

Revenue-Creation Programs for Associations & Membership Organizations



Are you charged with overseeing the operating budget of your association or organization? Maybe you head the membership services area of your organization. Is there enough money in the budget to implement all the projects and services you want to offer members? If you're like most association leaders we speak with, the answer is a resounding "No!"



How GeoLearning.com Helps

GeoLearning.com offers a special program to associations and organizations that enables them to offer education and training courses to members over the Internet. The program becomes a **revenue-generating service** for your association. Members come to your online learning site and register to take web-based courses that you offer. Registered members are charged a "tuition" or "subscription" that is determined by you and paid to your association.

How the Program Works

We start by working with your association to develop a customized Internet Learning Center where your members can come to register on your web site and take online courses. The courses you choose to offer can come from our existing libraries of over 2,500 web-based courses, or we can convert your existing seminar, print-based or CD-ROM materials into online courseware.

Your association purchases wholesale subscriptions of the courses you select from GeoLearning.com and resell them through your online learning center.

Your association's online learning center can be a stand-alone site, or exist as a link from your current Web site. In either case, GeoLearning.com takes care of everything, including the design, development, installation and hosting of your center.

Your Association's Branded Site

Using your logo and colors, you get to choose the "look and feel" of your association's online learning center, as well as the types of courses offered to your members. GeoLearning.com will also develop an online catalog of the courses you offer, including e-commerce capabilities to allow members to register and pay for courses, tests and certifications over the Internet. Your online learning center becomes a virtual **profit center** for your association!

Choose Your Curriculum... or Let GeoLearning.com Develop It!

Your association can offer members any number of courses through its online learning center in a wide variety of topic areas, including business skills, professional development, desktop computing, technical and computer certification, OSHA compliance and workplace safety...and hundreds more.

If your association already has course materials or topic areas relevant to your membership, GeoLearning.com's custom development team can convert them to an online format for you. Or we can develop online testing for certifications, licenses and any professional designations administered by your association over the Internet. The possibilities—and opportunities—are endless!

Case Study:

IOWA CREDIT UNION LEAGUE

The ICUL provides its member institutions with training on a wide variety of topics via its **Online Learning Center** located at www.icultraining.org. The association represents more than 150 member institutions with thousands of employees who access courses on business skills, desktop computing and web development course from the convenience of their desktops...at work home or on the road!



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Imagine an Online Learning Center for Your Association...

The Advantages...Are Many!

Implementing GeoLearning.com's online learning center concept offers several advantages for both your association and your members.

For your association:

- Your online learning site becomes a **revenue-generating** service and a way to help cover the expenses of operating your association. E-commerce capability means there's no additional resources required of your association.
- Expands the value-added services provided to members, thereby increasing the value of a membership in your association.
- Provides another delivery mechanism for providing members with education and training opportunities, achieving your association's educational mission.
- Enables you to offer online testing for certifications, licenses and any professional designations administered by your association over the Internet.
- Hassle-free, full technical support provided to members by GeoLearning.com requires no additional association resources.



For your members:

- Provides an easy, convenient and flexible way to access training and educational resources 24-hours a day, 7-days a week.
- Just-for-me learning! Members can create customized learning paths to cover only the topics they need and want.
- Subscription-based pricing offers exceptional value, providing entire libraries of courses for a cost-effective annual fee without additional costs for travel, materials or time away from work.
- Self-paced courses can be accessed for the duration of the subscription, providing a just-in-time "reference" resource library.
- Full technical support services provided by GeoLearning.com allow members to ask questions and troubleshoot 24-hours a day, 7-days a week.

Let's Get Started Today!

Many of our association partners have benefited from the **revenue-generating potential** of their own online learning center. GeoLearning.com can create the same results for you.

We'll leverage your association's unique characteristics into a revenue-generating educational service designed to meet the specialized learning needs of your membership. The possibilities—and opportunities—are endless!



Case Study:

AGRIBUSINESS ASSOCIATION

The AgriBusiness Association offers its members access to online OSHA compliance and workplace safety training through its **21st Century Learning Center** located at www.aailearningcenter.org. More than 1,700 members and over 20,000 of their employees can now access online training that is quick, cost-effective and available 24 hours a day, 7 days a week.



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