



Marketing and Membership

NGFA Board of Directors Meeting September 9, 2024

Rebecca Grubbs

Vice President, Marketing and Member Services

Amelia Fitzgerald

Director, Marketing and Member Services

Membership Analytics Initiative

Goal: Categorize NGFA membership by membership type (existing), company type (in progress), location (2025)

Company type segments:

- **Active** members: Grain, Feed, Both, JV, Co-op, Miller
- **Associate** members: Administration, Testing, Maintenance, Transportation Logistics, Risk Management, Analytics, Software

Advantages:

- Better understanding of membership base and involvement distribution
- Advocacy and policy impact on specific industry groups within membership
- Arbitration: identifying location and subject specific arbitrators
- Segment event attendees, sponsors, committee members, board/executive committee
- Analyze and breakdown dues
- Target prospective members
- Concise marketing and communications