

Growing Association Decides to Delegate Admin Responsibilities



delegate*

A Client Case Study

Client: Philly Mobile Food Association
Philadelphia, PA

About Delegate Solutions:

We are your strategic support team. Our service is designed to be a reliable, professional, on-demand solution for all your administrative needs. Our mission is to simply make your life easier so you can focus on your best work.

Executive Summary

Booming industry association desires to free up their Board Member's time and energy to focus on representing their membership on key issues and initiatives. Their plans for growth include increasing the level of value they can provide to their members via special events, social media promotion, communication and vendor/media relations. To do so, they must relieve themselves of current and mounting administrative and social media responsibilities.

Client Challenges

Prior to engaging our service, client's leadership Board was handling all administrative and social media tasks themselves. To expand their breadth of support would further increase the volume of administrative work required to successfully manage the Association. Additionally, because of their strict budget and lack of dedicated office space, they required a competent, cost-effective solution that could operate simply, strategically and remotely.

How Our Service Helped

We immediately worked with the Client to develop a customized delegation Action Plan based on the Association goals and needs. We collected their preferences and ensured we could access their email and other necessary tools. We worked with the Client to document key processes related to email management, onboarding members, monthly financial reporting and email marketing to ensure a clear delegation plan.

Our Strategic Support Team was paired with the Client. Our team worked to respond to email inquiries in a timely fashion and prepare details for upcoming Board meetings. Our team helped coordinate events for the membership including promotion and logistics as well as managing the on-boarding process for each new member.

We enlisted our social media team to develop a customized strategy to align with the Client's goals and budget which included Instagram, Facebook and Twitter campaigns. Our team then provided the content, management and daily maintenance of all social media profiles.

Results, Return on Investment

Client has now been able to free up 1-2 hours per day (over 225 hours to date) of their Board Member's time by delegating key administrative tasks. Our capable team helped bolster their efforts to support their membership more effectively. This extra time has allowed their Board to push forward with major legislative changes in Philadelphia leading to national media coverage highlighting their efforts for the industry.

In addition to our support on the administrative side, we have helped increase value-add for their membership by fostering mutually beneficial relationships with vendors. This allows membership access to relevant work opportunities via the efforts of the Association.

Our social media work has more than doubled Facebook engagement; highlighted by a recent post seen by more than 5,000 people and shared over 40 times. Instagram fans have increased by 30% and interactions have reached 2,000 in less than 6 months. Our plans for Twitter include custom tweets and special highlights of their membership.

Client Testimonial



"Delegate Solutions provides the administrative backbone to keep our organization running smoothly."

- George Bieber; President Philly MFA

Technology Utilized:



*Is your group struggling with something similar?
We'd love to help! Schedule your own FREE
Delegation Consult today to learn how we can simply
clear your plate!*