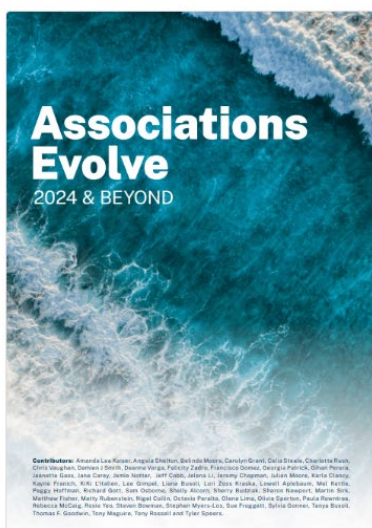


ASSOCIATIONS EVOLVE: 2025 & BEYOND

A Publication of Answers for Associations



Article Submission Guidelines Associations Evolve Journal 2025



Associations Evolve: 2024 & Beyond



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Welcome to the Associations Evolve Journal

Meet the Publisher: Answers for Associations

Born from the sparks of inspiration that fly when passionate industry professionals gather, the Associations Evolve Journal took shape from a lively conversation among forward-thinking colleagues.

Those initial "napkin notes" captured the desire to provide a distinguished platform for the brightest association minds, consultants, and anyone dedicated to advancing the association world. It's a place for contributing invaluable expertise and insights to inspire others.

The Associations Evolve Journal serves as the go-to resource for association professionals seeking inspiration and guidance on best practices. Published by Answers for Associations, dedicated to empowering the industry, the journal embodies the spirit of collaboration and excellence. It provides a platform for the industry's brightest minds to share their perspectives and drive the association world forward.

Reflecting Answers for Associations' unwavering commitment to enriching the association sphere, the journal is just one of the many comprehensive resources they offer. In addition to this flagship publication, Answers provides training workshops, community forums, leadership events, and tailored solutions—all fostering innovation and sharing best practices among members.

The Associations Evolve Journal represents a united community of professionals invested in the continuous advancement of associations. Find your community at www.answers.net.au

You can learn more about participating in the next edition on these pages. For any questions, contact the editorial team at info@answers.net.au or visit www.associationsevolve.com



Meet the Editor: Belinda Moore

Belinda Moore, from SMS, is the editor of the extraordinary Associations Evolve Journal, ensuring that each edition is filled with valuable insights and practical advice for

association professionals. With over 25 years of experience, Belinda has assisted thousands of not-for-profit organisations with their strategic and membership challenges.

She works with a broad range of professional associations, industry bodies, and charities throughout Australia and New Zealand. Known for her enthusiastic and engaging style, she is a frequent presenter for not-for-profit organisations worldwide and speaks knowledgeably on topics related to association strategy, business models, and membership.

Reader Profile

The readers of the Associations Evolve Journal are a diverse and dynamic group of professionals, researchers, and thought leaders from around the whole who are deeply engaged in the world of associations. They are who are passionate about driving positive change, shaping the future of their respective industries, and exploring innovative strategies and best practices for association management. Our readers seek insights, trends, and expert perspectives on topics such as membership engagement, digital transformation, governance, leadership, advocacy, and strategic planning, with a strong focus on staying ahead of the evolving landscape of associations.

Circulation

The journal is issued electronically and in print. The electronic version is sent free of charge without any requirement to enter contact details, to industry email lists of over 20,000 association executives. As many contributors also forward to their lists, the distribution is much larger. Over 1,000 printed copies are sent to premium subscribers of the Answers for Associations online community and contributors to the journal.

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Past Editions & Contributors

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Amanda L Kaiser, Andrew Chamberlain, Angela Shelton, Belinda Moore, Ben Grill, Bruce Rosenthal, Chloé Menhinick, Cindy-Lee Bakos, Colin Perry, Damien Smith, Deanna Varga, Dianna Steinbach, Dr. Michael Tatonetti, Elisa Pratt, Felicity Zadro, Gihan Perera, Ingrid Maynard, Jelena Li, Jennifer Robertson, Jo Scard, Joanne Jacobs, Julian Moore, Julie Garland McLellan, Kym De Britt, Liana Busoli, Maddie Grant, Marjorie Anderson, Mark Levin, Mary Byers, Matt Crouch, Mel Kettle, Octavio 'Bobby' Peralta, Olena Lima, Paula Rowntree, Peggy Hoffman, Robbie Kellman Baxter, Samantha Morris, Sara Drury, Sarah Sladek, Sharon Newport, Stephen Los, Steven Bowman, Sue Froggatt, Tony Rossell, Venessa Paech, Vinesh Prasad, and Zena Burgess.

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You can read the Associations Evolve Journal 2025, online or in print. Join the waitlist to be among the first to access it [here](#), or guarantee your hard copy by becoming a premium subscriber of the [Answers Community](#) before 1 November 2024.

Ways to Get Involved

Whether you're looking to share your expertise or promote your business, there's a spot for you in our journal. Get involved and reach a wide audience in the association community!

Article Submission: We invite experts from around the globe to contribute articles that inform, inspire, and motivate professionals in this field.

Advertising: A unique opportunity for organisations to showcase their brand, products, or services to a highly engaged and targeted audience.

Article Content Areas

Below are some of the topics we would like to cover in the publication. That said, we aren't limited to these and welcome topic ideas.

- **Transforming Associations.** Leading change, strategic planning, adapting associations to AI, helping members thrive in an AI world, Trends impacting associations, innovation, embracing diversity, equity, and inclusion.
- **Offerings That Create Impact.** Creating compelling value, lifelong learning opportunities; online education advocacy and policy; fostering digital community building; meetings, events, and conferences.
- **Effective Stakeholder Engagement.** Impactful collaborations; marketing & communication; mobilising volunteers to maximise impact; strengthening informal networks; empowering chapters.
- **Membership.** Membership models; member recruitment strategies; member retention strategies, effective renewals.
- **Optimising Operational Performance.** Governance; strategic planning; people & culture; harnessing AI and technology; digital transformation; analytics and data-driven decision making.
- **Financial Sustainability.** Diversifying income sources; rethinking pricing models; sponsorships, partnerships; monetising virtual and online platforms; financial forecasting and budgeting.

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Article Submission Guidelines

The Associations Evolve Journal is committed to fostering intellectual curiosity, generating novel insights, and cultivating innovative ideas within the field of association management. We invite experts from around the globe to contribute articles that inform, inspire, and motivate professionals in this field.

Your Topics

We aren't going to tell you what to write. Instead, let us know the topic you are passionate about. Write about an insight, idea, or case study you believe will inspire association professionals to maximise their impact.

If you think your idea is left field, too controversial, or a little bit crazy, reach out and let's talk more.

People don't read this type of publication to learn things they already know. They read to be challenged and pick up ideas they can practically apply to make a difference.

What difference could your ideas make?

Interested in Contributing?

Please send your proposed topic to Belinda@smsonline.net.au for approval before starting work. This helps us ensure we avoid duplication and allows us to provide advice that could help to focus your topics relative to other articles.

Key Dates

- **ASAP.** Proposed Topic for Approval
- **Fri 30 Aug.** Submission Deadline.
- **Fri 15 Nov.** Electronic Version Published.
- **Fri 22 Nov.** Lodgement of Print Version.

Note that we cannot guarantee delivery timeframes.

Writing Tips

- Clearly define the purpose of your article.
- Organise your article with a clear structure – use headings and bullet points to make the article easier to read.
- Provide proper references (we will insert hyperlinks where they are provided to us).
- Incorporate relevant examples.
- Avoid country or region-specific terminology.

Submission Inclusions

All submissions should include:

- ☐ Article Title
- ☐ Article of 500-1,000 words in Word.
- ☐ Portrait Headshot (high res) of author.
- ☐ Full Name of author.
- ☐ 50-word bio of author.
- ☐ LinkedIn Profile Link of the author.
- ☐ Email Address of author (for publication)
- ☐ Website (for publication)
- ☐ Postal Address of author (NOT for publication. To allow us to post you a copy)

By Fri 30 August, please submit your application via www.associationsevolve.com.au for review by the Associations Evolve Journal editorial team.

Submissions received after the due date may not be accepted.

Please note our production timelines are quite tight so it is important to have your submission in by the deadline.