

MEMBERSHIP MARKET RESEARCH REPORT

Summary

An organization in the Greater Atlanta Area is updating its membership model. To inform this process, market research was conducted on similar organizations using targeted Google search terms (e.g., pay-to-play, membership-based, fee-based associations).

A total of 54 organizations were identified. In the end, 11 organizations were selected.

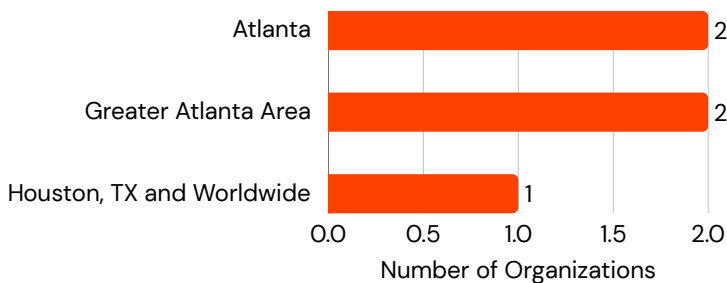
54
ORGANIZATIONS
REVIEWED

FREE
LOWEST ENTRY PRICE

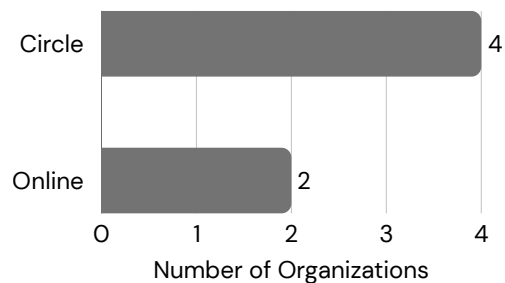
\$1,900
HIGHEST ENTRY PRICE

GEOGRAPHIC LOCATIONS OF SELECT ORGANIZATIONS

Geographic Locations of Organizations in Group 1



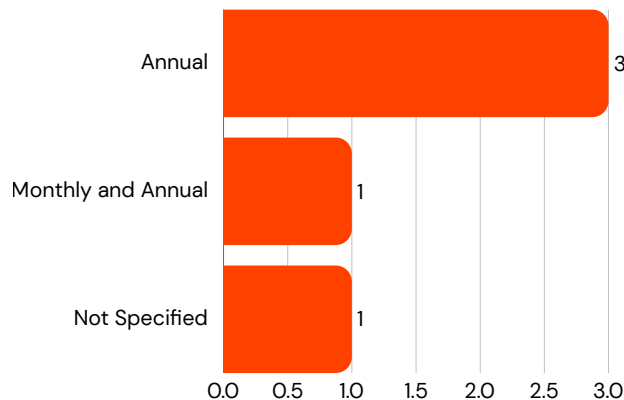
Geographic Locations of Organizations in Group 2



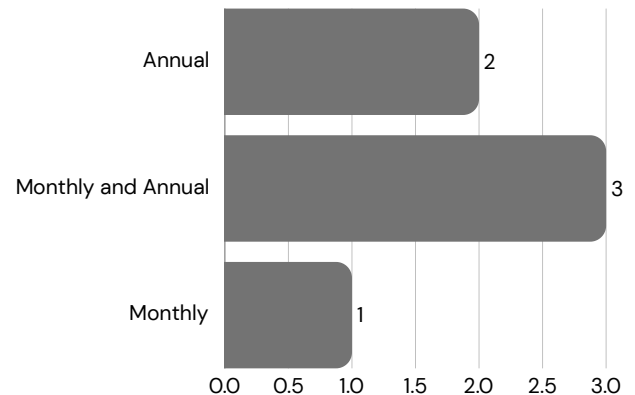
Of the 11 organizations selected for review, they were split into two groups: in-person communities and online-only communities.

MEMBERSHIP TIME FRAMES

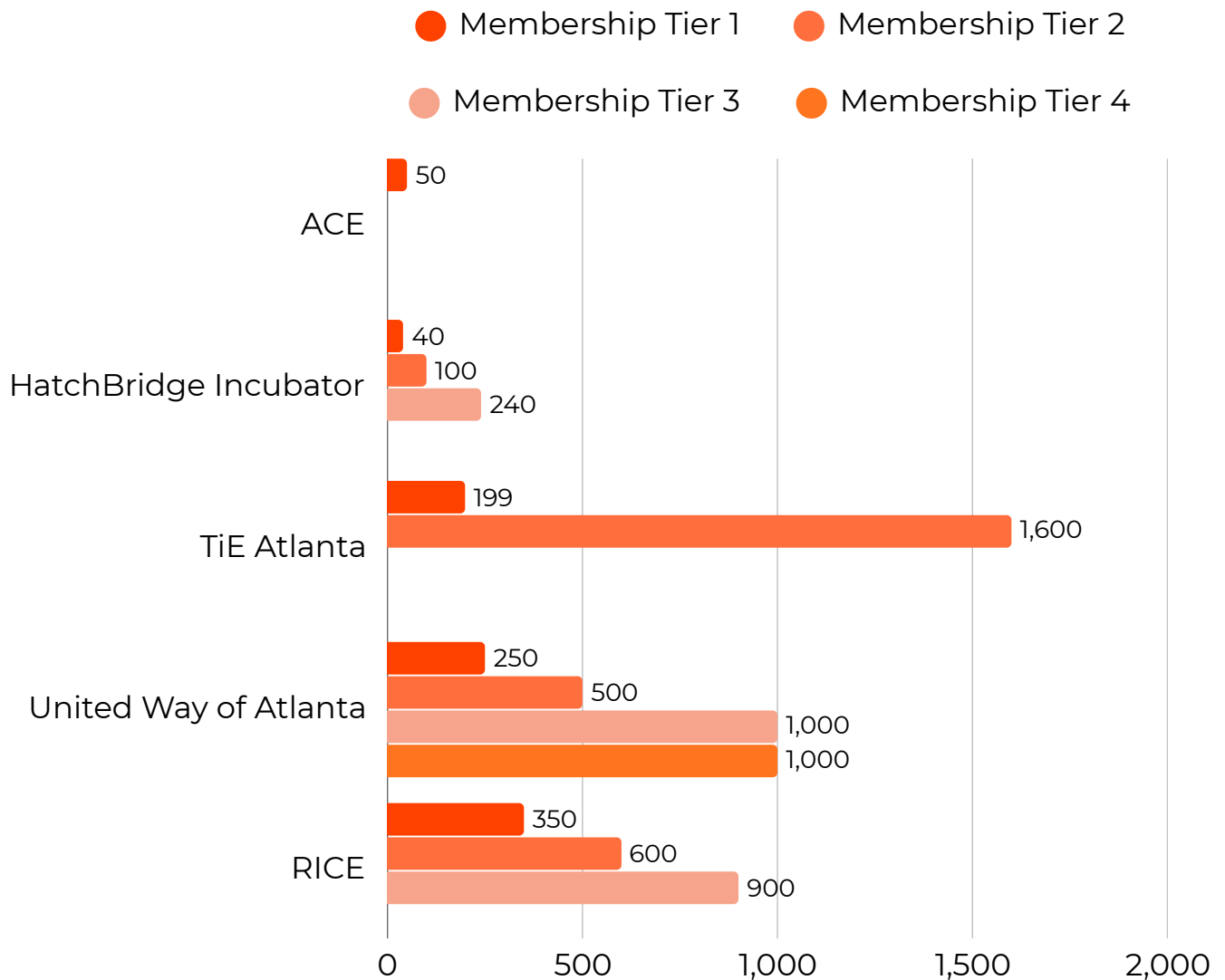
Membership Time Frame in Group 1



Membership Time Frame in Group 2



Infographic 1



Location Information

The following organizations are in Atlanta or the Greater Atlanta area: TiE Atlanta, Aspiring Community Entrepreneurs (ACE), HatchBridge Incubator, and United Way of Atlanta.

RICE (The Rice Alliance for Technology and Entrepreneurship) is headquartered in Houston, Texas, but has members worldwide.

Membership Time Length and Pricing

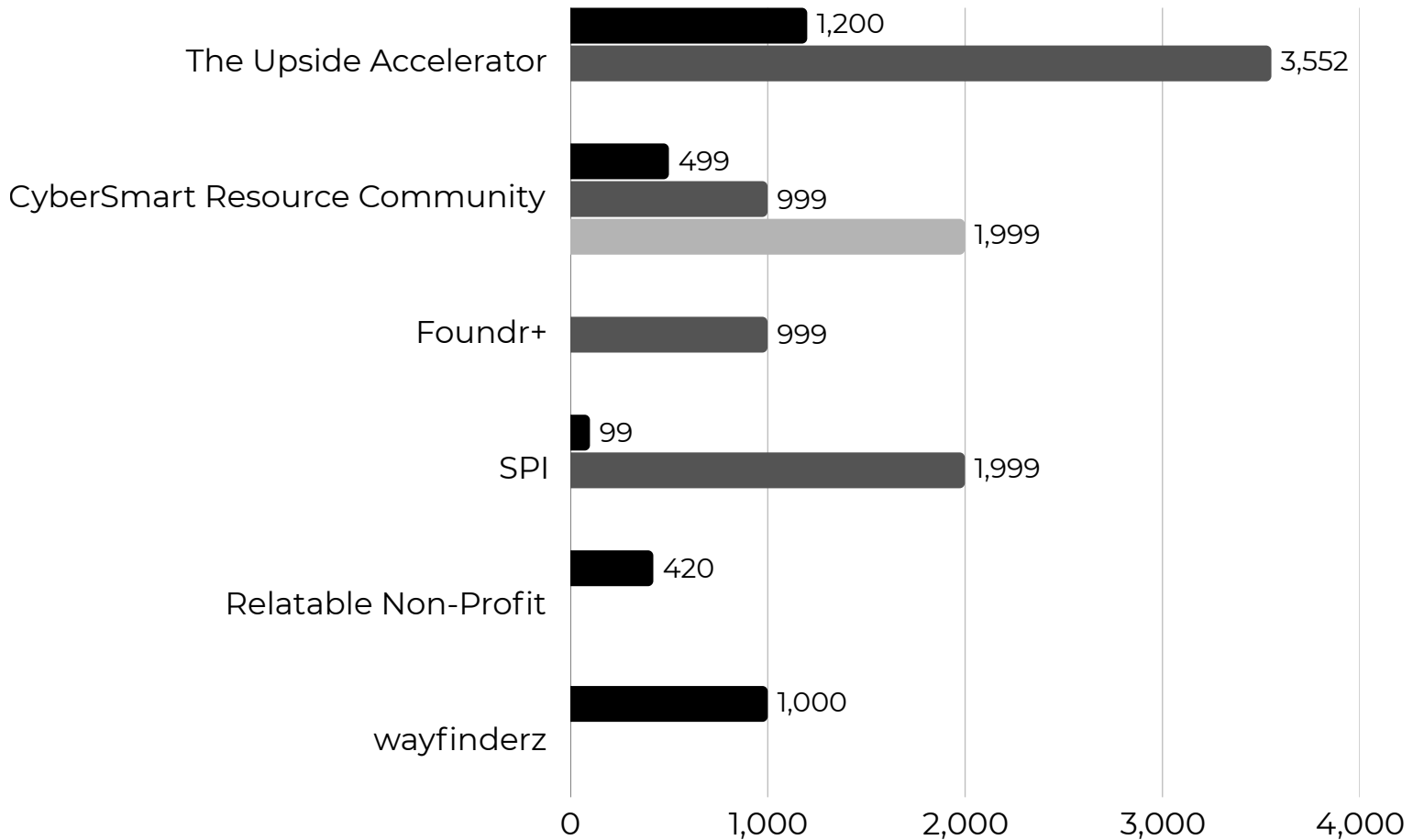
Four organizations have an annual membership option: TiE Atlanta, RICE, HatchBridge Incubator, and United Way of Atlanta. The membership timeframe for ACE is not specified. Additionally, for the HatchBridge Incubator, the \$40 membership tier includes a dedicated desk per month, and the \$240 membership tier is for a private membership, priced between \$125 and \$240 per month. All other bar charts and organizations are charged annually. Additionally, for RICE the \$600 membership is for organizations with 1-30 employees, and the \$900 membership is for organizations with more than 31 employees.

Additional Membership Tier Information

United Way of Atlanta offers memberships through donations for the following groups. (1) LINC (Learn. Impact. Network. Change) is a \$250/year donation; (2) Women United Membership is a \$1,000/year donation; (3) Young Professional Leaders is a \$500/year donation; and (4) African-American Partnership is a \$1,000/year donation.

Infographic 2

● Membership Tier 1 ● Membership Tier 2
● Membership Tier 3



Location Information

The following organizations are part of an online Circle Community: The Upside Accelerator, CyberSmart Resource Community, Relatable Non-Profit, and wayfinderz. Additionally, the following organizations are hosted online but not in a circle community: Foundr+ and SPI.

Membership Time Length and Pricing

Two organizations have an annual membership option: The Upside Accelerator and Foundr+. Three organizations have monthly and annual options: CyberSmart Resource Community, SPI, and wayfinderz. Relatable Non-Profit is the only organization that offers a monthly-only membership.

Additional Membership Tier Information

Foundr+ offers a free membership as one of their membership tiers. Relatable non-profit is the only organization listed in the chart that is only offered as a monthly option.