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DATE: April 24, 2018
TO: Constituent Officers
FROM: Tammy Filipiak, RDH, MS, ADHA President
SUBJECT: One Billing Cycle Survey Results and BOT Decision

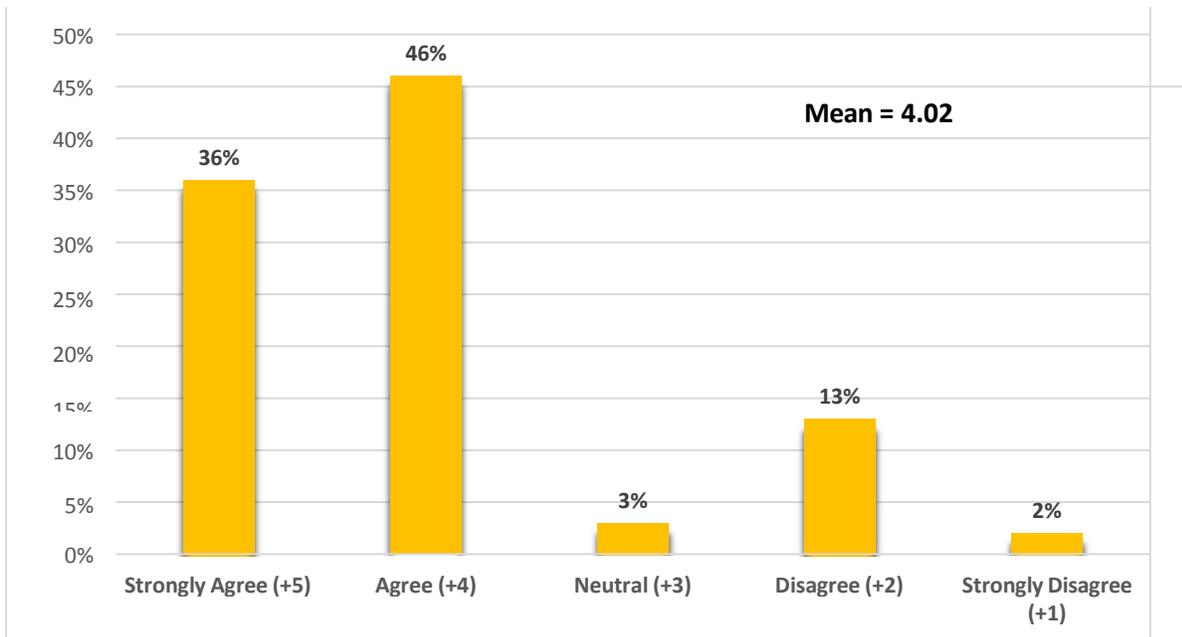
Dear State Officers:

On behalf of the entire ADHA Board of Trustees I want to thank you for taking the time to complete the **One Dues Billing Cycle Survey** that was distributed to state officers in March. As we all work together on membership initiatives, it's important for us to seek your insights on important operational changes.

As a reminder, this survey was intended to give the BOT feedback on ADHA moving from two membership cycles to just one with winter cycle (December 31) being the approach moving forward. The survey was sent to constituent officers. A total of 60 completed responses were received from 45 constituents. As you'll see below, state leaders indicated they are in overall support of this change.

One Dues Billing Cycle Survey

1. **After considering the benefits to our members, your operations and marketing in addition to the items outlined to consider, please indicate your level of agreement with the following statement: As an ADHA constituent leader, moving to one winter billing cycle will benefit ADHA constituents, components and ADHA national.**



At our March BOT meeting, your feedback was presented and incorporated into our discussion on this agenda item. We looked closely at the concerns received from those who disagreed. Of the comments provided, the majority were centered on the date of winter cycle conflicting with the holiday time. Here is what was factored in when addressing those concerns:

- Members can sign up for quarterly and spread out their payments.
- Although the due date is Dec 31st the first invoice is mailed in October and we receive a significant amount of early payments with special promotions and incentives offered.
- The largest group of our membership has remained on winter cycle and we have not received regular feedback from members that this is an issue.
- Two thirds of our *new members* join during the winter cycle.
- Using our summer cycle dates presents its own challenges, including costs associated with summer travel plans, conflicts with marketing of our annual conference and would require us to move the majority of our members.

After much consideration, I am excited to announce that the **BOT has approved the move to one billing cycle, which will now be the current winter cycle (Dec 31). The grace period continues to be 45 days after that date (per our Bylaws).** This will go into effect starting in January of 2019 with proration beginning for new joins. Then our 2019 summer cycle members will receive a 6-month invoice begin the transition.

We feel strongly that this change will improve member satisfaction by eliminating confusion, streamline operations and lessen the burden of membership renewal activities on our state and local leaders. Our ultimate goal is to eliminate as many barriers to membership as possible!

As you can imagine there will be a lot of communication that will need to take place, both to you, our state officers, as well as the members on our current summer cycle. Stay tuned for more information on an upcoming webinar for state leaders that will outline that plan.

Again, thank you for your feedback and support on this important new process!

Cc: ADHA Board of Trustees