

Conscious Inclusion Considerations for Association Marketing

The following document is designed to provide key considerations for associations seeking to be more consciously inclusive in marketing. By addressing these questions, tracking these measures of success, and implementing the recommended action plan association leaders can make significant strides in implementing conscious inclusion at their association. The emphasis should be on *inclusion* and engagement with stakeholders who bring a broad range of experiences, backgrounds, and perspectives, and no stakeholders should be excluded from participation, opportunities, or benefits based on demographic characteristics.

Marketing

Associations should have a core focus to ensure that marketing efforts reflect the association's commitment to conscious inclusion and effectively reach and resonate with a broad range of audiences.

Key Questions for Leaders

- Do we have a variety of perspectives contributing to our marketing strategy? Are we actively seeking input from a broad range of members in our marketing efforts?
- How might we be more effective in marketing our value to all voices among stakeholders we represent?
- What kind of information do we collect about our stakeholder groups that might help us to understand differences in backgrounds, experiences, perspectives, and priorities?

Key Considerations for 2025

- Consider adjusting your copy to be more inclusive to audiences with varying experiences and backgrounds.
- Measure gaps between current membership and membership pools to show the value of engaging certain communities as an association imperative for membership growth.
- Visually demonstrate the desire to include your intended audience(s) in your marketing efforts.





Discussion Guide

- How might we review our marketing images and content to ensure they are representative of all the audiences we represent and want to attract?
- Are our assets and communications culturally responsive?
- Are we collecting the right amount of information across all our audiences to guide and measure the success of our marketing efforts? How do we explain our data collection purpose and usage to members? Do we assure members that any demographic data collected will be used only in aggregated, de-identified ways?
- Can our technology accurately record and use member preferences like chosen names and pronouns?
- Have we identified gaps in the audiences we currently engage with and those we hope to engage? Is there a marketing plan to address those gaps?
- Have you conducted a regular review of your communication channels to ensure its effectiveness in reaching all the audiences we hope to engage with? Have you researched ways to get your messages out to broader audiences?

Measures of Success

- Increased engagement from various member segments with marketing materials.
- Improved representation in visual and written content.
- Higher satisfaction rates among members regarding communication relevance.
- Increased diversity of perspectives and experiences in marketing team and contributors.
- Monitor how different audience segments engage with your marketing content. Look for patterns that might indicate certain groups find your messaging more or less relevant.
- Measure gaps between current membership and potential membership pools to identify underrepresented groups.
- Measure how effectively your marketing encourages a broad range of qualified members to participate in leadership opportunities, committees, and speaking engagements.
- Implement specific questions in member surveys that assess the perceived inclusivity of your association's marketing and communications, creating a qualitative index you can track.
- Track program participation to ensure the marketing of your membership, programs, events, and educational offerings are effectively reaching all desired audience segments.



Discussion Guide

Action Plan

- Talk to your legal team when determining your association's strategy.
- Brainstorm with your marketing team and other staff members on ways to increase engagement with all audiences.
- Develop a conscious inclusion focused marketing strategy outlining current results and opportunities in the following association areas including:
 - Membership
 - Conferences and meetings
 - Online and in-person educational programs
 - Certification program (if applicable)