



## Dues-Paying Membership Organizations and CommuniShare:

Many organizations depend upon paid memberships to bring in a significant portion of their operating budget. The benefits provided in return play a key role in attracting and retaining members. Most membership benefits are created from resources that are readily available to the organization, such as free attendance, discounts on products and services, newsletters, special events, access to similar organizations around the country, and so on. Often overlooked, however, are the resources found in the organization's own community--including the staff and volunteers of the organization itself, as well as its dues-paying members. CommuniShare can benefit paid-membership organizations in a number of ways...

- Access to the organization's private CommuniShare site provides members with a unique and exclusive benefit of membership.
- Members can connect with one another on topics relevant to the organization. For instance, dues-paying members of the symphony can share commentary on pieces, exchange recordings, recommend additional venues, find partners for attending events, and so on.
- Members have access to a self-chosen group of fellow members (as well as staff and volunteers) who have interest or expertise in the subject area germane to the organization. This can be a boon to schoolchildren, homeschoolers and self-directed learners of all ages.
- Members can share information about their professions, passions and interests within the context of an "exclusive" group of other members, building upon and enhancing the affinity members feel for the organization and one another.
- Members, staff and volunteers can share recommendations and reviews of relevant books, movies, videos, events and other resources.
- Members, staff and volunteers can share or solicit information about similar organizations or attractions in other cities, including (but not limited to) those for which dues-paying membership may already offer discounted access.
- Staff become aware of additional experts in the community, whose experience and perspective might be particularly valuable when evaluating new programs or exhibits.
- Staff become aware of issues, misunderstandings and "demands" of dues-paying members, which can be used to inform policies, programs and educational efforts.
- Staff and volunteers at any level can fully participate in this egalitarian medium of community sharing, which can have a positive effect on loyalty and retention.
- Since CommuniShare represents a higher "level of engagement" than merely paying dues, it may entice more people to become volunteers for the organization, or to progress to a higher level of membership.

## CommuniShare and...

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[Colleges and Universities](#)

[Corporations](#)

### Dues-Paying Membership Organizations

[Communities of Faith](#)

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[Other Types of Communities](#)



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