# Case Study Strategic Planning

## Client

#### Northeast Window & Door Association

Fenestration industry trade organization representing manufacturers, suppliers and service providers in US and Canada

# Challenge

Effect a turnaround for a declining trade association. Enhance impact, influence and relevance of the organization in the industry and increase membership.

### **Actions**

- Planned and held series of planning sessions with the Board of Directors to develop strategies targeting key growth areas.
- With Association Board, forged new Association vision and mission.
- Promoted strategies with general membership as part of ongoing member communications.
- Created sales literature and ongoing publicity campaign to promote the organization.



## Results

- Organization broadened its geographic reach, products and materials represented.
- Membership increased by 15%.
- Forged relationships with related trade organizations to manage national issues impacting the industry.
- Organization is regularly featured in national trade publications.



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