

MVMA Organizational Membership Model

Background

Beginning in January of 2021, the Michigan Veterinary Medical Association (MVMA) requested that Marketing General Incorporated (MGI) conduct research to explore the opportunities of launching a new membership model for the association. MGI worked with MVMA staff to conduct qualitative and quantitative research and some data analytics to identify one or more possible new membership models.

MGI conducted the online focus group from March 16–March 18, 2021, with 18 active members and 8 lapsed members. 79% of participants said that they were interested in an organizational membership model. Participants who were most interested in this model work in clinical practices. The most often highlighted aspects of this model include the inclusivity for all practice staff, an opportunity to increase membership for MVMA, and the ability to provide resources and education to everyone in the practice.

This research was followed up with a quantitative survey. The emailed invitations resulted in 462 completed surveys and 22 partially completed surveys, providing a total sample of 484. The response rate was 25%, an above-average response rate. From the survey, 62% of all participants said they were interested or very interested in the organizational membership model. Furthermore, of the 455 Veterinarian participants in the survey, 75% reported that they were very interested or interested in the organizational membership model.

Based on this research, MGI made the following observations and recommendations.

- With the high level of support for the organizational model, MGI recommends that MVMA implement this model while maintaining an optional regular individual membership.
- The Organizational membership dues pricing scale should be banded and based on the number of full-time employees.
- Content and professional development opportunities will need to be enhanced for non-veterinarian staff members

This document outlines the proposed target audience, product package, pricing, and revenue projections.

Target Audience

The new MVMA Organizational model is designed to serve the full-time staff that works for a practice or veterinary medicine company. These would include individually owned practices, group-owned practices, company-owned or owned by a for-profit company.

The Organizational membership will serve the following staff in a practice: the veterinarians, licensed veterinary technicians, animal care assistants, office managers, and office staff. Targeted projections are also based on data analysis of the current number of members at each location.

Based on an address analysis of veterinary members by location, the vast majority have three or fewer members at each location. The subtotal of member site locations comes to 1,270 (1,632 – 362).

Members Per Location

Location with one member at their site	595
Location with two members at their site	300
Location with three members at their site	192
Location with four members at their site	48
Location with five members at their site	40
Location with six members at their site	30
Location with seven-member at their site	21
Location with eight-member at their site	8
Location with eleven members at their site	11
Location with twenty-five members at their site	25
Records missing location info.	362
TOTAL	1,632

Product Packaging

Membership benefits for Organizational membership would include the current individual membership benefits. However, content and professional development opportunities would need to be enhanced for non-veterinarian staff members. All content would be provided electronically to registered staff members.

Dues Pricing

The following proposed dues rates are designed to provide a low entry price and increased savings as the number of covered staff increases. Dues prices can and should be evaluated each year by MVMA.

Vet. Practice Full-Time Staff Members	Annual Dues
1-3 Staff	\$447
4-6 Staff	\$894
7-10 Staff	\$1,490
11-25 Staff	\$2,384
26-50 Staff	\$5,960
51-99 Staff	\$14,900
More than 100 Staff	\$26,820

Projected Dues Revenue from Organizational Membership

The survey results reported that the median number of staff at a veterinarian's office is 15. However, for these projections, we have used the more conservative dues amount for 7 to 10 staff of \$1,490. This count forms the basis for the following proforma financial projections using constant dollars.

Based on our experience with associations adopting a combination membership model (offering both individual and company memberships), MGI estimates that over five years, fully 20 percent of practices will ultimately adopt the organizational membership model. That will translate to approximately 254 organizational memberships

	2022	2023	2024	2025	2026
Total Organizational Members	50	75	113	169	253
Annual Constant Dollars Dues Rate (@1,490)	\$ 74,500	\$ 111,750	\$ 167,625	\$ 251,438	\$ 377,156
Loss of Individual Membership Dues (1.5 members @\$455)	\$ 22,750	\$ 34,125	\$ 51,188	\$ 76,781	\$ 115,172
Net Dues Revenue	\$ 51,750	\$ 77,625	\$ 116,438	\$ 174,656	\$ 261,984