

## Membership Committee Proposal to Allow Multi-Year Memberships At Reduced Rates

### **Background and Statement of Need**

The Membership Committee (MC) has observed that a large number of new members who join for one year do not renew their membership. To reduce this trend, the MC proposes to adjust the membership dues to allow multi-year memberships at discounted rates. The MCA Board would need to revise the MCA Policies and Procedures Manual (PPM) to accomplish this change. A proposed PPM revision is set forth below.

The MC believes changing the dues structure to provide an incentive for multi-year membership may help retain members and expand membership overall. MCA currently requires members to pay \$15 per person per year, which provides no financial incentive to sign up for more than one year at a time. Given the predilection of some people to minimize financial commitments, this may encourage members to sign up for only one year and may contribute to membership lapses due to inertia, lack of attention, or busy schedules when their membership is up for renewal.

The MC proposes a revision of the PPM to allow members to obtain a discounted rate if they sign up for multi-year memberships. The MC also proposes to allow members to select automatic renewal of their memberships, rather than requiring members to affirmatively renew their memberships upon expiration. The MC does not believe a change to the PPM is required to allow members to choose automatic renewal.

### **Proposed Discounted Multi-Year Rates and PPM Revisions**

The MC proposes that the MCA Board approve an automatic renewal process and approve the following dues structure, which allows renewing members or prospective members to pay the following discounted rates if they sign up for a multi-year memberships:

	One Year Membership	Three-Year Membership	Five-Year Membership
Current	\$15	\$45	\$75
Proposed	\$15	\$40	\$60

The MC further proposes that the MCA Board approve the revisions to Section III of the PPM show below in red font and italicized. This proposal purposely does not specify the discounted rate for multi-year memberships in order allow flexibility should there be a

future need to revise the discounted rates for multi-year memberships.

### **SECTION III – MEMBERSHIP**

**3.1 Special Dues Schedules.** To enhance awareness of the MCA and increase Membership the Board of Directors may authorize special dues schedules for individuals residing in the McLean Area, offered either directly or via partner organizations. Such individuals (hereinafter "Special Members") do not have voting rights in the MCA, either on matters voted on by the Membership or within MCA Committees.

**3.2 Membership Dues.** Membership dues, which are non-refundable, for Members, Associate Members, and special members participating in special programs and dues schedules are as follows:

- Member (voting) \$15 per year
- Associate Member (non-voting) \$15 per year
- Special Member categories: NA
- Trial Member (non-voting) FREE (non-renewable)

*The Board may vote to authorize the Membership Committee to offer reduced annual dues for members who pay for multiple years of membership at one time.*

The motion to amend the Policies and Procedure Manual to allow discounted multi-year memberships and the motion to approve the proposed multi-year discounted rate schedule were approved by the MCA Board of Directors on May 3, 2023.