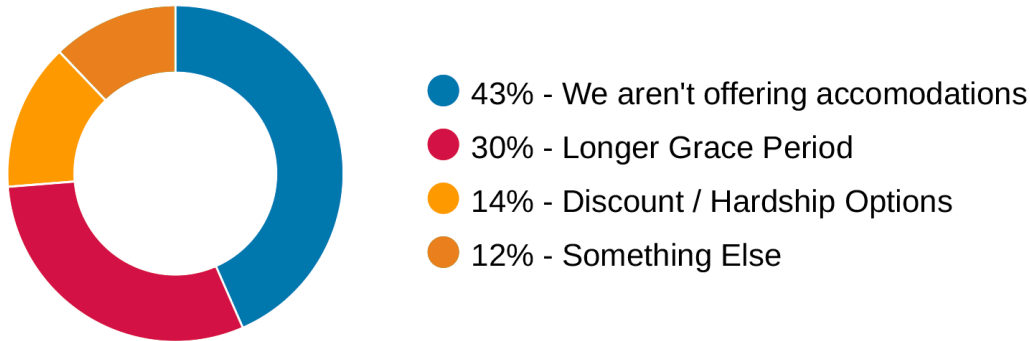


## FSAE Member Feedback: Membership Renewals

*Getting our members' pulse on plans for membership renewals*

**What accommodations, if any, are you offering for membership renewals due to COVID and the economy?**

**Responses: 100**

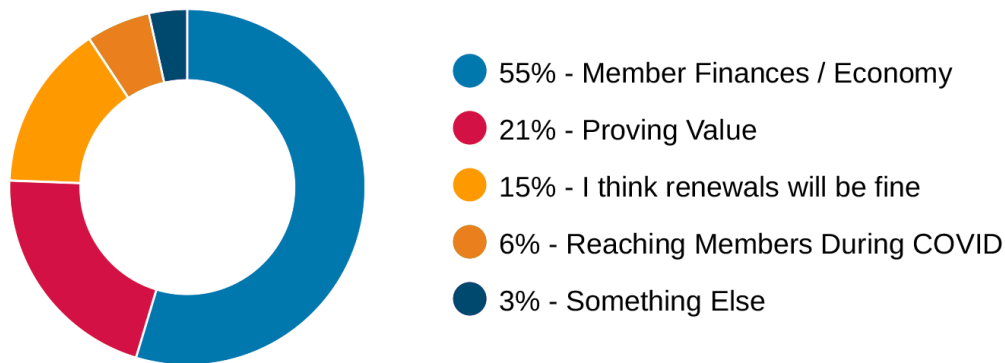


### Comments/details:

- We work with each case individually / case-by-case basis
- Allowing members to "bundle" registration for Annual Session with Membership or allowing them to pay multiple years dues at one time
- Our members' industries aren't currently suffering
- We are offering a 10% credit if they pay within 15 days of the annual invoice date. We are also offering an additional 15 days to pay without late fee.
- Allowing much longer payment plans (spreading payments over a year)
- So far we are tracking dues to be on pace with last year
- We are offering each member company a voucher to use towards 2021 event registrations since canceled several in 2020.
- Membership renewals are based on a formula that reflects how well their business is doing. So the accommodations are built into every renewal, every year.
- We are launching a new lower price membership option.

## What do you see as your biggest struggle for renewals?

Responses: 87



### Comments/Details:

- Members are holding on to their money to ride out the COVID storm
- Budgets frozen
- It'll be fine - we remained open and continued to provide services within all the state's and CDC guidelines. I think we have built a stronger relationship with our active members. I do feel we will have a slight decrease in renewals because I feel the part timers will not renew.
- It's unclear if how members determine value might have shifted and how they will respond to the initial membership renewal request.
- Fear
- Their business is down 25-50%.
- Proving value while working remotely. Even though we are answering calls and doing what we normally do, they think we aren't doing anything for them
- If COVID creates an even worse economic downturn or recession, our members may cut back on their participation at our 2021 events.
- Proving value when it typically comes from face to face meetings & networking with or access to Legislators.
- We are working diligently on information pieces that restate the value of the membership both on the organizational level and the individual level as we know some individuals will be required to pay their own dues.

## What keeps you up at night?

### Essentially: Events/Meetings, Revenue & the Economy, Politics

- Planning the 2021 Annual conference and wondering what it will look like
- Planning a virtual event when there is video meeting fatigue.
- Replacing revenue from sponsors and other non-dues revenue
- That so many of these restrictions will become the new normal for our young generation and we have lost a sense of the importance of human in person interaction
- Wondering when meetings can happen safely and when members will feel comfortable attending live events in normal numbers.
- Event cancellation insurance does not cover pandemics, so the financial impact of having to cancel trade shows has triggered contingency budgets with reduced income and expenses, including salary cuts.
- Having a very non-tech savvy membership base at a time when we need to depend on tech to keep us connected and establish value points.
- Renewals
- What my association will look like in the next 1-2 years. If these small businesses close because of COVID.
- How long COVID will last. Do we have enough reserves to ride out this storm?
- The impact of the pandemic on the economy in 2021. I think the stock market is making things look better than they are and we will see increasing fiscal challenges for most small and medium sized businesses with unemployment continuing to rise.
- Uncertainty, and trying to budget for next year

More humorous responses:

- My children
- Seriously? It's 2020. EVERYTHING should be keeping us up at night.
- LOL- hot flashes
- What doesn't?! :-)