



2017 USBC Convention Seminars

Growing & Utilizing Association Revenue



Making money is essential

Tax-exempt nonprofits often make money as a result of their activities and use it to cover expenses. In fact, this income can be essential to an organization's survival. As long as a nonprofit's activities are associated with the nonprofit's purpose, any profit made from them isn't taxable as "income."

"Profits" must be reinvested to support/drive the mission or held in reserve for future operations/investment.

Utilizing Association Revenue

- ★ Create or strengthen operating reserves
- ★ Invest in a stronger recognition program
- ★ Initiate more community outreach efforts
- ★ Enhance marketing & promotional efforts
- ★ Invest in leadership development
 - ✓ Education
 - ✓ USBC Convention
- ★ Enhance association management staff
 - ✓ compensation and/or staff members)
- ★ Increased tournament & event involvement

