



SOULARDARITY

Organizing for Infrastructure in Highland Park, MI

Update on Membership Dues As Of August 2016

Soulardarity's membership formed around the maintenance and replacement costs of solar streetlights. The \$50 annual dues were divided between the general operating budget and the streetlight maintenance and replacement reserves. When we transitioned to the municipal ownership approach for the streetlights, it was necessary to revise this model.

A membership committee of four members (Diane Crawford, B Anthony Holley, Chelsea McDonald, and Paul Bond) was appointed by the board to lead this process. In the course of evaluating the membership model, staff were directed to assess the cost to the organization for each additional member added. We assessed the cost per member of:

- Keychain, yard sign, and t-shirts: \$15.50
 - Staff time on recruitment, collections, and outreach: \$20
 - Administrative costs for texting and robocalling: \$2.00
 - Expenses for the annual meeting: \$10.50
- TOTAL: \$47.50

We found that the annual cost to Soulardarity of adding one additional member, was just under \$50. We are proposing a sliding scale of membership, in which some members may choose to pay more than \$50 to subsidize others. The goal is to make the organization more inclusive to those with less financial means who make up a core component of the communities we serve.

It was determined in a committee meeting that the members should vote on the lowest rate a subsidized member can pay. The two options are \$10 and \$25. We did some initial assessment of the pros and cons of each and asked the membership to vote on it. The members voting in strong majority for the \$25 rate of subsidized dues. The board then approved changes in our policy language around dues management.

Based on the \$50 variable cost of membership, we created this set of options for new and renewing members.

Subsidized Membership

\$25 per year

Standard Membership

\$50 per year

Solidarity Memberships

\$100 - Your membership + 2 subsidized members supported at \$25 each

\$150 - Your membership + 4 subsidized members supported at \$25 each

\$250 - Your membership + 8 subsidized members supported at \$25 each

Subsidized membership is available to anyone in our local community who self-identifies as having that financial need. Solidarity and standard memberships are available to anyone. We will not withhold subsidized memberships due to a lack of solidarity memberships. We will revisit member dues structure on an annual basis to ensure we are using an accurate variable cost of membership and that the balance of subsidized and solidarity members is appropriate.

Soulardarity

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