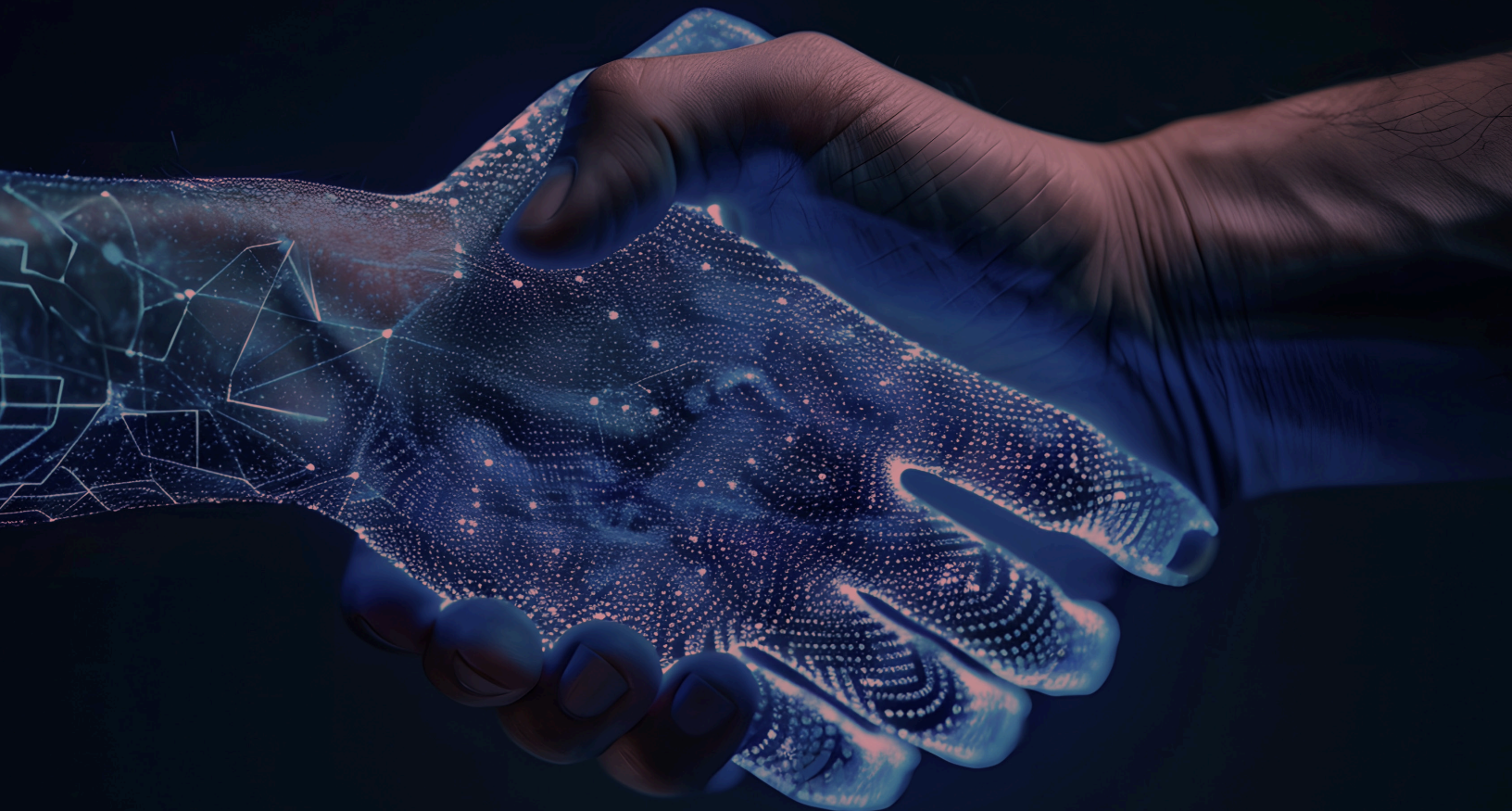


# AI FOR ASSOCIATIONS

smg

**AT** the 2025 ASAE Annual Meeting & Exposition, the session "From Insights to Foresights: Navigating the Four Stages of Organizational AI Readiness," led by Mary Connor, CAE, AAiP and Rich Vallaster, DES, CEM (Personify) explored the transformative potential of artificial intelligence (AI) within associations. Connor, Chief Strategy Officer at Stringfellow Management Group, shared her organization's journey in adopting AI tools and strategies to enhance efficiency and member engagement.

**Stringfellow Management Group**



# KEY TAKEAWAYS

## 1. EXTENDING STRATEGIC PLANNING HORIZONS

AI can transform strategic planning by enabling organizations to think 5-10 years ahead rather than just 36 months.

---

## 2. PROTECTING ORGANIZATIONAL DATA IN AI USE

Cybersecurity professionals strongly advise against putting organizational data into large language models without proper safeguards.

---

## 3. ESTABLISHING AI USAGE AND SAFETY POLICIES

Organizations must establish comprehensive AI usage and safety policies before widespread adoption.

---

## 4. TRACKING AI ADOPTION WITHIN STAFF

Many staff members are already using AI tools independently, often without organizational oversight.

---

## 5. ADVANCING REVENUE FORECASTING AND FINANCIAL OPTIMIZATION

AI makes sophisticated revenue forecasting and financial optimization accessible to associations by processing large amounts of financial and membership data to identify patterns, predict revenue streams, and optimize pricing strategies that were previously beyond most organizations' analytical capabilities.

---

## 6. MEETING THE EXPECTATIONS OF DIGITAL NATIVE MEMBERS

Digital native members entering the workforce expect personalized, AI-enhanced experiences from their associations.