

Membership Dues Review



Ensure the long-term stability of dues revenue for your organization through assessment and restructuring to ensure they are fair, understandable, and future-proof.

Recommended every 5 years

WHY

The Importance

HOW

The Approach

WHAT

The Value

- Update membership dues in a holistic and comprehensive manner
- Ensure dues levels and structure are equitable and reduce potential liabilities
- Future-proof your dues, so you don't have to revisit them annually

- Analyze past three years of dues and non-dues spending
- Benchmark competitive or analogous associations
- Create three dues scenarios

- New dues structure
- Dues revenue projections for the coming year
- Recommendations for implementing new structure



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Big Red M is an industry-leading consultancy for associations seeking revenue growth through sales and strategy. Annually, our company adds millions of dollars to the bottom lines of our clients.