



BRIDGING HORIZONS

Connecting Ideas, Leaders, and Futures

Membership or Service First: How Do We Position EAs?

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Questions To Think About

- Approximately, how many current members use your service lines?
- If your current members are not utilizing services, what are you doing to encourage service line utilization?
- How important are non-member sales to your organization?

Defining Identity

How do we currently identify ourselves as an organization—are we primarily a membership organization or a service organization? How do you personally perceive this distinction?

Membership vs. Service

1. **Membership vs. Service:** Should membership be considered a type of service, or is it something more foundational? How does this perspective impact our approach to engaging with current and potential members?
2. **Marketing and Messaging:** How does our view of the organization as either membership-based or service-based influence our marketing and communication strategies? Which approach better supports our goals for growth and engagement?

Access to Services

1. **Access to Services:** Should our services be exclusively available to members, or is there a benefit to offering them to non-members as well? What criteria should we consider when deciding who can access our services?
2. **Balancing Priorities:** If we emphasize services over membership (or vice versa), how might that shift impact our resources, staffing, and overall organizational goals?
3. **Strategic Alignment:** Which approach—membership or service—better aligns with our long-term vision and mission? What are the potential trade-offs for prioritizing one over the other?

Evolving Needs

A wooden boardwalk with railings leads from the foreground towards a sandy beach. In the background, the ocean waves are visible under a clear sky. The boardwalk is made of weathered wood and has a railing on both sides. The beach is sandy and has some dry grasses. The ocean is blue with white waves breaking on the shore.

1. **Evolving Needs**: As the landscape changes, how do we ensure that both our membership model and service offerings remain relevant and valuable? What adjustments should we consider for future growth?
2. **Inclusivity and Accessibility**: How does our organizational model impact who can participate or benefit from our services? Should we broaden or narrow our scope to be more inclusive, and what are the implications of doing so?



Thank you!!!!