



*One Question  
Drives \$45K  
in Conference  
Revenue - In  
the Middle of a  
Pandemic!*

A CASE STUDY

# THE DILEMMA

In 2020, COVID-19 is the great equalizer. The impacts on businesses have been felt across the globe and have touched every industry.

Perhaps no profession has been more affected than education. How does an essential element of society – facilitating the development and education of children – navigate from largely in-person instruction to a virtual environment, quite literally overnight?

## SPRING 2020 THE QUESTION

That is the challenge PropFuel helped our educator association client take on in spring 2020. Given the association's mission of assisting educators to empower underserved populations of students, they wanted to reach out directly to their members to get a better idea of how to support them.

And then, there was that one big task: **get members to register for a conference with a \$750 price tag, during a pandemic!**



WHAT IS THE  
BIGGEST  
CHALLENGE  
YOUR  
SCHOOL OR  
DISTRICT IS  
FACING  
HEADING  
INTO THE  
2020-2021  
SCHOOL  
YEAR?

# THE ACTION

Our client started their outreach efforts with business as usual: traditional marketing emails with highlights of the conference benefits. While they did gain registrations from those efforts, they needed to break the 900 registrants mark. That's where PropFuel came in.

The association used PropFuel's Ask-Capture-Act method to engage members.

**ASK:** Emailed the question, "What is the biggest challenge your school or district is facing heading into the 2020-2021 school year?"

**CAPTURE:** Each answer option led to relevant sessions related to that topic.

**ACT:** Respondents were called to action with a link to register for the event.

## THE PROCESS



### ASK

What's important to members?

### CAPTURE

Insights on top-of-mind issues for members

### ACT

To deliver context and call members to register for conference.

**The result? This single question drove 60 new registrations and \$45,000 in revenue, helping the association achieve well over the goal of 900 conference registrations!**