

3 Scoops

and a Mission Statement



Pete Zimek, CAE
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Why Are We Talking About Ice Cream?



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What keeps you up at night?

Getting DEI right

Continued budget & employee cuts

Lasting impact of the pandemic

Lack of a strong value proposition

Complexity in our operations

Over-reliance on events

Rossell, Wasserman, Anders & Darling. 2022 Membership Marketing Benchmark Report, Marketing General Incorporated. (p.74)



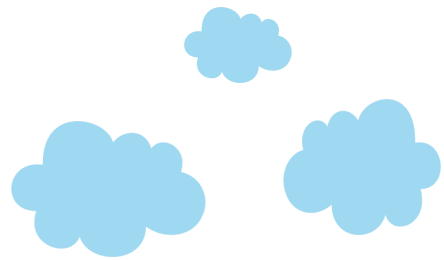
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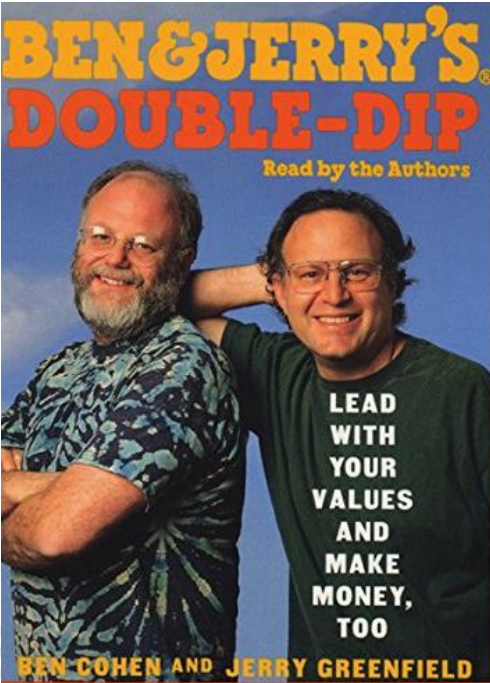
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“Ben Cohen and Jerry Greenfield truly stand out as an example of what American free enterprise is all about.”

RONALD REAGAN

Presenting the 1988
“Small Business Persons of the Year”



Ronald Reagan Presidential Library & Museum.



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“Non-profit is a tax status, not a mission statement.”

RUSS WEBB

BAAA

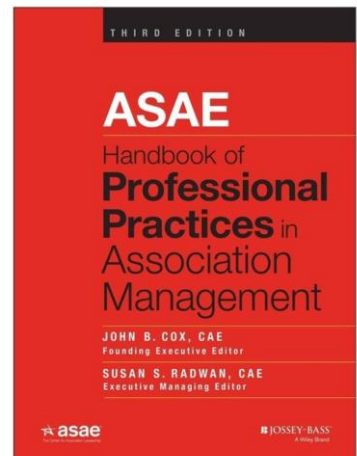


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What is a Mission Statement?



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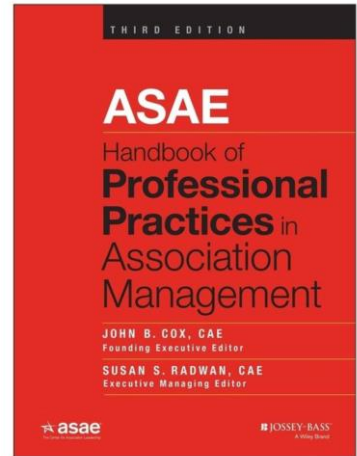


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A Mission Statement ...
defines why the
association exists.

ROBERT RICH, CAE



Rich, R. (2015). Strategic Planning. In J. Cox & S. Radwan (Eds.), ASAE Professional Practices in Association Management. (p.165)

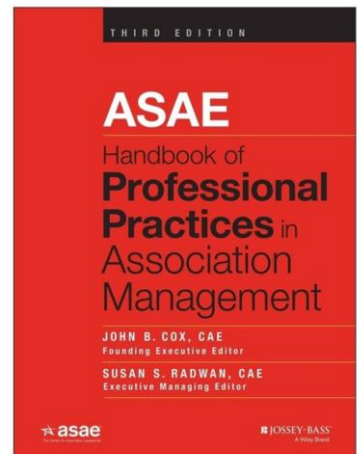


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Mission is the pathway
to the hearts and minds
of your membership, donors, customers,
stakeholders, and the public.

KERRY STACKPOLE, FASAE, CAE



Stackpole, K. (2015). Mission. In J. Cox & S. Radwan (Eds.), ASAE Professional Practices in Association Management. (p.15)



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3 Part Mission Statement




3 Part Mission Statement

Our Product Mission drives us to make fantastic ice cream—for its own sake.





3 Part Mission Statement




Our **Product Mission** drives us to make fantastic ice cream—for its own sake.

Our **Economic Mission** asks us to manage our Company for sustainable financial growth.



3 Part Mission Statement



Our **Product Mission** drives us to make fantastic ice cream—for its own sake.

Our **Economic Mission** asks us to manage our Company for sustainable financial growth.

Our **Social Mission** compels us to use our Company in innovative ways to make the world a better place.





Product

Our Product Mission drives us to make fantastic ice cream—for its own sake.

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What's Your Favorite Flavor?

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Chunky Monkey



29

Cherry Garcia



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Product



Product



Product

Chunky,
Funky
Ice Cream

Fun, Engaging
Brand



Product

Chunky,
Funky
Ice Cream

Fun, Engaging
Brand

Scoop Shop
Experience



Product

Chunky,
Funky
Ice Cream

Fun, Engaging
Brand

Scoop Shop
Experience

Small
family Farms
& Fair Trade



Product

Chunky,
Funky
Ice Cream

Fun, Engaging
Brand

Scoop Shop
Experience

Small
family Farms
& Fair Trade

All
Natural



What's Your Product?

What do you believe are the top reasons members join your organization?

What do you believe are the top reasons members join your organization?

1. Networking with others in the field. (63%)
2. Continuing education. (36%)
3. Access to information. (35%)
4. Learning best practices. (31%)
5. Attending Trade Shows. (23%)
6. Supporting the Mission. (11%)

Rossell, Wasserman, Anders & Darling. 2022 Membership Marketing Benchmark Report, Marketing General Incorporated. (p.27)



What does the research say?



**Member Perception
of Need Fulfilment &
Organizational
Support**

Ki & Wang, "Membership Matters: Why Members Engage with Professional Associations"
International Journal of Voluntary and Nonprofit Organizations vol 29, issue 1



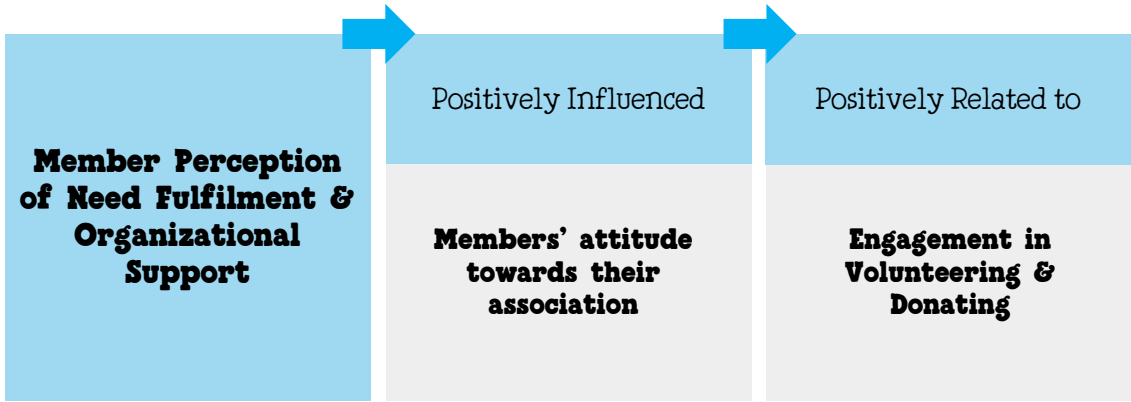
**Member Perception
of Need Fulfilment &
Organizational
Support**

Positively Influenced

**Members' attitude
towards their
association**

Ki & Wang, "Membership Matters: Why Members Engage with Professional Associations"
International Journal of Voluntary and Nonprofit Organizations vol 29, issue 1





Ki & Wang, "Membership Matters: Why Members Engage with Professional Associations" International Journal of Voluntary and Nonprofit Organizations vol 29, issue 1



Associations talk about value.





Associations talk about value.

Members talk about experience.



Amanda Lea Kaiser, "Elevating Engagement: Uncommon Strategies for Creating a Thriving Member Experience." Presented at NESAE 6/15/2023.



It's not how you support your members...
It's how they perceive you support them.



Ki & Wang, "Membership Matters: Why Members Engage with Professional Associations" International Journal of Voluntary and Nonprofit Organizations vol 29, issue 1



It's not how good the ice cream is...
It's how you feel when you eat it.

Ki & Wang, "Membership Matters: Why Members Engage with Professional Associations"
International Journal of Voluntary and Nonprofit Organizations - vol 29, issue 1



Economic

Our Economic Mission asks us to manage our Company for sustainable financial growth.



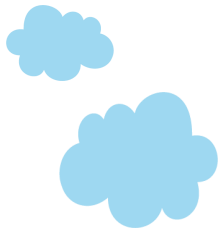
\$10,000



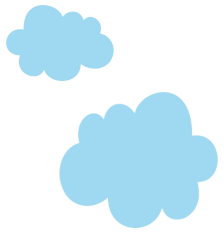
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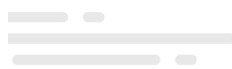
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\$385,000



\$1,000,000





10 Keys for Getting the Economic Model Right



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10 Keys for Getting the Economic Model Right

1. Use spreadsheets to evaluate ideas... not to prove them.



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10 Keys for Getting the Economic Model Right

2. Account for all of your expenses.



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10 Keys for Getting the Economic Model Right

3. Your pricing needs to support the level of service you provide.



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10 Keys for Getting the Economic Model Right

4. Communicate with your customers transparently, early & often.



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10 Keys for Getting the Economic Model Right

5. Never take down the “Now Hiring” sign.



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10 Keys for Getting the Economic Model Right

6. Don't wait for team members to ask for a raise.



10 Keys for Getting the Economic Model Right

7. Don't be afraid to raise your prices.



10 Keys for Getting the Economic Model Right

8. Automate away any work you can.



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10 Keys for Getting the Economic Model Right

9. Don't wait for the next pandemic to retire an
unsuccessful event.



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10 Keys for Getting the Economic Model Right

10. Don't try to save your way to success.



10 Keys for Getting the Economic Model Right

- 
1. Use spreadsheets to evaluate ideas... not to prove them.
 2. Account for all of your expenses.
 3. Your pricing needs to support the level of service you provide.
 4. Communicate transparently, early & often.
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 9. Don't wait for the next pandemic to retire an unsuccessful event.
 10. Don't try to save your way to success.

Social

Our Social Mission compels us to use our Company in innovative ways to make the world a better place.

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Chocolate Fudge Brownie



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**EAT
BROWNIES.
CHANGE
LIVES.**

**WE PROVIDE JOB OPPORTUNITIES
BY BAKING SCRUMPTIOUS BROWNIES.**

**GREYSTON
BAKERY**



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We don't hire people to bake brownies.

We bake brownies to hire people.



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3 Year Impact



- 5,552 New Jobs via Open Hiring
- 455 Clients Trained through Workforce Development
- Graduates Earned an Average of 20% Above Minimum Wage



Greyston Foundation, Inc. Website as of 5/29/2023.
<https://www.greyston.org/>



Home > Grocery > Frozen Foods > Frozen Desserts & Novelties > Ice Cream & Frozen Yogurt > Ben & Jerry's > Ben & Jerry's Chocolate Fudge Brownie > Reviews

Helen E.
1 day ago

★ 5 / 5

I love eating this in the summer or winter time. Hiding from the kids or waiting for them to go to bed. Love watching a movie and eating ice cream before dinner.

👍 Helpful?

Nancy R.
5 days ago

★ 5 / 5

Whenever I go to the store I always get this brand ice cream it's soo creamy and chewy because of the brownie that it got inside. Even my daughter enjoys this ice cream.

👍 Helpful?



Influenster Website as of 5/29/2023.
<https://www.influenster.com/reviews/ben-jerrys-chocolate-fudge-brownie-6/reviews>





Todd Allred
Executive Director
PHCC-WA

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What's Their Mission?

Plumbing-Heating-Cooling Contractors
Association of Washington



Greyston Foundation, Inc. Website as of 5/29/2023.
<https://www.greyston.org/>



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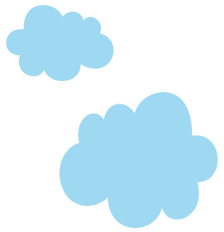


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“The plumber is the infantry of the healthcare system. When we do our job correctly, people don’t get sick.”



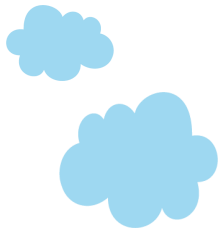
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Associations Create Change



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It's Our Job to Tell the Story of that Change



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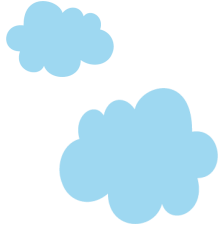
What's Your Mission?

Product

Economic

Social

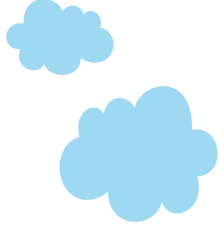
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What's the experience you want your members to have?



Greyston Foundation, Inc. Website as of 5/29/2023.
<https://www.greyston.org/>



How are you going to fund it?



Greyston Foundation, Inc. Website as of 5/29/2023.
<https://www.greyston.org/>





What story are you going to tell?



Greyston Foundation, Inc. Website as of 5/29/2023.
<https://www.greyston.org/>

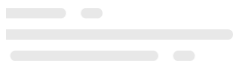


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You don't need the board to approve a new mission.


Start with changing your lens...



Greyston Foundation, Inc. Website as of 5/29/2023.
<https://www.greyston.org/>



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Then focus on telling your story

The rest will come.



Greyston Foundation, Inc. Website as of 5/29/2023.
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