

Move to Flexible Membership Plan ¹

Issues raised during board discussion

1. Honorary Membership did not have voting privileges.
 - a. Separated row for honorary memberships with benefits defined
 - b. Specifically added voting to HM benefit
2. Operational efforts required to maintain
 - a. Update to AMS system will allow assignment of various membership processes.
 - b. Updated AMS will also allow benefit allocation based on level
 - c. Membership processes will accommodate approvals for Honorary and for Student memberships which are currently 100% manual. This will reduce the operational costs of managing memberships.
3. Variable pricing model
 - a. One goal is to increase overall membership in the organization. Concerns were raised about accessibility of memberships to different economic environments.
 - b. Revenue from individual memberships in 2016 was \$123,421. This is a relatively small budget revenue item. Increasing the size of our membership base, even at the lowest level, will generate more revenue in the long term.
 - c. Possible Solution to tiers and variable fees
 - i. Modify language to updating naming of our membership levels to a **perceived tier** convention (see below)
 - ii. Assign benefits to various levels
 - iii. Shift perception of membership to be that of perceived engagement and participation in the organization and promote the fees as “donations.”
 - iv. Investigate providing tax deductible receipts for membership
 - d. Hybrid of current model and radically different and progressive model proposed in July by AVS
 - e. Survey of community indicates that donated amounts will not likely decrease AND that donation amounts in regions that are automatically dropped would also increase.
4. Reporting
 - a. Metrics, reports and dashboards will be built into the model
5. Benefits
 - a. Added voting to honorary membership
 - b. Increase discount amounts? Proposed lifetime membership discount is double the current discount on events. We plan on including discounts to local/regional events in addition to the Global events. Any additional discount would likely have an adverse impact on the event budgets.

Price	Current Membership Name/Tier	Proposed Membership Name/Tier	Benefits	Comments
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\$0 - \$19 \$5 - \$49	Student//Regional	Basic	Valid for 1 year Electronic Certificate of Membership	Basic membership that would allow membership status with minimal financial contribution
Complimentary	Honorary	Honorary	Valid for 1 year Electronic Certificate of Membership Vote in Annual Election Email Address	Current Honorary membership requirements would remain in place
\$20 - \$74 \$50 - \$84	Benefits of a 1 year membership	Beginner	Valid for 1 year Electronic Certificate of Membership Allocate 40% to Local Chapter or Project Vote in Annual Election Email Address	Equal to the current one year membership. Leaders would be rolled into this level. Access tickets to the member lounge at conferences will be sold at that conference. Cost TBD.
\$75 - \$124 \$85 - \$124	Benefits of a 1 year membership plus	Intermediate	Valid for 1 year Electronic Certificate of Membership Allocate 40% to Local Chapter or Project Vote in annual election Email Address Entrance in Member Lounge \$50 discount on Global AppSec Conferences	
\$125 - \$599	Benefits of a 2 year membership	Advanced	Valid for 2 years Allocate 40% to Local Chapter or Project Vote in annual election Email Address Entrance in Member Lounge \$75 discount on Global AppSec Conferences	

			Membership Kit including ⁵ Embossed Membership Certificate ² Membership Card ³ Special Membership Shirt Stickers	
\$600 +	Lifetime Member Benefits	Ultimate or Lifetime	Never Expires ⁶ Allocate 40% to Local Chapter or Project Vote in annual election Email Address Entrance in Member Lounge \$100 discount on Global AppSec Conferences Membership Kit including Embossed Membership Certificate ² Limited Edition Membership Card ⁴ Special Membership Shirt Stickers Special Gift (\$50 value) ⁵	Current Lifetime Members will be moved to this category

¹ The functionality will exist to assign badges (either backend or frontend visible) to individuals. Assigning badges to the different categories will allow for easy benefit assignment and tracking. The process of sending the electronic content will be automated and the ordering process for the tangible benefits will be semi automatic). Individuals will be able to upgrade at any point during the year. New members would be included in this plan. Current members would choose level upon renewal.

² Paper Certificate with embossed image of OWASP logo

³ Plastic, credit card sized, Membership card [PROOF](#)

⁴ Metal membership card [PROOF](#)

⁵ To engage new members, chapter leaders will be encouraged to “hand” the new member their membership kit. The additional item would be determined by the local chapter leader.

⁶ We are working on an outreach program that would offer various opportunities to our Lifetime members to purchase branded items and to donate more funds KBH - metrics and reporting will be built into the model and will be available monthly.