

MC | Job Board Allows Small-staff Professional Association to Generate Revenue and Boost Membership Benefits

At a glance

Organization name Catholic Campus Ministry Association		Type Professional Association	Solution(s) used MC Job Board
Industry  Religious Ministry	Staff Size  3	Member Count  600	Annual Revenue  \$300k
Challenge CCMA saw an opportunity to save time converting manual efforts helping members find jobs to a dedicated job board that empowers posters and job seekers to connect easily.		Solution CCMA discovered time savings through automated postings, created opportunities to strengthen member benefits, and, most importantly, increased its non-dues revenue flow.	



We've all experienced frustrations with our favorite technology. Isn't it nice when you find something that not only "just works," but also solves problems you didn't even know needed solving? This is a familiar scenario to the Catholic Campus Ministry Association (CCMA).

For a small staff with a big mission to equip, inspire and connect campus ministers across the country, it's important for CCMA to have tools at its disposal to not only help with administrative tasks, but provide value to its hard-working members.

"In my view, if I were to join the association myself, if I were a campus minister, the greatest thing from my perspective is I'd be a part of a community," said Andrea Adams, CCMA's membership and events director. "Because campus ministers are lonely in their job. There's not a lot of funds thrown at it. So they tend to be on a shoestring budget all by themselves, so this gives them the opportunity to relate to one another."

Providing Benefits in Any Weather

Of course, with the global pandemic, brokering meaningful connections has been challenging. Not impossible, thanks to technology, but challenging. CCMA has also long been known for the training offered to campus ministers. Having several existing organized training programs, a certification program in the works, as well as regular best practice-style sharing calls for those in the field, CCMA is actually opening its education opportunities wide open.

“

In my view, if I were to join the association myself, if I were a campus minister, the greatest thing from my perspective is I'd be a part of a community.

“Really, I think the opportunities grow day by day. Someone comes up with an idea and we’ll see what we can do to make it happen,” said Adams.

Another exciting development for CCMA is its future development opportunities. Beyond membership growth, CCMA is looking forward to bringing a development employee on board to focus on cultivating donor participation and other fundraising efforts.

“It would be wonderful if we could not charge for membership,” said Adams. “If we could generate enough money through donors so that every person in the country who is dedicated to campus ministry could be supported by our organization, that would be a dream.”

ISO: Non-Dues Revenue

Even with big goals of moving toward more development efforts and relying less on membership dues, Adams said the value of belonging to CCMA is tangible, so the association doesn’t plan on taking its sights off providing benefits for its members.

It makes sense that CCMA would be attracted to a solution that provides both non-dues revenue and membership benefits. Enter MC | Job Board.

When CCMA joined MemberClicks in 2019, they saw the availability of an integrated job board with a hefty revenue share as an attractive add-on to their Oasis AMS purchase. And even though the association was already helping its members connect with jobs, there was a desire to make the process smoother and less hands-on for staff.

“We wanted to automate our job postings,” said Executive Director Michael St. Pierre. “(MC | Job Board) is just so much more professional looking and has created less work for our staff.”

“

If we could generate enough money through donors so that every person in the country who is dedicated to campus ministry could be supported by our organization, that would be a dream.

“

We wanted to automate our job postings. (MC | Job Board) is just so much more professional looking and has created less work for our staff.

Finding Value for Everybody

Since implementing MC | Job Board, staff has saved time—which is certainly high-value alone — but CCMA has also generated nearly \$2,000 in revenue. With the rev share partnership in place with MemberClicks, they’ve kept 70% of that.

“I’ve heard executive director say, ‘Yay! I’m getting some checks from MemberClicks!’” Adams laughs. “So it’s working. I also think it’s very easy to use.”

Adams noted, too, that CCMA has built in a free job posting into its Plus Membership option, creating more diversity of benefits to the group’s most premium membership tier.

Goals for the Future

“Adams says that the success of their job board thus far has by and large been organic, with limited planned marketing around promoting it.

“People just know, and they see that it’s one of the tabs (on our website).” she said. “But it brings up a good point that maybe we should consider talking about it more.”

One benefit of working with MemberClicks—in addition to free training and connections with a network of similar associations—is the focused attention on customer success, especially when it comes to offering marketing best practices for the job board.

Moving into the future, CCMA aims to discover additional ways to market its job board to employers and members so it can extend reach and generate more revenue unrelated to dues.

Quick Success Stats

In the short time its made MC | Job Board available, and with limited marketing, CCMA has put up some impressive numbers; a good sign for things to come.

OVERALL

\$1,815 in revenue generated

59 job posts

45 paid posts

16 featured posts

2 paid job post renewals

20 employers posting more than once

51 job post alert subscribers

SINCE JANUARY 2020

1,957 new users (38.5%)

3,124 returning users (61.5%)

8,025 page views

“

“I would recommend the use of the job boards feature,” said St. Pierre. “It’s saved our staff time and given members a fast, easy way to post and find jobs.”

“I would recommend the use of the job boards feature,” said St. Pierre. “It’s saved our staff time and given members a fast, easy way to post and find jobs.”

Mission accomplished.

► Read more at blog.memberclicks.com/case-studies