

Action to Eliminate Dues for YWCA Membership

The YWCA is a long-respected member of Pittsburgh's non-profit community, standing for more than 143 years as a source of support and education for women of all ages throughout the greater Pittsburgh area. A driving reason for this longevity has been the willingness of YWCA leadership to recognize and adapt to changes in the business, societal and economic environments of the times. The Board of Directors approved elimination of dues for membership largely based on the following considerations:

- In recent years, membership participation has been steadily decreasing and some informal research disclosed that other local organizations with paid memberships have also been experiencing reductions in participation.
- Elimination of dues positions membership as an affirmation of our mission – to create and advance opportunities for all women to see equality and self-sufficiency – and creates an emotional and intellectual focus for joining the YWCA Greater Pittsburgh.
- Elimination of the financial barrier to membership simultaneously eliminates the perceived barrier of “what do I get in return?” for joining.
- The new membership model is more contemporary because it allows people to easily join us on our website and “follow” us in similar fashion as in joining Facebook or Twitter.

In short, in eliminating membership dues, the Board recognized and adapted to changes in contemporary culture by acknowledging new and different ways people socialize, conduct business and support charitable organizations.