

Case Study:

Montana Nonprofit Association

Brad Robinson, Member Services Director

ReadyTalk, a great, affordable service, is helping state associations grow their membership base.

Brad Robinson has been working hard to help Montana nonprofits in the year since he became Member Services Director of the Montana Nonprofit Association (MNA). In April 2005, Brad had three goals he wanted to accomplish: maintain a high level of satisfaction for current members, increase the number of discounted products and services available to members, and increase the number of MNA

members across Montana. Needless to say, Brad has been a very busy man!

ReadyTalk provides outstanding service to nonprofits for an incredibly low rate.

Brad explains that a diverse

palette of valued member benefits drives organizations to join their state associations. Like many state associations, MNA provides a whole host of benefits, including access to discounted medical insurance, discounted directors and officers insurance, an online career center, an unemployment insurance alternative program, and their newest program, ReadyTalk.

According to Brad, ReadyTalk has helped not only MNA's larger members, but also the "very small grass roots groups that are interested in using [ReadyTalk] to help keep volunteers and other constituents across the state of Montana apprised of what's going on. ReadyTalk makes it possible for small organizations with geographically dispersed board members to have board meetings with much higher representation and attendance."

Nonprofits benefit by using ReadyTalk's outstanding service.

The Montana Food Bank Network is one MNA member that benefits from ReadyTalk. Peggy Grimes, Executive Director, explained that their previous audio conferencing provider charged 15.9 cents per minute and required reservations in advance. The organization used 2,171 minutes of conferencing in June 2006. After Brad told her about potential savings with ReadyTalk's rate of 6 cents per minute rate, Peggy stated, "ReadyTalk is really going to save us money! Thanks for putting this together for us." Peggy and Brad agree: ReadyTalk provides outstanding service to nonprofits for an incredibly low rate.

The National Council of Nonprofit Associations partnered with ReadyTalk to bring discounted audio and web conferencing to state associations and their members. Overall, MNA's mission "to promote a stronger nonprofit sector, a supportive public climate, and the ability of nonprofits to accomplish their missions" keeps Brad busy linking nonprofits with new resources like ReadyTalk.

Using ReadyTalk "is a great tool to help nonprofits work together" and in the end, make the world a better place.

Use this benefit for your state association

All NCNA members (and their members!) can take advantage of these ReadyTalk benefits. For more information on how to promote ReadyTalk to increase your membership base, contact Tracey Grant at 303-209-1508 or email her at tracey.grant@readytalk.com.