



Organizational Pricing

Board of Directors Update
August 2019



Current Status

- Conducted member survey
- Implemented initial member communications:
 - Survey messaging
 - CLI session
- Upgrade member management system (iMIS)
 - In progress, estimate completion by 9/23

Survey Results Snapshot

- 915 survey responses
- Data from all pricepoints except one
 - (3,000 to 3,999 attorneys)
- Expect to adopt organization pricing:
 - 47% Yes
 - 24% No*
 - 29% Unsure
- *73% of “No” respondents believe organizational pricing would increase firm costs

Survey Takeaways

- People are excited about:
 - Bringing back members
 - Giving access to more employees
 - Potential to increase chapter membership
- People are worried about:
 - Dilution of membership
 - Increased cost of dues for their firm
 - No benefit for very small firms (<5 attorneys)

Key Future Communications

- Organizational pricing is an option
 - Individual member pricing is still available
- Membership criteria has not changed
- Illustrate how the pricing tiers work
 - Specify how it can lower the firm's total membership cost
- Share how small firms will benefit
- Incremental communications for primary org contact
 - Pricing structure
 - Benefits
 - Impact

What's Next?

- Analyze survey results
 - Remove dupes, group two, etc.
 - Filter results by segments (firm size, yes/no/unsure)
 - Model financials
- Choose phase one law firms
- Work with selected organizations, gathering member data, finalize workflows
- Implement phase one, Fall 2019

Looking ahead ...

- Communication and discussions
- Provide information and assistance
- Develop additional content
- Improve processes and tools
- Roll-out organizational pricing option to all members, Fall 2020