

## Calculating the Value of Local Membership

Do you often wonder why you are not attracting more members to your meetings? Or, not increasing your local membership? Is Chapter attendance decreasing instead of increasing?

Members and prospective members want to know “What’s in it for me?” What services or products are they receiving for their money that they couldn’t get otherwise? What savings are they getting on these products and services that they couldn’t get any other way than membership? You wouldn’t purchase a car or join a gym based solely on price – you’d want to know what the perks were and how it would benefit you.

Here are some tips to determining the value of membership in your group:

Write down all the activities, products and services that your chapter provides yearly.

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Now, take the items above, and write down the cost/value for each of these activities for your Members:

Activity/Service	Value of this activity/service	Cost for Members	# of times per yr	Total Cost to Members
<b>Cost of Local Membership Dues</b>				
<b>Total Yearly Costs to Members</b>				

Now, with the same activities/services as above, what is the cost to your Non-Members to attend or receive these services?

Activity/Service	Value of this activity/service	Cost for Non-Members	# of times per yr	Total Cost to Non-Members
<b>Total Yearly Costs to Non-Members</b>				

Now look at the totals above to see if there is a value in becoming a member.

**HINT:** The Member costs per year should be less than the Non-Member costs.

Members want to know what they are getting for their money. If they don't see the value, they won't join. Furthermore, those that have joined may not attend if they don't know or see the value of their membership dues investment.

It is important to be able to convey to your attendees and members what they will receive as a member and how this will set them apart from the non-members. What can you offer them that they could not get if they turn down membership or don't attend meetings?

Here are some examples of chapter activities and the value to members:

Activity/Service	Value of this activity/service	Cost for Members	# of times per yr	Total Cost to Members
Educational Mtg	\$30/ea	\$5	6	\$30/yr
Annual Conf	\$300	\$85	1	\$85
Newsletter	\$5/issue	Free	6	\$0
CCM Review	\$185	\$50	1	\$50
<b>Cost of Local Membership Dues</b>				<b>25</b>
<b>Total Yearly Costs to Members</b>				<b>\$190</b>

Activity/Service	Value of this activity/service	Cost for Non-Members	# of times per yr	Total Cost to Non-Members
Educational Mtg	\$30/ea	\$15	6	\$90/yr
Annual Conf	\$300	\$150	1	\$150
Newsletter	\$5/issue	Free	6	\$0
CCM Review	\$185	\$100	1	\$100
<b>Total Yearly Costs to Non-Members</b>				<b>\$340</b>

As you can see from the example above, there is a substantial savings in becoming a member.

Now, here is another scenario to consider:

Activity/Service	Value of this activity/service	Cost for Members	# of times per yr	Total Cost to Members
Educational Mtg	\$30/ea	\$0	6	\$0/yr
Annual Conf	\$300	\$25	1	\$25
Newsletter	\$5/issue	Free	6	\$0
CCM Review	\$185	\$20	1	\$20
<b>Cost of Local Membership Dues</b>				<b>25</b>
<b>Total Yearly Costs to Members</b>				<b>\$70</b>

Activity/Service	Value of this activity/service	Cost for Non-Members	# of times per yr	Total Cost to Non-Members
Educational Mtg	\$30/ea	\$5	6	\$30/yr
Annual Conf	\$300	\$40	1	\$45
Newsletter	\$5/issue	Free	6	\$0
CCM Review	\$185	\$30	1	\$30
<b>Total Yearly Costs to Non-Members</b>				<b>\$105</b>

This scenario may not offer enough incentive to join, especially, if the attendee only attends 1-2 meetings a year because they don't see the value in attending more often.

So, now the question is, "How do we get them to attend?" In short, educate them on the benefits, make them feel important, keep them informed of activities and make it fun!

