

Eastern Pennsylvania SOS Supplemental Information

Member Pricing

1. The Member Pricing concept is not specific to a conference -- it is suitable for any program which a chapter offers. The key point was that we wanted to make it EASY for non-members to see the value in joining. In the example we used, it was less expensive to join the chapter for a year vs. paying the non-member price.
2. This idea (Member Pricing) came from a session which Bob Pike presented at ALC, and we took it home to Eastern PA and put it into action.
3. It tangibly added to our bottom line - in the example we used, it did attract NEW members who were not previously a part of our chapter.
4. The SOS piece is that it's easy to implement and replicate, so other chapters could easily see how giving potential members a tiered pricing plan lets them see the VALUE in joining the chapter. I can tell you that we use this tiered member pricing strategy for all paid events that we have, and it has been successful.