

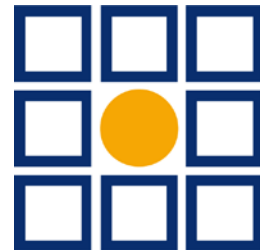
Welcome to the 2021 Post Leaders Workshop!

Tuesday, August 10, 2021

Thanks to our session sponsors:



**BLACK &
VEATCH**



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CODE of CONDUCT

SAME is committed to providing a safe and welcoming experience for all participants, regardless of race, ethnicity, disability, religion, political affiliation, gender, gender identity or expression, sexual orientation, and any other characteristic protected by applicable federal, state, or local laws, regulations, or ordinances. SAME does not tolerate discrimination, intolerance, harassment, aggression, or ill-will of any kind, whether presented in-person, digitally, or via another method. When engaged in SAME activities or representing SAME, SAME expects all members, participants, sponsors, employees, and staff to:

- Maintain the highest professional standards of ethical behavior.
- Respect the dignity, health and safety of themselves and others.
- Be positive, friendly, and welcoming to others.
- Support diversity and inclusion.
- Attend in-person meetings and events only when in good health.
- Maintain the confidentiality of Society business and its members. Directories, mail lists and membership information shall be used only for their expressly stated purpose.

Housekeeping Notes and Tips

All sessions will be recorded and available in the on-line Post Resource Center.

Submit questions at any time using the Q&A tab. Upvote questions you like!

Use the chat to talk with other attendees or if you need technical help.

Find the presentation and other resources for download in the HANDOUTS section of your control panel

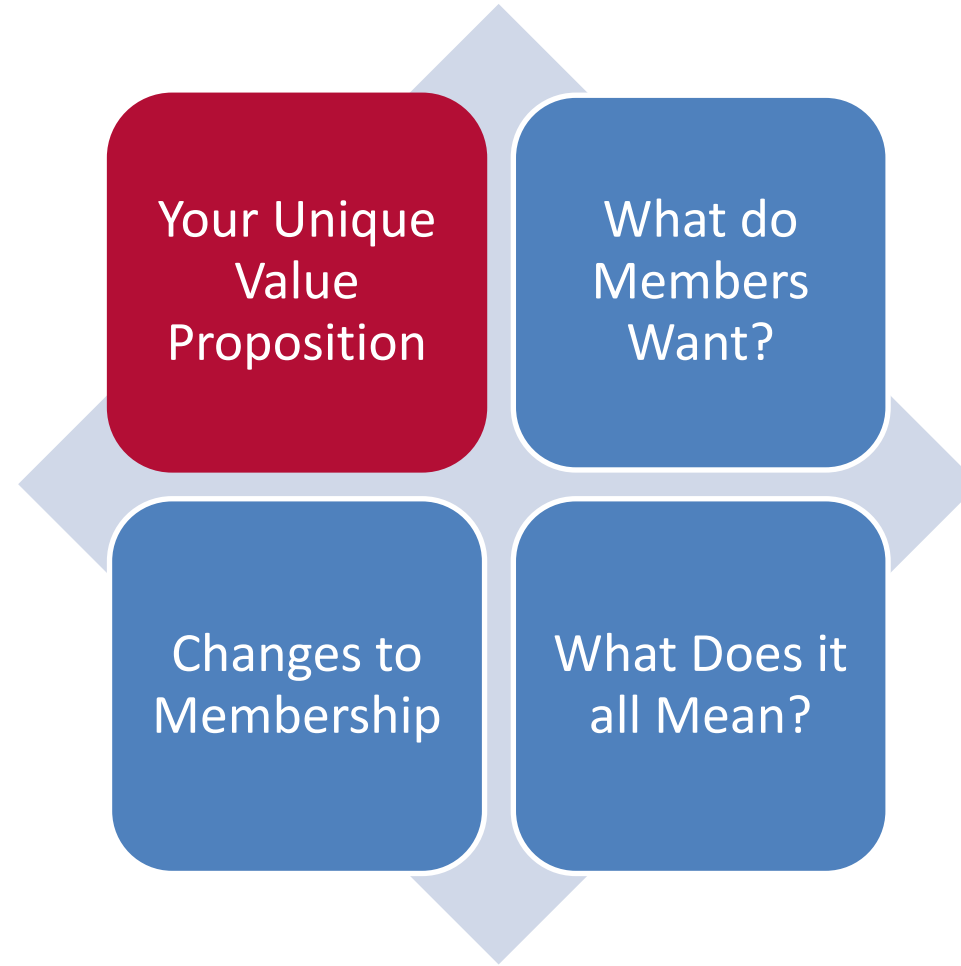
All Things Membership

Presented by:

Ann McLeod, Director, Meetings, Membership & Business
Development

Jill Murphy, Membership and Post Operations Senior Manager

Today's Topics



Today's Presenters



Ann McLeod

- I can eat dozens of oysters!
- Is a Certified Association Executive
- I can't wait to be able to take photos like this again (photo from SBC 2014)!
- Happy place: Bay Head, New Jersey...going there for two weeks starting...SATURDAY!
- Peloton Leaderboard name: #ANNwithNoE

Today's Presenters



Jill Murphy

- Ability to eat a LOT of pizza
- Is a Certified Structured Settlement Consultant
- Sending her only child off to college in 2 weeks (Go Scarlet Knights!)
- Happy Place: just about any beach location
- Peloton leaderboard name: #ChezMurphy

Poll #1

Do you know
your Post's
value
proposition?

Yes

No

What's a
value
proposition?

Defining Your Value to Members

Value Proposition = What you uniquely offer members; promise of delivery of those benefits

How do you define it?

Start with WIFFM – What's In It For Me

Be relevant to your members and local community based on our Mission and Strategic Plan

What Members Want

How do you figure it out?

- SURVEY YOUR MEMBERS!

Ask them what will get them to show up.

Be prepared to act on the responses

- If you're not going to change anything – DON'T ASK

Be flexible if you get mixed results

Use your resources: other members, SAME National, Post Resources, National Leadership, COIs

If you deliver value, they will show up!

Time for Your Questions! Membership Changes

Submit them via the Q&A tab!



Poll #2

What type of
membership
do you hold?

Individual
Member

Life
Member

Sustaining
Member
Rep

Multiple

Honestly...I
am not
sure



Poll #3

When was
the last
time
SAME
adjusted
dues?

2018

2015

2013

Why
would we
adjust
dues?!

Membership Changes

July 19, 2021 the National BOD approved changes in the membership structure and dues

This was a long process of review, including:

- Focus groups of all types of members
- Years of customer service and operational feedback

BUT WHY?!

- Better serve and manage members at the Post and national levels.
- Simplify overly complicated membership and dues structure.
- Improve SAME's financial stability by aligning dues with the value the Society provides; aligning dues revenue closer to industry standards; and covering costs to serve members.

How does this affect SAME?

- All persons are able to engage anywhere with ease = More engaged, active members in Posts.
- Allows for more flexibility and consistency for all individuals
- More accurate, up-to-date data
- Equity and consistency across member types
- Streamlines operations for members and SAME

Changes for Individual Memberships

- All members will pay dues annually - multi-year memberships have been eliminated
- Current life members and uniformed members are grandfathered
- Military and Civilian Government will pay the same rate
- One Post included in membership but join as many as you want for a small fee per Post
- Changes are in effect now for brand new individual members
- Changes for current members starts with October 1 renewals



Individual Membership Rates

New Individual Member Rates	
Private Industry - Regular	\$125
Private Industry - Young Prof.	\$75
Government - Regular	\$55
Government - Young Prof.	\$40
Academia/Nonprofit	\$55
Academia/Nonprofit - Young Prof.	\$40
Retired	\$55
Student	\$0
Additional Post, Per Post	\$10

Changes for Company Memberships

- Companies will purchase people and Posts separately.
- Eliminates company “representatives”. All members will be Individual Members, including people who are paid for directly as part of a company membership.
- Company memberships include One Post and 6 Individual Memberships which they may assign to any employee
- Individual Members who are paid for by the member company will “own” their membership. They take it with them if they leave the company, then they will be billed directly on an annual basis to renew. A company can opt to include individual memberships in its corporate invoice.
- Companies will not have to purchase a Post just to allow a single person to join it. The individual can join at the corporate individual rate and join the Post(s) of their choosing. Individuals can join as many Posts as desired.



Company/Org Membership Rates

New Company / Organization Dues				
# of Employees	National Dues	Per Post Fee	Corporate Individual	Corporate Young Prof.
1-10	\$325**	\$80	\$95	\$60
11-50	\$650*	\$150	\$95	\$60
51-100	\$800*	\$225	\$95	\$60
101-500	\$950*	\$300	\$95	\$60
501-1,000	\$1,200*	\$350	\$95	\$60
1001-5,000	\$1,450*	\$350	\$95	\$60
5,001 +	\$1,700*	\$350	\$95	\$60
Public Agency	\$325 / 3 years*	\$80	\$55	\$40
Academic Inst.	\$325*	\$80	\$55	\$40

*includes six individual memberships
 **includes three individual memberships

What's Next?

- INDIVIDUALS
 - Invoices sent as usual (mailed and emailed) reflecting new rates
 - Starts with October 1 renewals
 - NEW members pay new rates now
- COMPANIES
 - Starts at earliest with April 1, 2022 renewals
 - Series of informational webinars on the changes
 - Membership team will work one-on-one with companies to help them best structure their membership so it meets their needs
- The NATIONAL OFFICE will handle all communications!

What's Next Part II

Cheat sheet on updates available – USE IT!

DISCARD ALL OUTDATED MATERIALS

Website and individual applications have been updated

NEW membership materials!

Full impact won't be known until end of 2023

- Post size standards will be adjusted once we know full impact

DO NOT HESITATE to ask us ANY and ALL questions!

Poll #4

Are you
calm or
freaked
out?

Calm! I get
it!

Still
absorbing

Freaked
out for sure

I'm not
sure why I
should feel
one way or
another

Time for Your Questions!

Submit them via the Q&A tab!



Thanks to our session sponsors:



AWARDS AND RECOGNITIONS





2020 Streamer Awards!

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Baltimore
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Cape Fear
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Chicago
Cincinnati
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Fort Bragg
Fort Leonard Wood
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Frontier
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Hampton Roads
Honolulu
Houston-Galveston
Huntington
Huntsville Chapter
Illini
Jacksonville
Japan
Kaiserslautern
Kentuckiana
Kittyhawk
Korea
Louisiana
Memphis
Mid-Maryland
Minneapolis-Saint Paul

Minot
Mobile
Mount Tacoma
Narragansett Bay
Nashville
New Jersey
New York City
Northern Virginia
Oklahoma City
Omaha
Orange County
Oxnard Ventura
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2020 Streamer with Distinction!

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Honolulu
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Huntington
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Jacksonville
Japan
Kaiserslautern
Kentuckiana
Kittyhawk
Louisiana
Memphis
Mid-Maryland
Minneapolis-Saint Paul
Minot
Mount Tacoma
Narragansett Bay

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New Jersey
New York City
Northern Virginia
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Oxnard Ventura
Panama City
Philadelphia
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