

**Member Dues & Engagement**

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**CATAPULT**

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*The premier Employers Association of the Carolinas*

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## Pre-merger Dues models

<p><b>CAI</b> 1200+ Members</p> <p>\$21.50/FTE + \$100/location (max # of locations charged for was 5)</p> <p>Minimum membership for 40 employees or less - \$960</p> <p>Max membership for 400+ employees - \$9,100</p>	<p><b>The Employers Association</b> 900+ Members</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;"># of Employees</th> <th style="text-align: left;">Base Fee</th> <th style="text-align: left;">Multiplier</th> </tr> </thead> <tbody> <tr> <td>1 to 50</td> <td>\$600</td> <td>+ \$6/emp</td> </tr> <tr> <td>51-100</td> <td>\$650</td> <td>+ \$6/emp</td> </tr> <tr> <td>101-300</td> <td>\$700</td> <td>+ \$6/emp</td> </tr> <tr> <td>301-500</td> <td>\$3,225</td> <td></td> </tr> <tr> <td>501-750</td> <td>\$3,325</td> <td></td> </tr> <tr> <td>751-1000</td> <td>\$3,425</td> <td></td> </tr> <tr> <td>1001-2500+</td> <td>\$3,725</td> <td></td> </tr> </tbody> </table>	# of Employees	Base Fee	Multiplier	1 to 50	\$600	+ \$6/emp	51-100	\$650	+ \$6/emp	101-300	\$700	+ \$6/emp	301-500	\$3,225		501-750	\$3,325		751-1000	\$3,425		1001-2500+	\$3,725	
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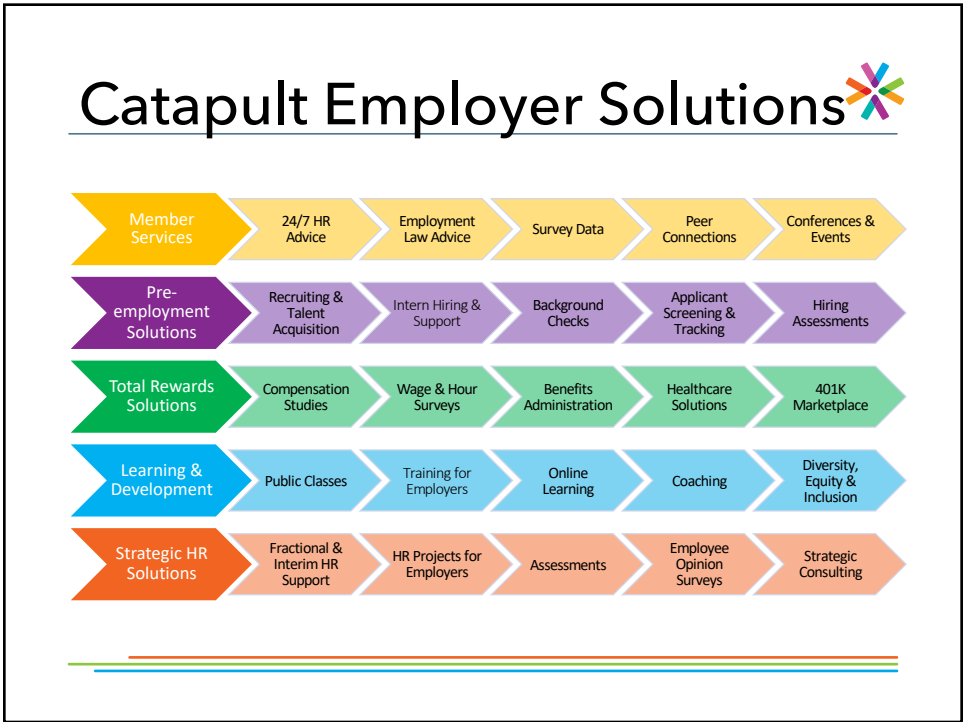
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## Current Dues Model

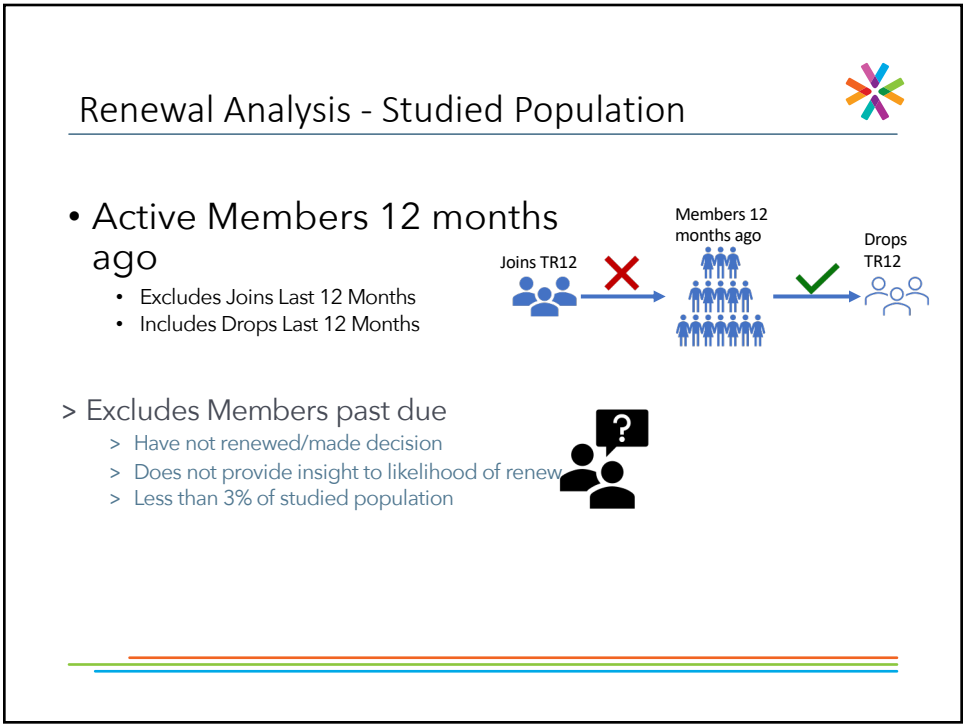
<p><b>\$1,200/year - 1-20 Employees</b></p> <p><b>\$2,400/year - 21 + Employees</b></p> <ul style="list-style-type: none"> <li>- Annual payment</li> <li>- No monthly/quarterly option</li> </ul>	<p><b>Includes:</b></p> <ul style="list-style-type: none"> <li>- Unlimited HR Adviceline calls</li> <li>- Employment Law Advice</li> <li>- Competitive Data (Surveys)</li> <li>- Peer Connections</li> <li>- Handbook reviews</li> <li>- HR Organizational Assessment</li> <li>- L&amp;D Discount</li> <li>- Discount on most services</li> </ul>
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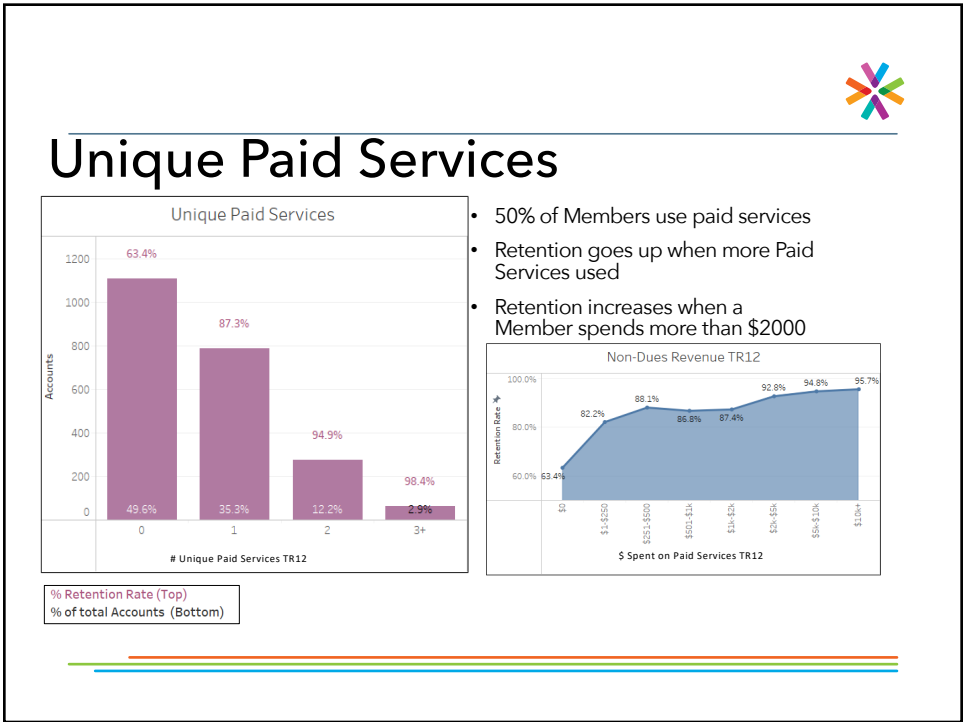
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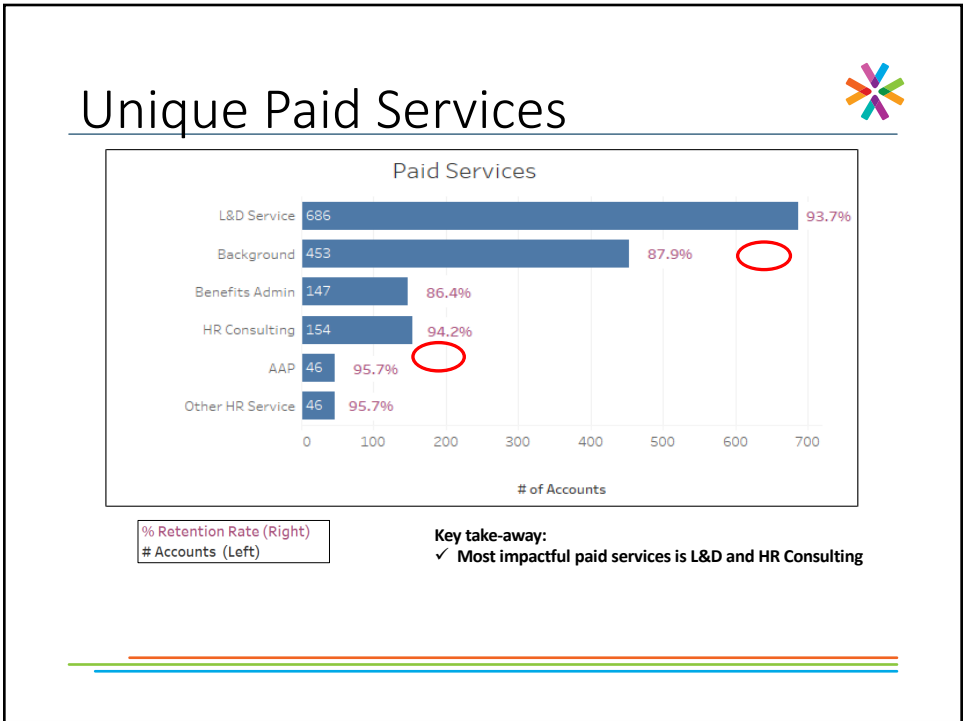
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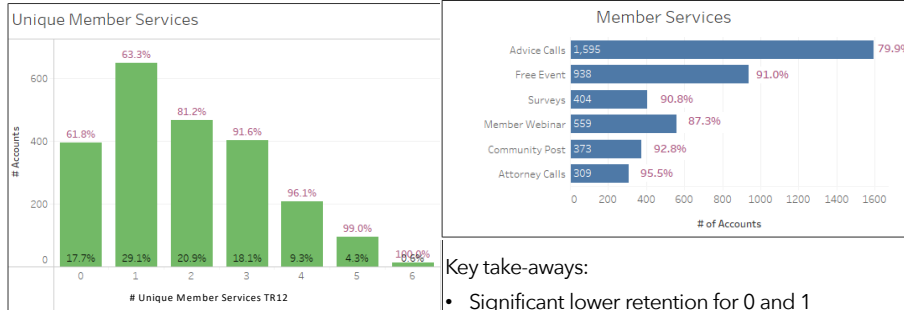


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# Unique Member Services

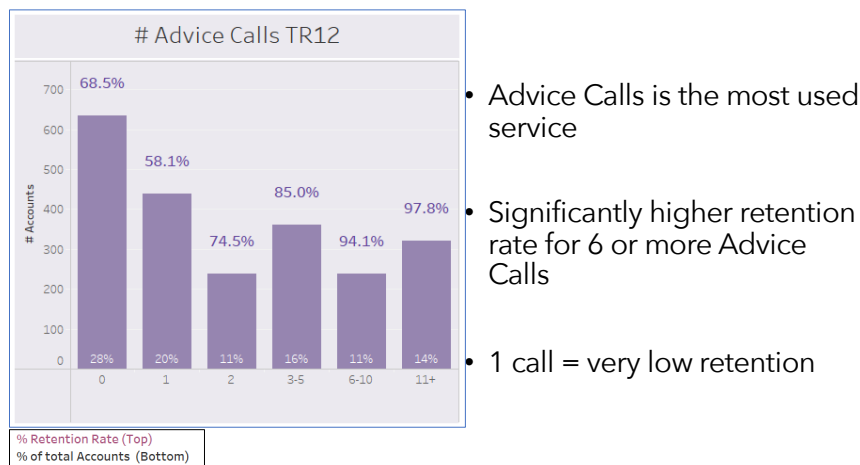


Key take-aways:

- Significant lower retention for 0 and 1 unique member services
- Significantly higher retention rate for 3 or more unique member services

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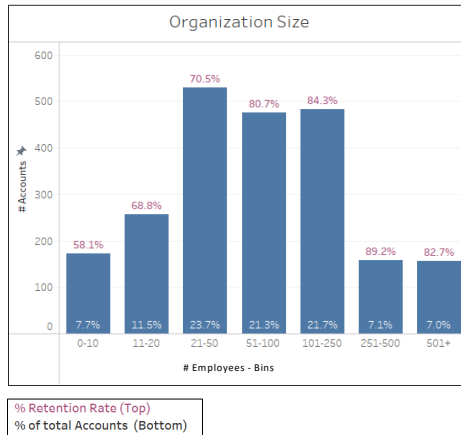
# Advice Calls



- Advice Calls is the most used service
- Significantly higher retention rate for 6 or more Advice Calls
- 1 call = very low retention

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## Organization Size matters



- Smaller organizations retain at a much lower rate (65%)
- Organizations of 50+ retain much higher rate (84%)
- 66% of population are in the 21 - 250 org size



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## Summary of key findings



Use of Paid Services is the strongest indicator of Renewal



# Unique Member Services matters



Size of organization matters for utilization of services & retention



Recency Effect for *all* services - especially for Member Services



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