



We help associations close their non-dues revenue gap

No cost, new revenue, and the marketing tools and support to set you up for success.

Looking for new non-dues revenue opportunities?

Your members share common education needs. They may need to build capability in compliance, business or human skills and they look to you, their association, to help them.

You may not have the resources or skills to build the right content, or maybe your website needs investment to host and sell online training. Your board may be hesitant to sign off the investment, without understanding the return.

No Setup Or Ongoing Costs

There is no set up cost or ongoing licence fees or any other hidden fees. Just shared revenue on the course sales.

Tailored Course Library

Tailor an education programme to meet the needs of your members. Over 100 courses to choose from in our ready-to-go library of online micro-learning modules.

Enhance Member Value

Build confidence in becoming an education provider for your members, without the risk.

Actionable Insights

Provide insights to your board on the value your members gain from the online education you deliver.

Share in Course Revenue

Share in the value you create with your members. Earn 30% from every paid course your members invest in, at no cost to you.

Marketing Support

We'll provide you with marketing support and resources to help you get in front of your members, including: a library of email templates, custom social images, a branded shopping cart and course banners.

Step 1: You choose your course offering

Curate your own education programme from our catalogue of courses which have been written by industry-leading subject matter experts.

Step 2: We setup your shopping cart

We set up a webpage and shopping cart with your brand and the courses you've selected for your members. You can offer member and non-member pricing.

Step 3: We support your marketing

We provide you with as much or as little marketing support as you'd like. We know finding resource for marketing is difficult.

That's why Intuto can provide you with:

- Content and messaging
- Outreach and engagement
- Lead generation and conversion
- Measurement and optimisation

Step 4: Members purchase and access

Members purchase courses from your landing page and gain instant access to the online courses through the association academy system.

The courses work on any device and are engaging and interactive.

Step 5: Certificates and CPD allocated

Once the content is completed, members can receive a certificate and / or CPD points to reward their learning. The certificate branding and value of CPD points is in your hands.

Step 6: Revenue share & reporting

You will receive up to 30% of the revenue generated from your shopping page as well as frequent reports on members' progress.

CASE STUDIES



Last year the College of Emergency Nursing Australasia had 618 enrollments generating over \$25,000 in non-dues revenue



January 2024, The Risk Management Institute of Australasia (RMIA) generated more than \$10,000 off a soft launch of selling online courses to select members.

Four members came back within days wanting to buy more.



Last year Orthoptics Australia had 1827 course enrollments generating over \$37,000 in non-dues revenue.

Intuto is trusted by over 40 Australasian associations
So, rest assured that you're in good hands.



Find out more at
intuto.com/solutions/the-association-academy
or scan the QR code

