

WHITEPAPER

# Driving Non-Dues Revenue with Online Stores



# Introduction

Non-dues revenue is an essential aspect of any association's financial health, and in today's economic climate, it's even more paramount. As your association goes through periods of flat or declining memberships, non-dues revenue helps bridge the gap, making up losses and ensuring your association doesn't have to scale back services.

A key driver of non-member revenue is your association's online store. A thriving e-commerce strategy can help your association grow sustainably, and the right association management software (AMS) gives associations the tools to implement an e-commerce strategy quickly.

Let's explore how an online store solves key challenges and creates new opportunities for your association.



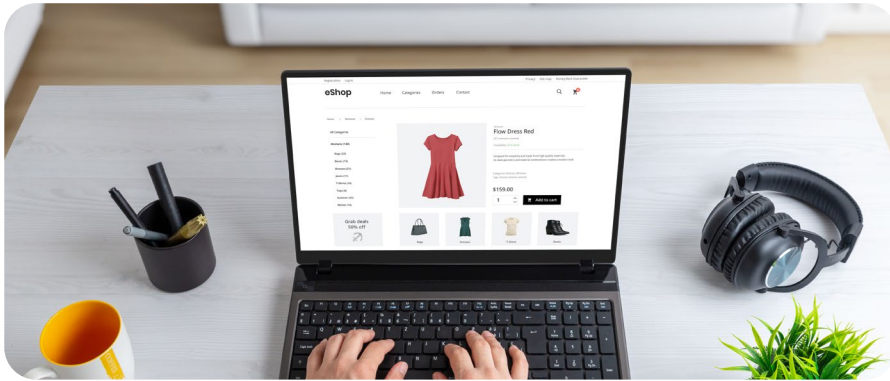
## Contents

Creating Your Online Store .....	3
Driving Non-Dues Revenue .....	4
• Educational Products.....	5
• Event Registrations.....	6
• Advertising.....	6
• Merchandise .....	7
• Donations .....	7

# Creating Your Online Store

An online store is the member-facing storefront for your association. Since shopping online is commonplace, members will have high expectations for the usability and experience for your online store.

For your association's store to thrive, it needs three key components:



## 1 Customization

Putting items up in an online store with no customization options leads to a messy, unorganized storefront and diminishes the member experience. Consider customizing in the following ways:

### ✓ Custom product categories

Provide customizable, sortable categories by item type, such as physical merchandise or event registration, or by audience, such as members or non-members.

### ✓ Downloadable products

Sort items by product grouping, such as specialty publications, event registrations, educational materials, etc.

### ✓ Product details customization

Your online store can also feature branded merchandise. Let members search by size, color, product customizations, and many more categories.

## 2 Pricing and Payment Option

When it comes to a member's online store experience, having a smooth check out process is crucial to securing the sale. Your AMS should allow you to handle discounts and payment options with ease.

### ✓ Discount codes and promotions

Easily offer promotions to members versus non-members by automating discounts and promotions through your AMS.

### ✓ Recurring payments

Allow members to opt for automatic recurring payments for publications or sponsorships within the organization.

### ✓ Alternative payment methods

Offer members payment options beyond just credit cards with non-credit card invoicing options.

## 3 Ordering and Shipping

The online store experience doesn't end after a member makes a purchase. Post-order processing and shipping are essential parts of an online store. An AMS can help simplify ordering and shipping by offering:

### ✓ Automated email confirmations for orders and shipping

Save staff time and give members the experience they are used to with quick and straightforward online shopping confirmation emails.

### ✓ Customizable shipping rates and options

Easily set item shipping rates, making multiple shipping options available for members.

### ✓ Exportable store order data for tracking member engagement

This data lets your association paint a more complete picture of member engagement and identifies areas for your association to capitalize on.

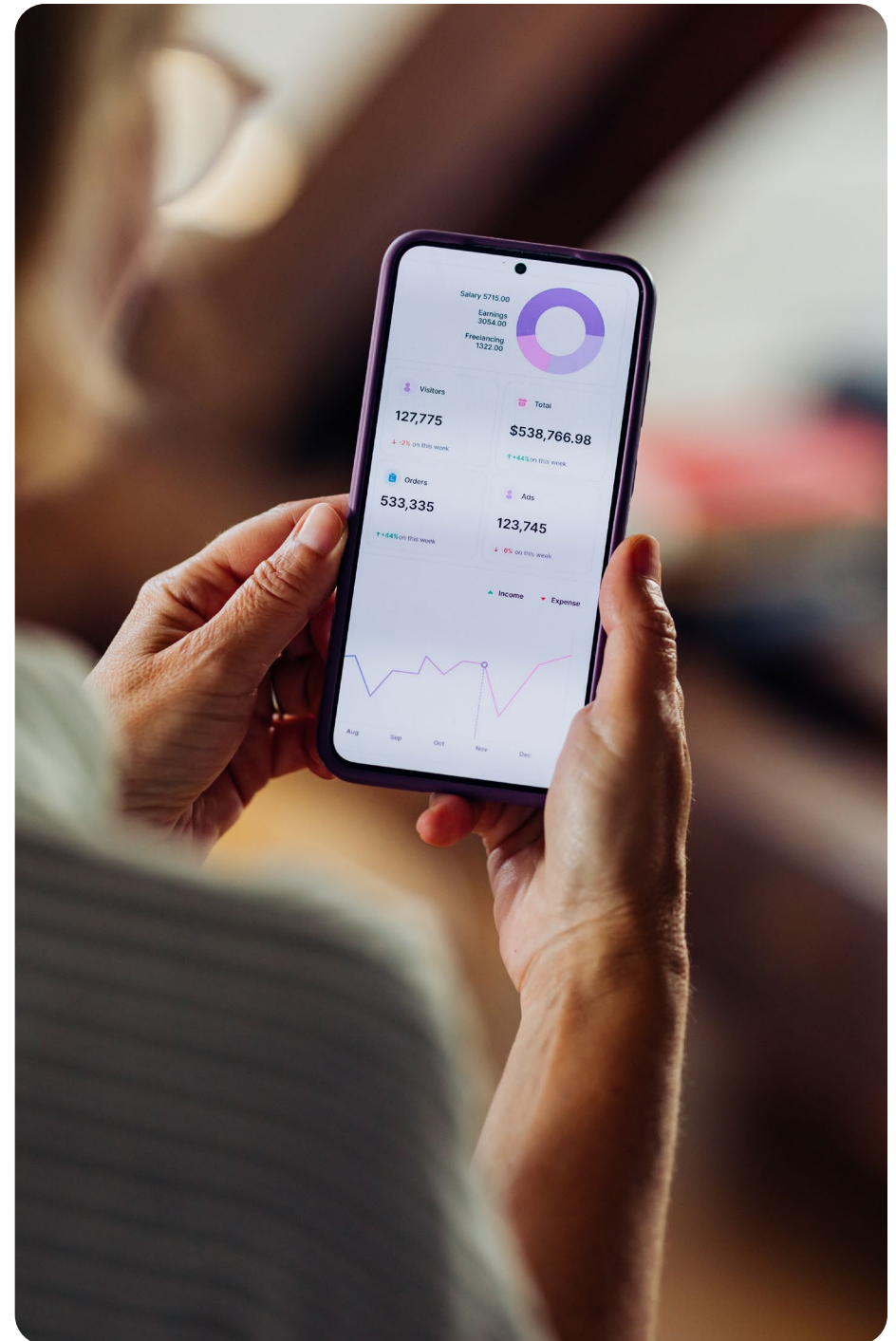
# Driving Non-Dues Revenue

Online stores are a key driver of non-dues revenues. Associations can sell event registrations, downloadable educational materials, sponsorships, and even branded merchandise in one place.

Each sale benefits your association, but beyond transactions, an online store strengthens member engagement by offering easy access to certification courses, training materials, downloadable classes, exclusive publications, and more.

When starting or revamping an online store, consider implementing these best practices for increasing non-dues revenue:

- ✓ Educational products
- ✓ Event registrations
- ✓ Advertising
- ✓ Merchandise
- ✓ Donations



# 1 Educational Products

Your members look to you for learning opportunities, from continuing education to certification. Online stores are an easy way for your association to offer these opportunities.

Consider:

- ✓ Selling certification courses
- ✓ Training materials
- ✓ Publications

Offering these materials online allows more members to access relevant information wherever they are. Consider offering your online content in various ways and pricing it differently for each option.

For example, an all-access pass lets members pay a single price for access to unlimited courses and training materials over a specified period or consider pricing on a per-course, a track, and a full certification on-demand price.

Your association can take its educational offerings to the next level by integrating your association management software with a learning management system for seamless access to purchased courses. When integrated, your members can easily navigate from your website to your store to the class page, and any updates to user data automatically sync across both systems.



## Integrating with a **Learning Management System (LMS)**

By integrating your LMS with your AMS, members can enjoy a seamless course ordering experience with single sign-on capabilities. They'll be able to peruse your course catalog and purchase courses through your AMS. This integration keeps the data all in one place, your AMS. Your staff will be able to view member learning activities and track course completions in the reporting.

## 2 Event Registrations

### Selling event registrations

Using your online store for event registration lets your association control every aspect of the event and capture all event-related revenues. You can sell tickets, offer tiered event pricing, and easily automate early-bird discounts before the event.

### Offering a virtual component for in-person events

Integrating your AMS with webinar and virtual event software lets you seamlessly create a virtual component for an in-person event. Your members who couldn't attend the event can easily access these recordings or as on-demand session recordings. Your association can generate additional revenue by incorporating sponsors and exhibitors into the online experience—via online session sponsorships, sponsor logos, and a virtual exhibit hall.

## 3 Advertising

Beyond the transaction, your online store offers an additional revenue opportunity around advertising. Offering companies advertising opportunities to an engaged audience of potential customers is a great way to earn extra revenue. Consider offering logo placements or advertising on communications channels that reach your members.

From website and email communications and print and online publications ads to even sponsoring a post in your online community, your association should reach out to relevant companies to advertise to your members.

Be sure to keep the arrangement mutually beneficial. Never let the ads take away from what the company is advertising and make sure the advertiser would be genuinely beneficial to your members.



## 4 Merchandise

Your members are proud of being a part of and supporting your organization. Give them a chance to show off that pride through merchandise. Typically, associations offer mugs, T-shirts, and hats with your association's logo, but the sky's the limit regarding merchandise.

Get creative with your ideas. Some associations even pair merchandise with a social media initiative, like selling golf shirts before a golf outing, travel accessories before an in-person event, branded chargers for attendees during the event, and themed days like Tropical Thursday pairing Hawaiian shirts and your association.



## 5 Donations

Your online store can also be a fundraising hub. If your organization can accept charitable donations, fundraising can be a great source of non-dues revenue. When beginning to fundraise, your organization must tell its story.

Members want to know where their money is going and how it will support the association. Your ask should provide as many details as possible without confusing them with information. Keep it clear, concise, and creative.

When setting up fundraising initiatives, remember to make them easy to give. Your website should be responsive to mobile devices and easy to navigate, intuitively, with a "donate now" button on the home page or at the top of your navigation bar.

When a member is donating, they can make it recur. Recurring donations are an easy way for donors to give more significant amounts over time. Asking for smaller donations like \$10 or \$25 a month will keep funds coming in while not feeling like an enormous ask from the donor.

Expanding non-dues revenue streams is essential for long-term growth, and any of these tips and best practices will make your online store a vital income stream.

# Momentive AMS

Simplify online store management and keep your association's data secure—all in one platform! Momentive AMS makes it easy to create and manage an online store while protecting your valuable membership data with dedicated security measures. Plus, with built-in membership management, marketing, and more, it's the all-in-one solution for small associations.

Find out more about  
Momentive AMS today.

[Learn more](#)



## About Momentive Software

Momentive Software amplifies the impact of over 30,000 purpose-driven organizations in over 30 countries. Mission-driven organizations and associations rely on Momentive's cloud-based software and services to solve their most critical challenges: engage the people they serve, simplify operations, and grow revenue. Learn more at [momentivesoftware.com](https://momentivesoftware.com).

© 2026 Momentive Software Holdco, LLC. All rights reserved. Momentive Software™ and all respective logos are trademarks or registered trademarks of Momentive Software Holdco, LLC, and its affiliates.

