

Submitted by Chris Jones 2020-02-16

Here are some ideas for:

- Generating revenue
- Generating dues
- Maintaining interest in both ARTC participation AND additional services
- Increasing interest in ARTC services

This is dealing solely with dues which can not be the only way ARTC makes money.

Basic Membership system (two levels):

Basic level - \$10 per year.

- Voting rights
- discount at store

Advanced level - \$40 per year

- Voting rights
- Discount at store
- access to ARTC educational material #

Tiered system (four levels):

Participation level - \$5 per year (after 3rd rehearsal)

- Participation rights (able to audition and perform with ARTC)

Apprentice level - \$15

- Voting rights
- Participation rights (able to audition and perform with ARTC)
- Discount (%15) at store
- Discount (%15) in using the ARTC Recording Booth*

Journeyman Level - \$50

- All apprentice level rights and privileges
- Access to X amount of Educational material (to be determined, but likely a mix of ARTC specific stuff as well as general audio materials) for 1 year.
- Access to 2 hours of studio time*

Master Level - \$100

- All Journeyman level rights and privileges
- Access to all Educational material for 1 year.
- Access to 5 hours of studio time*

Rhetta could be in charge of which material qualities for whichever level ARTC wants to charge for. Offering FREE classes is also a good idea to mix in with the charged classes. Thus some would be free (benefits ARTC directly) and charged (benefits the student more).

*This is for personal projects and does not include an audio engineer. Typical price (I believe) is \$30 per hour.

There is a benefit to a simple program, which is the ease of use. DO NOT underestimate ease of use!

As you develop your membership program, you'll need to appoint a leader and at least one other person for support, to take charge of the initiative.

While membership programs can run concurrently with many other fundraising, sales, and stewardship efforts, these are specialized programs that require dedicated time and hard work. As such, it's important that you set up a devoted leadership team to take charge of these tasks. There should be a data-base that should likely be available for all to view but not alter.

Sponsorship should be a thing and also be noted. Thus if person A wishes to pass X amount of money to the board for anyone who needs to join, that should be noted by both who is paying the money and who is receiving it. I Highly recommend that sponsorship not allow voting rights, but all the other perks can be established.

It should also be clear when memberships take place. The easiest example is what I believe is in the by-laws that if you pay any time during the year, your membership is retroactive for that year.

HOWEVER, since some of these benefits can only be used in the future there will likely be people that don't want the past year to count but want and need their membership to carry forward.

I recommend that you only go retroactive for the month as long as the dues are paid on or before the 25th. If the person pays after the 25th, their membership starts the 1st of the following month. IF you have a person who keeps up with this program, you could have their membership count immediately (for the sake of discounts).

You could also have drives that will allow people immediate membership, specifically for the purposes of educational programs.

Regardless, you can see that it is something that needs attention and a person(s) responsible for indicating who is a member and for how long.

This doesn't directly address the voting rights which may (or may not) need to be amended. Personally, I believe you leave them and encourage new members to re-up in January. New members will just have to wait till the following January.

As a side note, the cost of using the Studio and attending classes outside of being a member should be comparable, but there should be an obvious benefit to joining.