

# Organizations Membership Recommendations



# Membership model assessment

- In 2018: new membership model was presented to OMAC and Board – was not well received and the Board asked staff to revisit the issue
- January 2019: the Internet Society retained the services of an association management consultant, MCI, to do a full assessment in consultation with members and provide recommendations
- June 2019: based on those recommendations, staff developed an organizations members value proposition and a revisited the membership levels and related benefits

# Assessment methodology

## Discovery and Analysis

- Demographic information about current, lapses, and prospective members
- Data related to Organization Member retention, Individual Members, and Chapters
- Organization Membership value proposition and key selling points
- Marketing and communication efforts related to membership

## Environmental Scan

- Understanding broader context of Internet industry and global economy
- SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis

## Listen to the Industry

- Interviews and focus groups with staff members
- Virtual listening sessions with members, volunteers, and key stakeholders
- Individual interviews
- Survey of Organization Members



# Recommendations from the assessment

1. Customize engagement on projects to align with member interests
2. Seek input on organizational priorities from members
3. Clear updates on projects
4. Ensure high value organizational resources
5. Strengthen organizational membership marketing materials
6. Website refresh
7. Member communications
8. Robust member data tracking



# Addressing the recommendations



# Customize Engagement on Projects to Align with Member Interests

As part of the 2020 planning staff is identifying opportunities to engage our community as a whole including organizations

One staff member on the CE team will work closely with the project teams to identify and coordinate the engagement of Org members in the projects

Staff will share the approved projects with members and partners to identify opportunities for collaboration and partnership



# Seek Input on Organizational Priorities from Members

As part of the development of the 2025 strategic objectives and the 2020 planning process staff has introduced a consultation process with our Community including organizations.

This process will be repeated every year.

Staff will also track areas of interest and input throughout the various engagement moments (events, consultation processes, one on one conversations, etc). – this is being implemented in the AMS to track

# Ensure High Value Organizational Resources

A full review of the benefits per membership level has been done – identifying which ones to discontinue, which ones to improve or create. (see further for recommendation)

Staff will articulate those benefits in plain English as well more clearly differentiate the benefits per level. Currently most benefits are provided to everyone, making it hard to justify a higher level of investment.



# Communication and marketing

Staff is committing to identifying more effective ways to communicate with our Organization members and partners.

Staff commits to regular updates on status of projects as well as communication around future opportunities to collaborate.

Marketing materials will be developed as well as a comprehensive outreach plan, both for existing and new members.

Website needs to be updated in terms of member and partners recognition but also to provide the necessary info for members and partners to engage.

Staff will implement ways to target communications more effectively, by tracking topic/issue preferences in the AMS as well as collect more information about our members and partners.

Support and close collaboration from and with the Comms team is critical.



# Membership value proposition, model and benefits



# Membership goals

**members satisfaction / retention \***

**engagement of members to support ISOCs work \***

input in direction of ISOC

building a community

legitimacy

new members acquisition

revenue

visibility / references



\* **Bold indicates highest priority**

# Expectations from members (based on assessment)

**information about and consultation on policy issues \***

**information about ISOC and our work \***

**collaboration opportunities – projects \***

consultation about future strategic direction of ISOC

consultation about future issues that impact the Internet

involved in and get research

be part of a global community

peer to peer engagement on key/emerging/regional trends

access to Internet technology and policy experts (staff or community) and expertise



\* **Bold indicates highest importance**

## Organizations Membership Value Proposition:

Since 1992 the Internet Society has been working to make the Internet more open, globally connected, secure and trustworthy.

Join us to shape a better Internet for everyone.

As our organizations member you:

- Help shape public policy analysis and recommendations to make the Internet more open, secure and trustworthy
- Participate in national, regional and global efforts to connect the unconnected
- Get information about emerging Internet technologies and trends around the world
- Access leading Internet technology and policy experts and expertise in our network
- Drive change by working together as part of the global Internet community



# Membership Model

The assessment suggested that:

- the tiered levels of membership are to be maintained
- benefits needed to be more differentiated and attractive for each level. Currently pretty much every is available to everyone, making it hard to justify a higher investment.

Based on the feedback staff:

- reviewed the current benefits and ‘cleaned them up’.
- developed a ‘ladder approach’ to differentiate each level with relevant additional benefits.

Differentiating benefits for 6 different membership levels did not make sense.

Staff has therefore combined the lower two tiers (small enterprise level and the professional level) into one (Copper level) at 3,500 USD, a middle ground between both.



# Membership Benefits – Recommendation

Benefit		\$100K	\$50K	\$25K	\$10K	\$3.5K
		Platinum	Gold	Silver	Bronze	Copper
1	Support specific Internet Society-implemented program(s) by allocating 25% of membership dues	X				
2	Receive quarterly updates on key areas of interest from Internet Society senior staff	X				
3	Work with a designated Internet Society Account Manager to tailor your relationship with the Internet Society	X				
4	Get access to exclusive global and/or regional policy and technology information to stay informed on key issues	X	X			
5	Receive invitation to attend and participate in regular policy and tech sessions highlighting key trends in the industry	X	X			
6	Receive tailored ISOC updates based on your area(s) of interest	X	X	X		
7	Receive an annual tailored Impact Report, with your company logo	X	X	X		
8	Receive policy alerts on key Internet Society policy engagements	X	X	X	X	
9	Produce expert content for the Internet Society website	X	X	X	X	
10	Provide input on Internet Society priorities, strategy and agenda	Through 1:1 interview	Through 1:1 interview	Via survey	Via survey	Via survey
11	Collaborate with Internet Society on projects supporting the mission and vision of the organization	X	X	X	X	X
12	Nominate and vote in the Internet Society Board of Trustees elections (vote weighted)	6	5	4	3	1
13	Participation in the Organization Member Advisory Council (OMAC)	X	X	X	X	X
14	Receive regular copies of the Organization Member newsletter straight to your inbox	X	X	X	X	X
15	Invitation to Internet Society community and peer-to-peer events	X	X	X	X	X
16	Contribute to Internet Society briefings, whitepapers and research	X	X	X	X	X



## Next steps

Present to OMAC and Board for final feedback

Prepare comms plan to socialize with all members

Agree on implementation date

Update AMS as needed

Update all marketing and comms material





# Thank you.

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