The strategic technology or structural investment we are committing to this year:



The metric we will use to know the flywheel is gaining momentum:



Who owns this plan and how will we hold ourselves accountable:

05 How the ASI Suite Powers the Flywheel

The Revenue Flywheel is only as strong as the systems behind it. For more than 30 years, ASI has helped associations turn fragmented operations into integrated growth engines, connecting the data, automating the journeys, and unlocking the revenue that disconnected systems leave behind.

If the exercises in this workbook surfaced gaps in your data, your technology, or your member journey, we'd welcome the conversation. Explore the full ASI suite at advsol.com/solutions, or reach out directly to talk through where your flywheel has the most room to grow.

iMIS The Engagement Management System

The single source of truth for your association

iMIS is the only EMS purpose-built for associations and non-profits. It unifies your membership management software, CRM, member data, and web CMS into one connected platform, eliminating the data fragmentation that prevents the flywheel from working.

Flywheel role: Foundation layer that connects acquisition, engagement, and monetization data in one place.

How it powers your flywheel

Every website visit, form submission, and member interaction is tied to individual profiles.

Full member history visible in one place (events, courses, transactions, content engagement).

Behavior-triggered marketing automation replaces calendar-based campaigns.

Real-time dashboards and reports replace manual data exports.

Integrates with TopClass, Clowder, OpenWater, and hundreds of partner tools.

TOPCLASS Learning Management

Turn education into a flywheel accelerator

TopClass is the top-ranked LMS for associations. It powers certification programs, on-demand learning, and continuing education, and feeds all of that behavioral data back into iMIS.

Flywheel role: Value multiplier that deepens retention, drives employer partnerships, and creates premium revenue.

How it powers your flywheel

Course completions, certification status, and learning activity sync automatically with iMIS.

Personalized learning recommendations based on member profile and behavior.

Education revenue becomes predictable through subscription and cohort models.

Employer partnerships and workforce development programs become revenue opportunities.

Education content connects to events, content, and sponsorship.

Clowder™ Mobile Engagement App

Deepen engagement where members live — on their phones

Clowder replaces one-time event apps with a year-round mobile platform. Members network, access content, engage with sponsors, and stay connected between events, all in a single branded app.

Flywheel role: Continuous engagement engine that keeps the flywheel moving between annual moments.

How it powers your flywheel

In-event behavior, networking activity, and session engagement captured and synced with iMIS.

Year-round push notifications and in-app content keep members engaged between events.

Sponsors gain visibility and ad revenue opportunities through the app.

Member-to-member networking creates community value that drives renewal.

Mobile data enriches member profiles and improves personalization across the flywheel.



Application and Review Management

Create new engagement pathways through recognition

OpenWater powers awards, grants, scholarships, abstracts, and speaker submissions, creating structured engagement opportunities that generate rich data and deepen member investment.

Flywheel role: Participation pathway creator that introduces new audiences and deepens existing relationships.

How it powers your flywheel

Awards and scholarship programs attract new audiences and sponsors.

Abstract and speaker submissions deepen investment in events and content.

Grant management connects mission funding to program development.

Application data syncs with iMIS to enrich member profiles.

Recognition programs create shareable moments that drive organic acquisition.

5.1 See the Full ASI Suite in Action

ASI's integrated suite is designed to eliminate data fragmentation, organizational silos, and disconnected member experiences that prevent associations from reaching their revenue potential.

Ready to Build a Connected Revenue System?

Visit advsol.com/solutions to explore the full **ASI suite**.

To see how iMIS, TopClass, Clowder, and OpenWater work together as an integrated flywheel, talk to an ASI advisor about where your flywheel has the most room to grow.

advsol.com/solutions

5.2 Quick Reference: Revenue Drivers and the Flywheel

Revenue Driver	Primary Flywheel Role	Key Connections	ASI Solution
Conferences and Events	Engagement hub	Feeds sponsorship, content, education	iMIS + Clowder
Education and Credentialing	Value multiplier	Drives retention, employer partnerships	TopClass
Content and Media	Acquisition engine	Feeds events, education, sponsorship	iMIS CMS (RiSE)
Sponsorship and Partnerships	Monetization layer	Events, content, digital channels	iMIS + all suite
Career and Talent Services	Marketplace layer	Engagement, sponsorship, education	iMIS
Webinars and Virtual Events	Scalable growth lever	Pathways to events, education, membership	iMIS + TopClass
Awards and Recognition	Participation pathway	Attracts audiences, enriches profiles	OpenWater
Grants and Foundations	Strategic capital layer	Funds new programs, reinforces mission	OpenWater

“ What we like best about TopClass is its flexibility and scalability—whether for certifications, blended learning, or client-driven customizations, it consistently meets the needs of a complex, enterprise environment. ”

- Chief Technology Officer



5.3 The Flywheel Operating Questions

Return to these quarterly as your flywheel evolves.

	Where are teams still operating in silos, and what data would help break them down?
	Is our member data unified? Can any staff member see a complete member profile in one place?
	Are we pricing the ecosystem, or still selling individual products?
	Are our sponsors buying year-round partnerships, or one-off placements?
	What engagement is happening that we're not yet monetizing?
	What programs are generating revenue but not connecting back into the flywheel?
	Are our metrics measuring system performance or just individual program outputs?
	What would it take to double our non-dues revenue in the next 3 years?

The Bottom Line

The associations growing the fastest aren't the ones with the most programs. They're the ones who have connected their data, aligned their teams, and built a system where each activity makes the next one more effective.

Most associations already have the building blocks, the opportunity is to connect them.

advsol.com/solutions

06 Next Steps & Additional Resources

About ASI

Advanced Solutions International, Inc. (ASI) is a leading global provider of cloud software and services for associations and non-profits.



ASI's innovative suite of constituent engagement solutions helps clients digitally transform their organizations, streamline operations, and grow revenue by leveraging proven industry best practices and expertise. The ASI portfolio includes iMIS® for association and non-profit management, TopClass for learning management, OpenWater for application and review management, and Clowder® for year-round mobile app management. Learn more at advsol.com.

Engagement Management	Learning Management	Application and Review	Mobile App
iMIS®	TOPCLASS	OpenWater	Clowder™

If you're evaluating new technology solutions as part of your organization's digital transformation or performance improvement strategy over the next 1–2 years, we've assembled a collection of resources to help you explore the possibilities and make informed decisions.

When you're ready to take the next step, schedule a personalized demo to see how ASI's integrated portfolio—including [iMIS](#), [TopClass](#), [Clowder](#), and [OpenWater](#)—can help you streamline operations, engage members and learners, manage events and awards, deliver exceptional digital experiences, and make data-driven decisions.

Whether you're looking for a comprehensive engagement management platform or specialized solutions that work seamlessly together, ASI provides the technology and expertise to support your organization's goals.



The Foundation of AI Readiness - Your Single Source of Truth

AI readiness isn't just about adopting new technology — it starts with building a strong data foundation.

content.imis.com/foundation-ai



The Member Engagement Flywheel - AI Readiness for Associations Series

Achieve personalized member engagement by combining unified data, AI, and automation.

content.imis.com/member-engagement-flywheel



The Ultimate Guide to LMS Selection & Implementation

A practical guide to understanding, selecting, and implementing a learning management system (LMS).

topclasslms.com/ultimate-guide-lms



Launching Your Association's Mobile App

A step-by-step playbook for planning, launching, and driving adoption of a successful mobile app.

clowder.com/launching-mobile-app-playbook



Ultimate Guide to Awards Management

A comprehensive guide to planning, managing, and optimizing a successful awards program.

openwater.com/resources/ultimate-guide-awards



advsol.com