

**Academy of Model Aeronautics (AMA)
Organization Situation July 2008
Before Branding & Marketing Strategy**

Membership & Status

- 145K down 40K
- 9- year decline in membership
- Only communications with members was when time to renew.
- No renewal strategy
- No new benefits
- No new member acquisition strategy
- No youth membership strategy
- Youth membership cost \$1 but loses \$2.75 per fulfillment

Membership Benefit & Value

- Model Aviation Magazine 12x
- \$2.5 million liability insurance
- Compete in competitions
- Access to 200 flying clubs

AMA Flying Clubs

- 2000 Chartered Clubs
- No marketing or tools to assist clubs
- No marketing to increase clubs

AMA Expo

- Annual buying show
- 100 exhibitors
- Few activities
- 1500 attendees
- Attendance -1500
- \$150K loss

**SWOT Analysis, Brand Audit,
Gap Analysis**

- Membership has negative perception. Net Promoter Score (NPS) is 55.
- No dialogue with members
- Poor membership service
- No new benefits or value added
- Don't make members feel valued
- Aging membership. Avg age 58
- No branding strategy
- No new membership acquisition strategy
- No digital technology i.e. Email, CRM, social media
- Outdated website
- No digital technology i.e. Email, CRM, social media
- Programs lose money. No fiscal accountability.
- No education strategy
- No affiliate programs
- No strategic alliances
- No youth membership strategy
- No non-dues revenue strategy & sources
- No giving strategy or foundation
- No strategy for National Model Aviation Museum