

Comparing Structures

Written by Kyle J. Sexton
Saturday, 03 July 2010 14:33

Contrasts in Structure

Traditional Dues

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Based on number of employees

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Benefits the same regardless of investment

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Punishes businesses for growing

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Does not segment or differentiate members

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A la carte purchasing requires multiple "asks" each year

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Unclear reason for buying

Tiered Dues

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Based on choice

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Benefits increase with investment

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Grows with business-member

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Segments and differentiates members

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Simplified annual planning and purchasing

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Specific reason for buying