

# Leap Futures Initiative (LFI) Membership Fees Pulse Check Results

August 2022

## Context

The LEAP Futures Initiative (LFI) Steering Committee is in the process of exploring the different funding and governance options available to the LEAP Ambassador Community (LAC). Although not the sole or standalone funding stream, one option from the Steering Committee's research includes exploring what role, if any, membership dues could play in sustaining LAC activities. To better inform this exploration, **the following pulse check was launched to gather ambassadors' perspectives on whether membership dues are a feasible option as one potential funding source for the LAC.**

# Pulse Check Overview

The pulse check was sent to all members of the community and **remained open from August 3rd – August 12th, 2022.**

## Questions:

1. Organizational domain (e.g., consultant, funder, nonprofit delivery/advocacy, etc.)
2. Is the respondent part of an organization that pays for individual professional memberships on employees' behalf?
3. Would the respondent or their organization be willing to pay yearly membership dues to remain part of the LAC?
4. How much would the respondent or their organization be willing to pay in yearly membership dues?

# Membership Pulse Check Results

## Which of the following statements best describes you?

Value		Percent	Responses
I work for an Association/Coalition		1.8%	2
I work for a Business		3.6%	4
I work as a Consultant/Advisor		32.7%	36
I work in a School/University		7.3%	8
I work for a Funder		19.1%	21
I work in Nonprofit Delivery/Advocacy		31.8%	35
I work in Policymaking		0.9%	1
I'm retired		2.7%	3

Totals: 110

## Domain Representation in Pulse Check

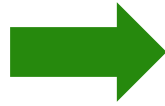
Domain Breakdown	% of <u>Total LAC</u>	% of <u>Pulse Check Response</u>	<i>Difference</i>
01-Association/Coalition	0.9%	1.8%	0.9%
02-Business	5.1%	3.6%	-1.5%
03-Consultants/Advisors	31.0%	32.7%	1.7%
04-School/University	8.1%	7.3%	-0.8%
05-Faith based	0.6%	0.0%	-0.6%
06-Funder	19.3%	19.1%	-0.2%
07-Nonprofit delivery/advocacy	29.5%	31.8%	2.3%
08-Policy maker	1.2%	0.9%	-0.3%
09-Product vendor	1.5%	0.0%	-1.5%
10-Public agency-Government	2.7%	0.0%	-2.7%

*Note: 2.7% of Pulse Check respondents identified themselves as retired*

**Takeaway:** Pulse Check data is largely representative of the broader LAC from a domain perspective




# Which of the following statements best describes you?

*These respondents were directed to the set of questions on slides 12-14*



Value		Percent	Responses
I am part of an organization that pays for individual professional memberships on employees' behalf		38.3%	41
I am not part of an organization that pays for individual professional memberships on employees' behalf		50.5%	54
I am not sure if I am part of an organization that pays for individual professional memberships on employees' behalf		11.2%	12
			<b>Totals: 107</b>

# Which of the following statements best describes you?

Value		Percent	Responses
I am part of an organization that pays for individual professional memberships on employees' behalf		38.3%	41
I am not part of an organization that pays for individual professional memberships on employees' behalf		50.5%	54
I am not sure if I am part of an organization that pays for individual professional memberships on employees' behalf		11.2%	12

Totals: 107

Note: Pulse Check respondents that identified themselves as retired were not asked this question and were automatically directed to the questions on slides 9-11

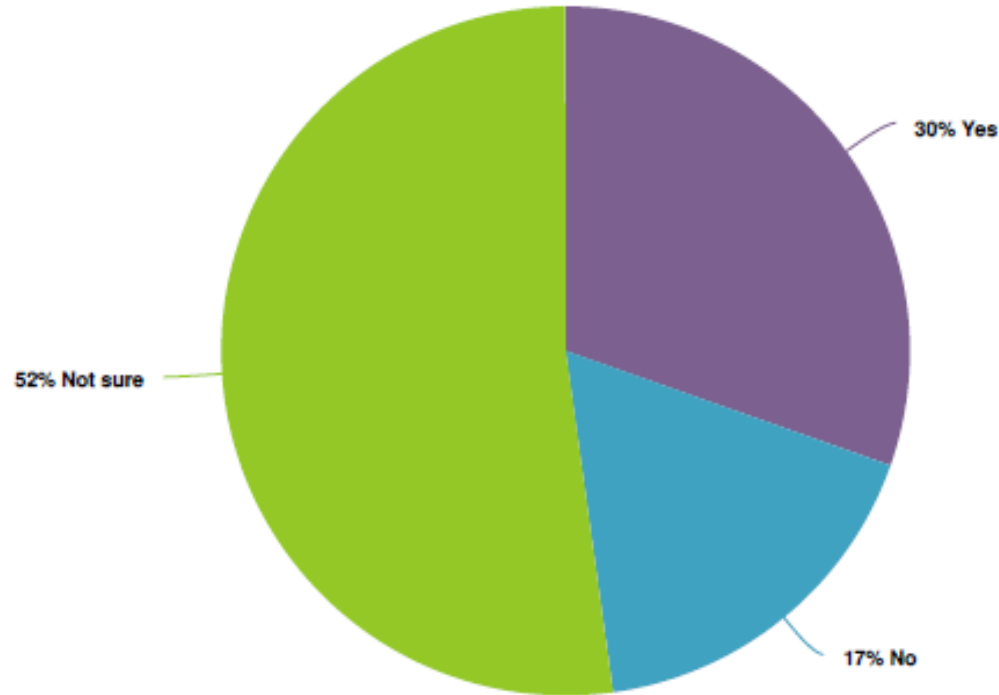
*These respondents were directed to the set of questions on slides 9-11*








# Org doesn't pay: To continue to be part of the LAC, would you be willing to pay yearly membership dues?

*Of the 62% of respondents who would (likely) have to pay the dues themselves:*



Value		Percent	Responses
Yes		30.4%	21
No		17.4%	12
Not sure		52.2%	36

Totals: 69

Org doesn't pay: To continue to be part of the LAC, would you be willing to pay yearly membership dues?

DOMAIN	Question: To continue to be part of the LAC, would you be willing to pay yearly membership dues?			TOTAL RESPONSES
	YES	NO	NOT SURE	
I work for an <b>Association/Coalition</b>	100%	0%	0%	2
I work for a <b>Business</b>	100%	0%	0%	1
I work as a <b>Consultant/Advisor</b>	41%	21%	38%	29
I work in a <b>School/University</b>	20%	0%	80%	5
I work for a <b>Funder</b>	29%	0%	71%	7
I work in <b>Nonprofit Delivery/Advocacy</b>	14%	19%	67%	21
I work in <b> Policymaking</b>	0%	0%	100%	1
I'm <b>retired</b>	0%	67%	33%	3

**Takeaway:** price sensitivity for membership is high among nonprofits

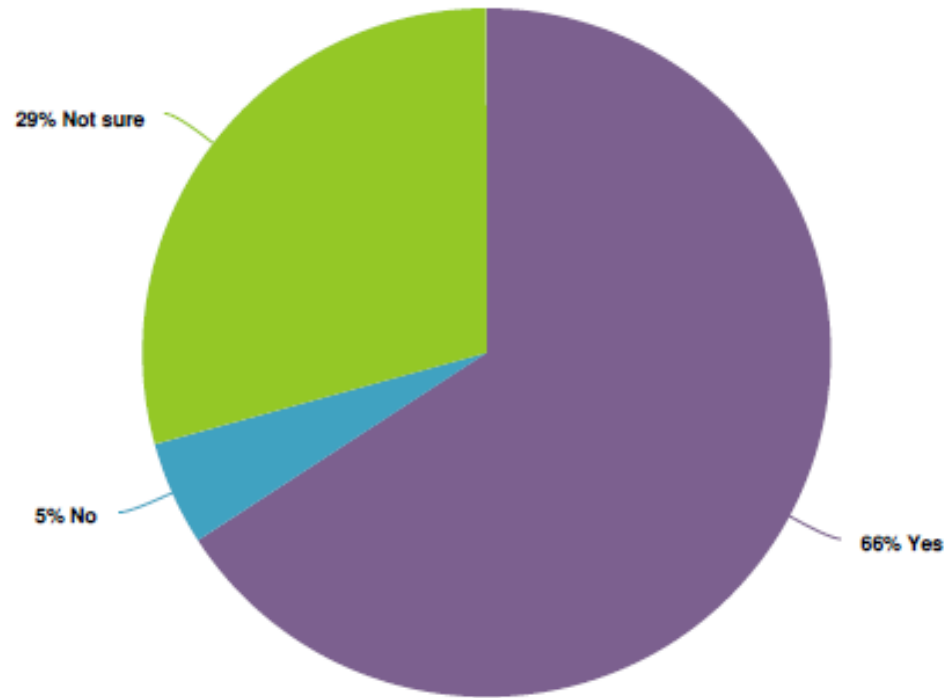
## Org doesn't pay: How much would you be willing to pay in yearly membership dues?

DOMAIN	Question: How much would you be willing to pay in yearly membership dues?							TOTAL RESPONSES
	\$50-\$99	\$100-\$299	\$300-\$499	\$500-\$999	\$1000-\$1,999	\$2,000+	Other	
I work for an <b>Association/Coalition</b>	0%	50%	0%	50%	0%	0%	0%	2
I work for a <b>Business</b>	0%	0%	100%	0%	0%	0%	0%	1
I work as a <b>Consultant/Advisor</b>	8%	50%	25%	8%	8%	0%	0%	12
I work in a <b>School/University</b>	0%	100%	0%	0%	0%	0%	0%	1
I work for a <b>Funder</b>	0%	50%	0%	0%	0%	0%	50%	2
I work in <b>Nonprofit Delivery/Advocacy</b>	0%	100%	0%	0%	0%	0%	0%	3
I work in <b>Polycymaking</b>	-	-	-	-	-	-	-	0
I'm <b>retired</b>	-	-	-	-	-	-	-	0

**Takeaway:** lower end of range seems most feasible (\$100-\$499)

# Org does pay: For you to continue to be part of the LAC, would your organization be willing to pay yearly membership dues on your behalf?

*Of the 38% of respondents whose organizations would pay:*



Value	Percent	Responses
Yes	65.9%	27
No	4.9%	2
Not sure	29.3%	12

Totals: 41

Org does pay: For you to continue to be part of the LAC, would your organization be willing to pay yearly membership dues on your behalf?

DOMAIN	Question: For you to continue to be part of the LAC, would your organization be willing to pay yearly membership dues on your behalf?			TOTAL RESPONSES
	YES	NO	NOT SURE	
I work for an <b>Association/Coalition</b>	-	-	-	0
I work for a <b>Business</b>	67%	0%	33%	3
I work as a <b>Consultant/Advisor</b>	72%	14%	14%	7
I work in a <b>School/University</b>	33%	0%	67%	3
I work for a <b>Funder</b>	79%	0%	21%	14
I work in <b>Nonprofit Delivery/Advocacy</b>	57%	7%	36%	14
I work in <b>Policymaking</b>	-	-	-	0

**Takeaway:** funders most confident org would pay for LAC membership

## Org does pay: How much would your organization be willing to pay in yearly membership dues?

DOMAIN	Question: How much would your organization be willing to pay in yearly membership dues?							TOTAL RESPONSES
	\$50-\$99	\$100-\$299	\$300-\$499	\$500-\$999	\$1000-\$1,999	\$2,000+	Other	
I work for an <b>Association/Coalition</b>	-	-	-	-	-	-	-	0
I work for a <b>Business</b>	0%	50%	0%	0%	0%	50%	0%	2
I work as a <b>Consultant/Advisor</b>	20%	0%	60%	0%	20%	0%	0%	5
I work in a <b>School/University</b>	0%	0%	100%	0%	0%	0%	0%	1
I work for a <b>Funder</b>	0%	27%	18%	18%	9%	18%	9%	11
I work in <b>Nonprofit Delivery/Advocacy</b>	25%	25%	25%	25%	0%	0%	0%	8
I work in <b>Policymaking</b>	-	-	-	-	-	-	-	0

*Takeaway: range for membership dues paid by org varies widely*

# Insights from open-answer responses

## **Overall Reactions on Willingness to Pay**

- Highly dependent on fee amount and benefits received
- Many willing to pay if individual fee is on lower end of range
- Dues may not be an equitable approach or align with values of LAC

## **Value Proposition**

- Lack of clarity on ROI
- Desire for more tangible benefits
- Helpful to have one-pager of member benefits to articulate value to employer

## **Membership Fee Structure**

- Interest in sliding scale structure
- Desire to further explore classes of membership

## **Other Ideas / Alternatives**

- Lower membership fees if ambassadors volunteer time
- Lifetime membership option that is tax deductible