

**Academy of Model Aeronautics
Branding & Marketing Strategy
Results: July 2018**

- Implemented brand audit, gap analysis and addressed SWOT, member research
- Launched branding & marketing strategy organization-wide
- Move from annual membership cycle to year-to-date membership cycle
- Implement marketing automation & digital strategy
- Brand message: "AMA helps you enjoy model flying more."
- Hoot Gibson AMA spokesperson - 5-time NASA Space Shuttle Commander
- New member acquisition advertising print, Facebook, Google and public relations
- New website

- Membership & Status**
- 195K members +34%
 - 20K renewed members
 - 25K new members
 - +\$3.7 million annually
 - New member journey
 - Member retention journey
 - New member acquisition print and digital media
 - FREE AMA & EAA youth membership no cost digital fulfillment
 - Convert youth to adult plan
 - Leader member status

- Membership Benefits & Value**
- Net Promoter Score increases from 55 to 85.
 - Model Aviation Magazine 12x
 - \$2.5 million liability insurance
 - Compete in competitions
 - Access to 2400 flying clubs
 - Drone flying liability insurance
 - Model Aviation Digital magazine 12x
 - AMA Today e-newsletter
 - Government Advocacy
 - Members only website portal
 - AMA Air
 - AMAFlightSchool.org
 - Learn to fly education
 - Education school outreach programs
 - Special webinars
 - Social media member community
 - Affinity programs: National & Enterprise car rental discounts
 - Nationwide insurance discounts
 - US Bank Affinity Credit Card
 - Motel 6 discounts
 - Harbor Freight discounts
 - Affinity travel partners
 - EAA AirVenture discount tickets

- AMA National Model Aviation Museum**
- E-newsletter
 - Fundraising
 - Museum patron program
 - Virtual Tour
 - Education programs
 - Increased museum visits
 - Online museum gift shop

- Education & Outreach**
- Model aviation leads to aerospace careers
 - AMAFlightSchool.org
 - STEM education
 - Aerolab
 - Camp AMA
 - MASC & UMASC
 - Take off and grow
 - sUAS training
 - UAS4STEM
 - College Scholarships
 - FREE AMA & EAA youth membership

- AMA Flying Clubs**
- 2400 chartered clubs +400
 - AMAFlightSchool.org
 - Learn to fly education
 - Education school outreach programs
 - New club start-up program
 - Flight training programs
 - Local marketing & PR
 - Leader club status
 - Club recognition & reward
 - Fly site assistance
 - Disaster relief grants

- Affinity Marketing Programs**
- \$1 million non-dues revenue
 - ALCOA
 - Best Buy
 - Gorilla Glue
 - Applebee's
 - Toyota
 - Enterprise car rental discounts
 - Nationwide insurance discounts
 - US Bank Affinity Credit Card
 - Motel 6 discounts
 - Harbor Freight discounts
 - Affinity travel partners
 - EAA AirVenture discount tickets

- Strategic Partnerships**
- EAA
 - NASA
 - Aircraft Owners Pilot Assoc.
 - Civil Air Patrol
 - AUVSI

- AMA Foundation**
- Annual exceed \$1 million
 - Foundation Endowment
 - College scholarships
 - Education fund
 - Club support fund
 - National flying site fund
 - AMA Walk of Fame brick

- AMA Expo**
- Added East Expo
 - Expos profitable
 - 6000 attendees +3500 attendees
 - Guest speakers
 - How to workshops
 - Youth activities
 - Flying exhibitions
 - Flying competitions
 - Sponsorships
 - +200 exhibitors
 - Marketing partnerships