

ROLLING AND FIXED MEMBERSHIPS

Q: What is rolling vs. fixed membership?

A: The table below provides information about the definition, advantages and disadvantages of these two membership types.

<u>Membership Type</u>	<u>Definition</u>	<u>Advantages</u>	<u>Disadvantages</u>
Rolling Membership	<p>Membership is based on purchase date.</p> <p>This option will allow for area alumni to become members of the group throughout the year and their membership will expire one year from the purchase date. <i>For example, if an alum purchases their membership on September 15, 2015, their membership will expire the following September of the next year assuming it's a one year membership.</i></p>	<p>This option allows groups to push membership prior to a group's event throughout the year.</p> <p>A recurring email reminder can be set up easily to remind members to renew their membership each month. Once it is set up, it will be automatically sent monthly to those people whose memberships are about to expire.</p>	<p>There are NO disadvantages to this membership type.</p>
Fixed Membership	<p>Membership is based on a defined date.</p> <p>A Fixed date (<i>fiscal year/calendar year</i>) membership starts on January 1/July 1/September 1.</p> <p>If you decide to choose this option, we encourage a strong membership push each January/July/September to ensure alumni are receiving the full membership term for the purchase price.</p>	<p>ALL memberships start and end on the same date.</p> <p>An email reminder can be set up to easily remind members to renew their membership as the expiration date of membership approaches.</p> <p>You are able to send out an additional membership drive during the course of the year; however, the expiration date will remain June 30/August 31/December 31.</p>	<p>You will NOT be able to promote this type of membership to new members until the end of the membership term. Otherwise, the new member will not be able to get the full membership term.</p> <p>For example, if a new member purchases their membership on April 1 for the membership ending on June 30 they will only receive a three month membership.</p> <p>If this happens, the membership admin will need to manually adjust memberships.</p>

Q: If my group wants to switch to rolling membership, how can this be done?

A: If your group would like to move from a fixed to rolling membership, please contact your staff liaison. Your staff liaison will work with a member of the Online Services team to start the process. Rolling memberships offer the flexibility and advantages in terms of membership and events management.

Q: What will happen to the fixed memberships after the rolling memberships have been set up?

A: Once rolling membership has been set up for the group, all fixed memberships will be kept hidden from the membership registration form. Those who have purchased the fixed memberships are still considered as the current members and their memberships will expire on the date of the fixed membership. There will be no change to the URL for the membership form.

Q: Will I need to do anything differently when setting up role-based events offering discounts to current dues-paid members?

A: For any future events offering discounts to the current dues-paid members, the group must remember to include all of the new roles when setting up the role-based tickets. The new roles will include the word, "Rolling" in the description.

For example:

MEM - AU – Regular

MEM - AU - Regular – Rolling

After the fixed memberships have expired, the fixed membership roles will be disabled by the MIT Alumni Association. Once the new rolling memberships have been implemented, all events should be checked to make sure that event tickets include these new roles.