

## Learning the Lingo

Written by Kyle J. Sexton  
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Membership organizations across North America are changing their marketing approach to a more balanced strategy of benefits, mission and recognition appeals. A tiered dues structure compliments this balanced appeal, giving members the ability to choose their level of support and engagement.

*Traditional Dues Structures* are based on the number of employees, the value of assets, or the annual revenues of a business. These scaled amounts match to a schedule of dues to determine how much a business pays to be a member of an association or a chamber of commerce.

*Membership Tiers* are packages of benefits which entice larger investments in dues organizations. Tiers are also known to use a Mission Appeal and/or a Recognition Appeal to attract buyers to a higher level of investment.

*Mission Appeal* is a fundraising strategy that relies on an organization's reason for existence to generate greater revenue. United Way is known for its use of a mission appeal in fundraising.

*Recognition Appeal* leverages greater visibility and favorable positioning to up-sell or upgrade membership levels or dues investments. Sponsored special events use a

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