



COMMONWEALTH CLUB OF CALIFORNIA

We worked with Commonwealth Club of California's staff and leadership team to perform a historical review of the Club's membership program and an analysis on program statistics and figures. Our goal was to grow the program both in numbers and revenues, as well as make the program more efficient and effective in anticipation of the grand opening of the Club's new building.

The final strategic plan narrative and analysis revealed a number of strengths, as well as shortfalls in the Commonwealth Club's membership program. The plan created a roadmap of action items for the future – and specifically for the upcoming grand opening of the new building. Enhancements included more effective direct mail acquisition, a doubling of response rates and average gifts and an increase in membership revenue of 26% in the grand opening year, as well as the addition of a marketing position to assist in utilizing digital marketing for membership and promotion of the Club's many informative programs.

