

# halmyre™

## Sparkling Growth for Associations

“Halmyre doesn’t just offer advice; they partner with you to implement proven strategies that deliver measurable results.”



Is your membership-based non-profit equipped for the future? In today's dynamic landscape, it's not enough to react to challenges. You need to anticipate and lead change.

Halmyre knows the path to sustainable growth lies in understanding your members' evolving needs and proactively shaping your future. We don't just offer advice; we partner with you to implement proven strategies with measurable results.

### What We Do: Intelligent Solutions for Real Growth

Our services address associations' core challenges:



**Value proposition strategy:** When it's time to diagnose weaknesses and identify growth opportunities, this is where to start.



**Pricing and revenue strategy:** A fresh take with Halmyre will get you a win-win-win: for you, your members, and your sponsors.



**Voice of your future member insights:** Growth comes from those who haven't yet joined you. Listen to them with Halmyre's unique research.



**Growth analytics and performance marketing:** Apply skill, focus, and intention to hearing what your members are telling you.



**Member experience design, journeys, and branding:** Align your tech stack, member personas, journey maps, and brand to exceed member expectations.

### What We Don't Do

We don't do surveys.  
*We research to drive insights.*

We don't do guesswork.  
*We bring certainty, grounded in data.*

We don't affirm what you think. *We show you what your members really want and need.*

We don't pull our punches. *We name the difficult truths you need to acknowledge to be resilient.*



## Our Clients

We have a proven track record of success spanning over a decade, with over one hundred clients who are:

- Professional and trade associations
- Federated bodies
- Institutes and certifying bodies
- Regulators
- Regional and international

... the more complicated, the better!

## Does Your Association Need Growth? We Specialize In These Six Types:



### Top line revenue

For operations



### Bottom line ROI

For investment



### More members

For your vision



### Deeper member engagement

For your mission



### Impact & influence

For stakeholders and partners



### Brand awareness

For secure market positioning



## Halmyre's Unique Approach: Seeing You Through the Eyes of Your Members

Through our unique "Outside-In" Methodology, we will show your organization what you look like through the eyes of your members and future members. It stops arguments, provides an objective perspective, and clarifies what to do next.

## Halmyre's Guarantee

Our engagements will be impactful to your association, guaranteed. If your first project with us doesn't move you forward, don't pay your final invoice.

## Ready to Spark Growth?

Your association's growth depends on a strategy that's built to last, and we're confident that Halmyre can help you achieve it. Our reputation is built on delivering exceptional value, and we're ready to partner with you to get the results you need.

**Contact Halmyre today to schedule your free consultation.**



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about our  
services!