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MEMBERSHIP DUES REVIEW

SUCCESSFUL EXPANSION OF MEMBER DUES INTO A GROWING MARKET SEGMENT

→ A CONCISE CASE STUDY

CHPA | CONSUMER HEALTHCARE PRODUCTS ASSOCIATION

Taking healthcare personally.

AT A GLANCE

CHALLENGES

- Create a new dues category and schedule.
- Lacked a clear understanding of the potential new member category, including size and needs.
- Relevant expertise to evaluate industry standards and best practices.
- Needed a partner who could keep the project on track while remaining flexible.

BENEFITS

- Gained industry-wide insights and best practices for **structuring a new dues category.**
- Maintained **clear timelines** with regular check-ins and adjustments as needed.
- Successfully developed a **new strategy and dues schedule.**
- Discovered additional areas where Big Red M's expertise could be leveraged in the future.

OBJECTIVES

The Consumer Health Care Products Association (CHPA) sought to evaluate and restructure its dues model to accommodate a potential **new membership category in a growing market segment**, requiring a deep understanding of industry best practices, competitor models, and potential impacts on its operations.

Rather than working in isolation, CHPA recognized the need for a strategic partner with broad industry perspective and expertise in association membership structures—one that could deliver data-driven insights, guide decision-making, and ensure smooth execution.

Maintaining momentum while allowing for necessary adjustments was also crucial, so CHPA looked for a partner who could offer both structure and flexibility to meet evolving project needs without missing deadlines.

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"Big Red M's expertise in the association world was invaluable, providing us with industry insights and flexible support throughout the project. Their approach kept us on track while adapting to our needs, helping us create a new strategy and dues schedule that met our goals."

BETH ALLGAIER

SVP, CHPA

SOLUTIONS

Big Red M provided CHPA with the research, industry benchmarking, and strategic guidance necessary to create a well-informed dues model. By leveraging their extensive experience with associations, they offered valuable insights into similar organizations' membership structures, helping CHPA refine its approach.

Throughout the project, Big Red M established clear check-in points and deadlines, ensuring progress while remaining flexible to adjustments. When changes were needed, they pivoted efficiently, making refinements without disrupting the overall timeline. Their ability to adapt while keeping the project on track was a key factor in the initiative's success.

As a result, CHPA **successfully launched a new dues strategy and schedule**, meeting its objectives while gaining a deeper understanding of its membership landscape. In the process, they also discovered additional ways to leverage Big Red M's expertise in other areas, setting the stage for future collaboration.