



## **\$600 Dues Level FAQ**

**In 2023, Women's Impact Fund piloted a \$600 additional dues level, in addition to our \$1,300 level. In April 2024, the Board of Directors approved the \$600 level as a permanent part of our membership.**

### **Why add a lower dues level?**

The goal of a reduced, \$600 dues level is to engage a broader sector of women from more diverse professions and socioeconomic statuses. We specifically hope to increase the number of members in professions such as education, local government and civil service, and nonprofit professionals as well as those beginning their careers.

Enabling a more diverse set of women to be members of WIF will make us a stronger grantmaking institution and enhance our education and engagement opportunities. Greater diversity of experience and perspectives lead to smarter decisions and more innovative problem solving – an outcome that is good for all of us, and more importantly, the community we serve.<sup>1</sup>

### **How does this work?**

The \$600 donation is split evenly between the operating pool and the grants pool, so \$300 to each. This allows members who give at this alternative level to completely fulfill the operating pool portion of membership keeping our organization financially sustained, while also allowing these members to make a meaningful contribution to the grants pool.

Interested members can make this decision for themselves based on their own household budget and ability to give. We do not require any sort of income, job, or age verification as we prefer trusting members to select a giving level that is right for them, while being most impactful to our community.

WIF staff are the only individuals with knowledge of each member's giving level.

### **Can anyone access the alternate \$600 level?**

We intend for this new giving level to be targeted to new members only, especially young professionals as well as members in professions including education, local government and civil service, and nonprofit.

As we reflected in the true meaning of equity, the board chose not to have an income or age requirement to access the \$600 membership level. While it seems equal to ask each member to contribute \$1,300 to be a member, this is not *equitable* because of the significant variance of household incomes and budgets. For example, \$1,300 for a member with an annual household income of \$45,000 is a significantly different investment than it is for a member with an annual household income of \$200,000.

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<sup>1</sup> [Harvard Business Review](#), 2016.



### **What was the outcome of the pilot? What did we learn?**

Between July 2023 and April 2024, we had 30 women join at the \$600 level. In that same time, 49 women joined at the \$1,300 level.

Of those members at the \$600 level, 87% reported that they would not have joined if not for the \$600 level – indicating that the majority of these members and their financial support is truly additive to Women's Impact Fund, rather than cannibalizing the \$1,300 level which was an initial concern.

In addition, 74% of members at the \$600 level report they would like to move to the \$1,300 membership level at some point in the future. While this isn't required, we think this is a great sign and indication of this level as a recruitment tool, as well.

### **Did we also consider adding a dues level greater than \$1,300 or scholarship / sponsorship programs?**

Yes, we considered various options to launch this initiative, including adding both lower and higher dues levels, and providing for a variable contribution to the grants pool for all members.

Our research indicated some interest in a higher-than-\$1,300 dues level; however, there was significant concern from members who have capacity to join at a higher level that creating a higher level would cannibalize the important support that we gain each year in the Annual Fund. Therefore, we are not pursuing a higher dues level at this time.

*If you have additional questions about our \$600 level, please contact [the office](#) or a member of the [Board of Directors](#).*