

SUMMIT



FOR MTNA LEADERSHIP
SEPTEMBER 8-10, 2023 · CINCINNATI, OH



Membership Recruitment & Retention

Barbara Fast
Vice President for Membership

Membership begins with a one-to-one personal connection

Selected Member Discount Usage Info

- **Office Depot/OfficeMax** discount program had more than 11,000 orders placed in 2022. On any given month between 100-200 members are placing orders.
- **MusicNotes** and **SheetMusicPlus** codes are each used several thousand times per year.
- **AVIS and Budget** were used to book approximately 100 discounted rentals across the association in 2022.
- **BetterHelp** has more than 300 MTNA members and/or members of their family/household currently using this benefit. Since launching last year a total of approx. 500 have signed up. For those who completed surveys, their average rating is 4.64/5.

Hypothetical Membership Cost (Active Member)

National Dues	\$97
Oklahoma Dues	\$40
Norman MTA Dues	\$20
TOTAL	\$157

How Member Discounts Can Cover the Cost of Membership

Example 1

PRODUCT/SERVICE	RETAIL PRICE	MEMBER PRICE	SAVINGS
SheetMusicPlus.com	\$200	\$180	\$20
O.D. B&W Copies	300 @ \$0.14 = \$42	300 @ \$0.05 = \$15	\$27
O.D. Color Copies	50 @ \$0.58 = \$29	50 @ \$0.32 = \$16	\$13
Wyndham hotels	\$250	\$200	\$50
AVIS/Budget rentals	\$100	\$75	\$25
Duet Partner (Studio mgmt. software)	\$220	\$176	\$44
TOTALS	\$841	\$662	\$179

How Member Discounts Can Cover the Cost of Membership

Example 2

PRODUCT/SERVICE	RETAIL PRICE	MEMBER PRICE	SAVINGS
MusicNotes.com	\$100	\$85	\$15
O.D. HP Printer Ink	\$51	\$40	\$11
Lenovo.com (PCs, tablets, other tech)	\$300	\$270	\$30
BetterHelp.com	\$1,000	\$850	\$150
TOTALS	\$1,451	\$1,245	\$206

How Member Discounts Can Cover the Cost of Membership

Example 3

PRODUCT/SERVICE	RETAIL PRICE	MEMBER PRICE	SAVINGS
BetterHelp.com	\$240	\$0 (Free Month)	\$240
US Pharmacy Card	\$100	\$50	\$50
<i>TIE Prof Liability Ins</i>	<i>\$300-\$600+</i>	<i>\$100-\$300+</i>	<i>\$100</i>
TOTALS			\$390

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