WIPING OUT THE TRADITIONAL MEMBERSHIP MODEL

Jenny Brown, Kyleen Hinkle, Craig Shoup
WHY DO WE NEED TO CHANGE?
WHAT IS CAUSING THIS?
Growing Reasons Why People Say They Don’t Join/Renew

I don’t have time to go to events.

My employer doesn’t pay for dues and I can’t afford to cover it.

I don’t use any of the benefits.

TIME  MONEY  VALUE
WHAT CAN WE DO ABOUT IT?
Addressing the “No Time” Issue

- A La Cart Membership
- E-Membership
Addressing the “No Money” Issue

- Free Trial Membership
- Monthly Subscription Membership
- Installment Payments
Addressing the “No Value” Issue

- Tiered Membership / Different Benefit Levels
- Law Firm Membership
EXAMPLES FROM THE JACKSONVILLE BAR

Craig Shoup, Executive Director
Jacksonville Bar Association
RESOURCES, TIPS AND TRICKS

Kyleen Hinkle, Past President
Florida Association for Women Lawyers
Build a Future Culture

- Encourage constant change.
- Listen to your members.
- Collaborate and develop partnerships.
Q & A