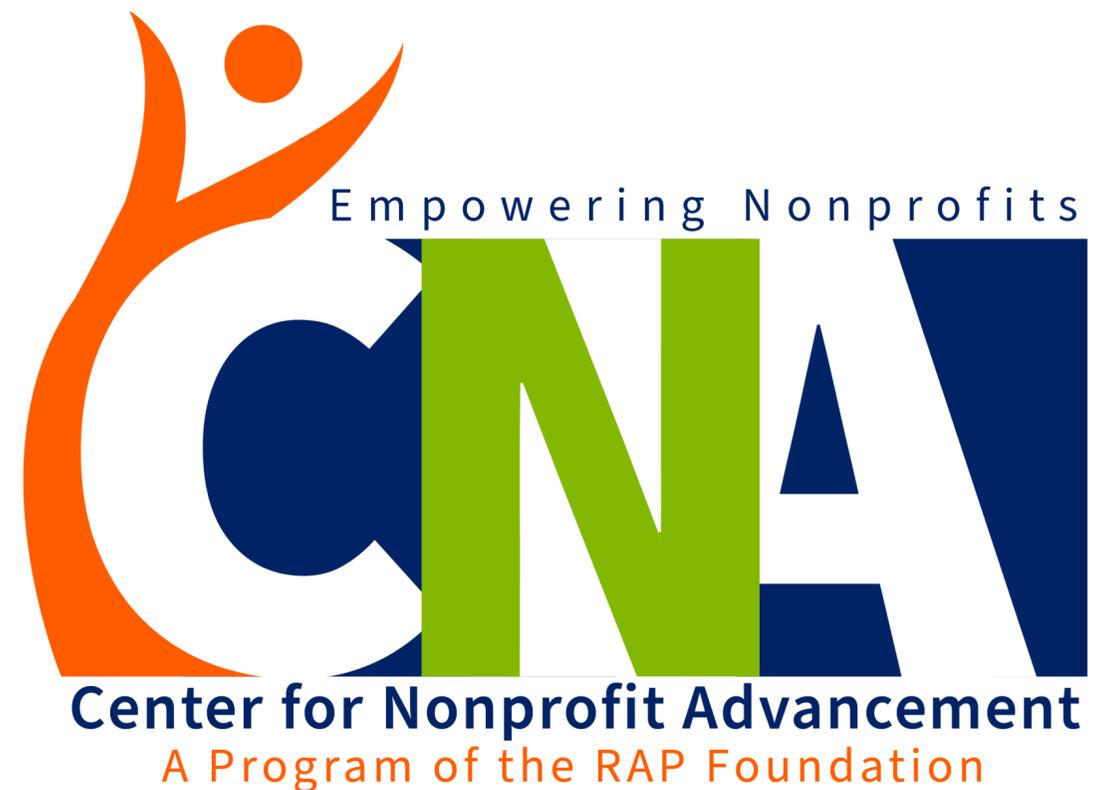


Revisiting and Updating the CNA Membership Model and Matrix



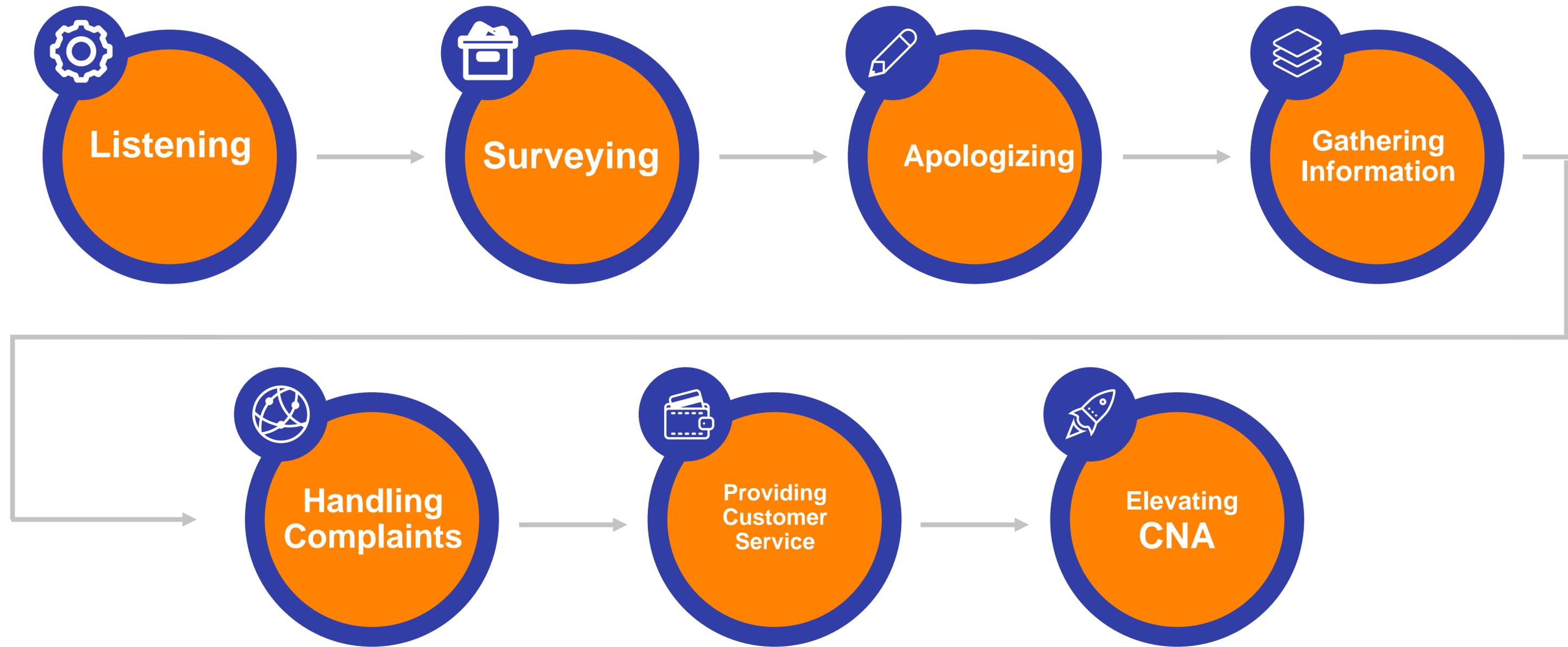
December 4, 2019

There Is A Need To Change



Fulfilling The Needs And Requests Of Nonprofits

- Model has proven to be unsustainable financially
- Dissatisfactory to our past and present members
- Hard on staff
- Allows for perceived favoritism



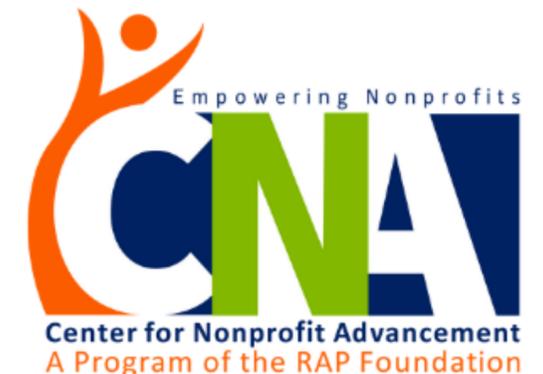
	Gold	Silver	Bronze
Resource Access for Staff Includes	5 people	3 people	2 people
Consulting	10-hours and 10% discount	5-hours and 5% discount	2-hours
Training	20% discount	15% discount	10% discount
Events (Conferences and Mixers)	25% discount	15% discount	5% discount
Pricing: Large Organization	\$499/yr	\$399/yr	\$299/yr
Pricing: Mid-Size Organization	\$399/yr	\$299/yr	\$199/yr
Pricing: Small Size Organization	\$299/yr	\$199/yr	\$99/yr

This Model Is NOT Sustainable

**Large Gold Member Pays \$499.00
Gets \$1250.00 of Consulting Hours
That is a loss of \$751.00**

**Large Silver Member Pays \$399.00
Gets \$625.00 of Consulting Hours
That is a loss of \$226.00**

**Large Bronze Member Pays 299.00
Gets \$625.00 of Consulting Hours
That is a profit of \$49.99**



Recommendations



Grounded By Members Only Portal/Website

This new membership model will be augmented by our membership website that contains premium content to which nonprofits subscribe.

The content will be in the form of training and educational courses, resources on various topics relevant to the nonprofit sector, specific discounts and perks, and a community Facebook group—where like-minded individuals can connect.

The online offerings will be in the form of PDFs, webinars, videos, checklists, worksheets, toolkits etc.



New Structure

I propose we offer two membership levels: Essential and Premium.

These two pricing levels are offered to all nonprofit organizations, no matter what their budget size.



In Person Trainings, Workshops, Events

In addition, the CNA membership will offer 18-24 “in person” workshops, events or trainings. Depending on the membership level, a nonprofit organization receives a discount or free admission to the “in person” presentations.



New Pricing

I propose we raise the prices of the CNA Membership. \$588.00 per year for the Essential Level, and \$1068.00 for the Premium Level.

The cost of the Essential Level per month is \$49.00 and the cost of the Premium Level is \$89.00 per month.

Organizations receive a 10% discount if they pay for one year up front. Monthly payments are available to those who cannot afford to pay up front.

Membership Benefits



ESSENTIAL

\$49/Month
\$588.00 Per Year

10% Discount For Full Year Payment

- Access To All Resources Inside the CNA Membership Portal
 - Tool Kits, Mini Classes, Directories, Industry Reports, Checklists
- Access to "Clinics" Presented By Experienced Consultants and Industry Professionals.
 - Start Up, PR Strategies, Funding, Human Resources
- 25% Discounts to In-Person Workshops, Events and Conferences
- 2 Hours Per Month To Film In The CNA Media Studio
 - Camcorder, Green/White/Black Screens Available. Just Bring Your Own SD Card
- 10% Discounts on Industry Specific Merchandise
- Access To The CNA Facebook Community Group
- Access To The CNA Online Directory and Library
- Exclusive Member Webinars



PREMIUM

\$89/Month
\$1068.00 Per Year

10% Discount For Full Year Payment

- **All Benefits of Essential Membership**
- **FREE REGISTRATION FOR ALL Workshops, Events and In-Person Trainings**
- Access To Exclusive Premium Content Including "Hot Topic" Webinars, Branding Bootcamp, Nonprofit Website Bootcamp
- 4 Hours Per Month To Film In The CNA Media Studio
 - Camcorder, Green/White/Black Screens Available. Just Bring Your Own SD Card

How Do We Still Provide Other Specialized Services Beyond The Ones Above To Nonprofits?

CNA Grants

Nonprofits will fill out a short application detailing their needs for a specialized skill or expertise that goes above and beyond what we offer in our CNA Member Portal, in our workshops, at our conferences, or our boot camps. Grant requests can be made for:

- **Strategic Planning**
- **Board Development**
- **Succession Planning**
- **Group Facilitation**
- **Brand Identity**
- **Restructuring**



The CNA Committee shall review these grants requests and make decisions and grant funding. The grant application will help the committee to understand whether or not the organization is truly ready for an engagement to be successfully undertaken.

We will ensure that organizations have the necessary capacity in terms of staff and finances, clearly defined goals, and aligned expectations and outcomes before an award is granted.

Specific

S

M

Achievable

A

R

Timely

T

Measurable

realistic

