

# Drive More Non-Dues Revenue for Your Association

Exceed your goals with NetForum and YM Careers



Job opportunities and career advancement are among the top reasons that members join and stay with an organization. By combining an online career center with your association management software (AMS), you can drive more non-dues revenue to invest in your organization.

For example:

ymcareers® by Community Brands



NetForum® by Community Brands

helps you build a robust career center that attracts employers who will pay to promote their job openings to your members and other job seekers in your industry.

is a feature-rich AMS for mid-to-large associations that helps you manage and optimize every stage of the membership lifecycle while driving more non-dues revenue.

**A technology combo that helps you maximize non-dues revenue.**

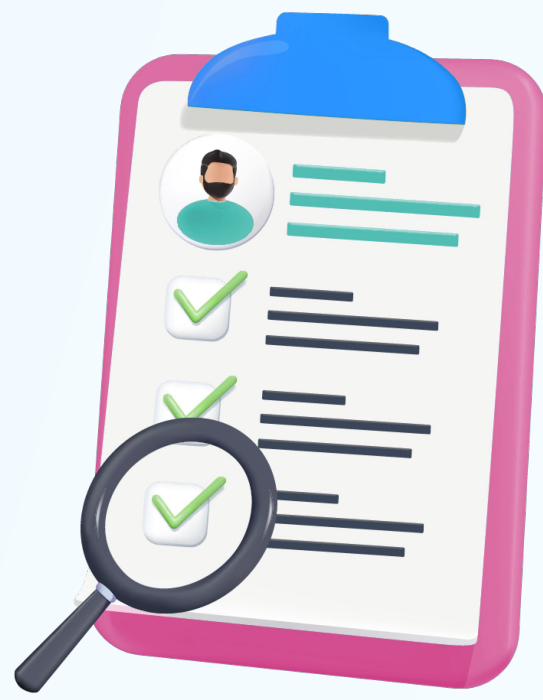
Ready to learn more now about **NetForum** and **YM Careers**?

[Request A Demo →](#)

Here are just a few examples of what you can do with this robust duo:

## 1 Generate job posting revenue.

Employers will pay to promote their job postings to a highly qualified pool of candidates (your members and other job seekers in your industry) through your YM Careers online career center. They'll also often pay for additional ways to promote their job openings, such as through job alert emails, which you can set up through YM Careers.



### + TIP

The YM Careers team can help you reach both job seekers and employers to drive traffic and increase job postings on your site. This helps you boost revenue as your career center becomes the career destination for your industry.

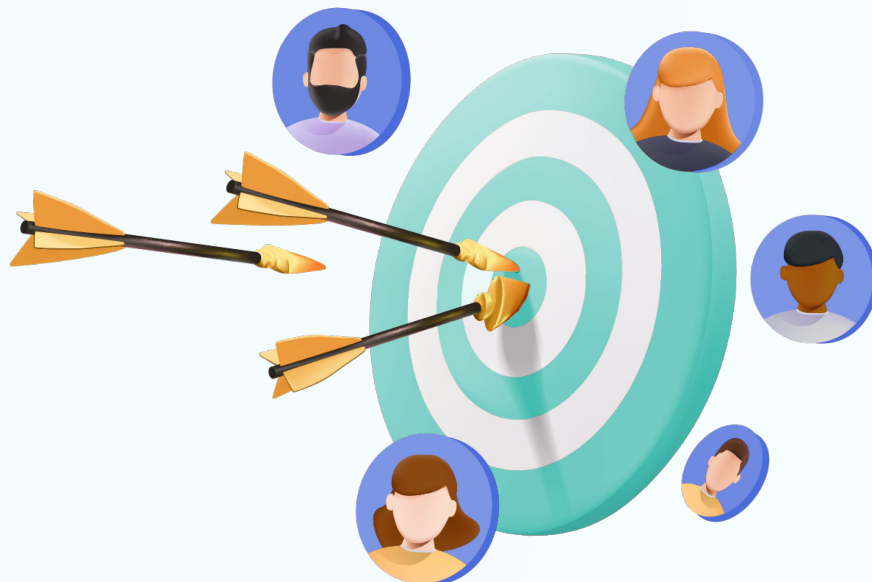


## 2 Market to more people.

By offering a top career resource for your industry, you'll drive more traffic to your association's website, allowing you to collect information about more prospective members and run marketing campaigns that promote your association's offerings to more people.

## 3 Create more targeted marketing campaigns.

Activity on your YM Careers-powered job board can be written back to member records in NetForum AMS, giving you a more complete view of your members' interactions with your association, all in one place. You can use these insights to create more personalized content and marketing campaigns for your members.



### + TIP

For a faster alternative to a customized implementation, NetForum offers a streamlined implementation option that uses pre-configured modules. It can have you up and running with NetForum AMS in a flash.

## 4 Find new revenue-generating opportunities.

Use your YM Careers job board to track traffic, job board sales, job seekers, and more to uncover new revenue-producing ideas. NetForum also offers association-specific data analytics through Nucleus, which can help you identify revenue trends or gaps and find new opportunities to generate revenue.



### + TIP

The YM Careers team can also help you drive revenue beyond your career center, such as by hosting a career fair and building a recruitment guide. Employers will often pay extra to be included in these opportunities.

YM Careers is the industry leader and most trusted career center platform for 20+ years and counting, bringing innovation to the niche career center industry and association market. The platform powers the largest association job board network in the world. Associations use YM Careers to provide a valuable member service, acquire and engage new members, and generate non-dues revenue.