

Free Non-Dues Revenue Sales Checklist

Built for Association Executives

This checklist helps you identify quick wins, strategic gaps, and proven tactics to grow your non-dues revenue across exhibits, sponsorships, advertising, and more.

1. Strategy & Goals

- Do you have defined non-dues revenue goals for the year?
 - Are you tracking ROI by revenue stream (exhibits, ads, sponsorships)?
 - Have you updated your value proposition based on current member and sponsor needs?
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2. Exhibit & Sponsorship Sales

- Is your prospect list segmented (returning, new, cold leads)?
 - Do you offer year-round sponsorship packages, not just event-based?
 - Do your packages offer clear value and visibility (not just logos)?
 - Do you offer exclusives or themed opportunities tied to hot topics?
 - Do you follow a structured outreach + follow-up process?
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3. Advertising & Media Sales

- Do you offer both print and digital ad packages?
 - Are you bundling media with events or content?
 - Do you provide updated audience reach and demographics?
 - Have you refreshed your media kit in the past year?
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4. Partnership & Relationship Management

- Do you schedule regular check-ins with top sponsors/advertisers?
- Do you send a post-event or post-campaign ROI report?
- Do you survey sponsors about their experience?

5. Systems & Support

- Do you use a CRM or sales tracker to manage your pipeline?
 - Do you have templated outreach emails and proposals?
 - Have you considered outsourcing sales to boost capacity or results?
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Final Tip:

Review this checklist with your team and choose **3 priority areas** to improve over the next 90 days. Small changes can lead to big revenue wins.

Want help putting this into action? [Schedule a free consultation with PAI »](#)