



Gather. Engage. Maximize.

# MCA Immersion Project

An MCA Immersion is a deep-dive into your business and how you are currently leveraging membership tactics. This allows us (and you) to see the strengths, weaknesses and opportunities in your entire acquisition, engagement and retention ecosystem. An immersion costs \$7,500 plus expenses and takes shape over a period of 6-8 weeks.

In advance of an in-person session, we will send you a detailed checklist so your team can provide us insight into your experience, metrics and resources today.

Then we schedule a day at your office, to include members of your staff as you deem appropriate. Together we'll create an agenda, designed to explore your "product" today, its marketplace positioning, and most importantly, engage your team in the journey of discovery.

**After the on-site session and any subsequent follow-up conversations, we will produce a "Prescription for Holistic Improvement" which includes:**

- An articulation of the opportunities for improvement in acquisition, engagement and retention.
- A prioritized list of those opportunities based on resources/budget required and potential impact.
- A high-level action plan showing what your organization would need to do as next steps to capitalize on each opportunity.

**Through this deep-dive process, you and your team will:**

- Learn new and different ways of looking at your organization from an experienced and unbiased resource.
- Come away from the experience with actionable ideas.
- Have a blueprint for future growth and increased satisfaction.

**But ultimately, by implementing the recommendations, the greatest beneficiaries of the Immersion are your current (and future) constituents.**

**Contact MCA today to get started.**

