

An Introduction to Transformed Guild Membership



**NATIONAL GUILD
FOR COMMUNITY
ARTS EDUCATION**

Why Are We Making These Changes?

- Operationalize equity - not just talk the talk, but be about **ACTION**.
- Align our fiscal year and membership year for easier operational efficiency
- Secure more financial sustainability as an organizations
- Expand access to a variety of benefits that support the wellness of the field in a holistic way - professionally, communally, mentally, physically

Who Informed These Changes?

- **You!** Members from across the country shared lessons from the field during our Transformation Portal via Town Halls, webinars, and Surveys conducted in 2022+2023
- Board Members
- National Partners and Stakeholders
- Staff Members and Volunteers

Membership Model Breakdown



What Has Changed

- Pay As You Can -> **Select As You Wish Tiers**
- Individual AND Organization Membership (No Affiliate Categories)
- Full Membership Status extended to Individuals and Organizational Members
- Rolling Membership -> **Fixed Membership Cycle** (FY26 Guild Membership begins July 1, 2025 - June 30, 2026)
 - Everyone's (Individual and Organization) membership renewal date will be the same moving forward - JULY 1
- Expanded Benefits to Members provided by the Guild and our Partners

What Stays the Same

- Discounted rates to Guild programming, professional development, and Conference
- Limited free/public offerings and programs
- Access to Guild professional networks and online resources

Membership Benefits



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<i>INDIVIDUAL MEMBERSHIP BENEFITS</i>	Love	Art	Abundance	Liberation
Price (Annually) <i>Abundance is our <u>true cost</u> price.</i> <i>Liberation is our <u>redistribution cost</u> price.</i>	\$80	\$120	\$250	\$400
<i>Community and Connection Benefits</i>				
Ability to join a Unity Network or Regional Collective, connecting and building solidarity with place-based and/or specific professional communities within community arts education	✓	✓	✓	✓
Access to online tools/platforms: National Guild Job Board, Member Newsletter, visibility on Member Directory	✓	✓	✓	✓
Access to workshop materials and resources in online membership hub	✓	✓	✓	✓
Opportunity to be a Unity Network Leader, guiding critical discussions and learning opportunities with affinity professional communities	✓	✓	✓	✓
Opportunity to be a Regional Collective Leader, guiding critical discussions and learning opportunities within place-based communities	✓	✓	✓	✓

INDIVIDUAL MEMBERSHIP BENEFITS	Love	Art	Abundance	Liberation
Professional Learning Benefits				
Invitations to exclusive members-only webinars	✓	✓	✓	✓
Discounted rates to Guild year-round programs and summits (the bi-annual conference, CAELII Fellowship, Essentials Program Series)	✓	✓	✓	✓
Customized 1:1 coaching/consultation with a Guild Trustee per membership year	1 hour	2 hours	3 hours	5 hours
Member Benefit Partnerships				
Discounted rates to services and workshops offered by Guild Member Benefit Partners	✓	✓	✓	✓
First 70 individuals to sign up Access to the Guild's Employee Assistance Program that includes free mental health counseling, financial education, legal counsel, personal and professional learning, and free access to wellness apps Better Help and Talkspace.	✓	✓	✓	✓
Advocacy Benefits				
Ability to vote on critical National Guild policies such as by-law amendments and Trustees (board members)	✓	✓	✓	✓
Opportunity to support Community Arts Education Advocacy efforts during our annual National Advocacy Day and Advocacy Briefings	✓	✓	✓	✓

ORGANIZATIONAL MEMBERSHIP BENEFITS	Solidarity	Sustain	Transformation	Evolution
Price (Annually) <i>Transformation is our <u>true cost</u> price.</i> <i>Evolution is our <u>redistribution cost</u> price.</i>	\$500	\$1,000	\$2,500	\$4,000
<i># of Employees Covered</i>	Up to 5 employees	Up to 5 employees	Up to 5 employees <i>*opportunity to add more employees to your membership, by request.</i>	Up to 5 employees <i>*opportunity to add more employees to your membership, by request.</i>
Community and Connection Benefits				
Ability to join a Unity Network or Regional Collective, connecting and building solidarity with place-based and/or specific professional communities within community arts education	✓	✓	✓	✓
Access to online tools/platforms: National Guild Job Board, Member Newsletter, visibility on Member Directory	✓	✓	✓	✓
Access to workshop materials and resources in online membership hub	✓	✓	✓	✓
Opportunity to be a Unity Network Leader, guiding critical discussions and learning opportunities with affinity professional communities	✓	✓	✓	✓
Opportunity to be a Regional Collective Leader, guiding critical discussions and learning opportunities within place-based communities	✓	✓	✓	✓

ORGANIZATIONAL MEMBERSHIP BENEFITS	Solidarity	Sustain	Transformation	Evolution
Professional Learning Benefits				
Invitations to exclusive members-only webinars	✓	✓	✓	✓
Discounted rates to Guild year-round programs and summits (the bi-annual conference, CAELII Fellowship, Essentials Program Series)	✓	✓	✓	✓
Customized organizational coaching/consultation with a Guild Trustee per membership year	1 hour	2 hours	3 hours	5 hours* *orgs at this level can access consultation hours with Dr. Quanice Floyd
Member Benefit Partnerships				
Discounted rates to services and workshops offered by Guild Member Benefit Partners	✓	✓	✓	✓
Advocacy				
Ability to vote on critical National Guild policies such as by-law amendments and Trustees (board members) (one designated employee votes on behalf of the organization)	✓	✓	✓	✓
Opportunity to support Community Arts Education Advocacy efforts during our annual National Advocacy Day and Advocacy Briefings	✓	✓	✓	✓

Self Selection Guide: Individuals

1. Are you an independent artist/creative?
2. Is most of your income from the “gig economy” or otherwise financially unstable?
3. Do you have savings of \$500 or less?
4. Do you worry about paying your bills on time?
5. Do you have significant debt (ex: takes more than 15% of your net income)?
6. Is English your second or third language?
7. Is your education level less than or equal to a high school diploma/G.E.D.?
8. Are you uninsured or underinsured (healthcare)?
9. Are you a part of the Global Majority?
10. Do you have unstable housing?
11. Are you a part of the LGBTQIA+ community?
12. Do you have a disability?
13. Are you a caretaker of other people (dependents, children, family, etc.)?
14. Have you or your family been impacted by incarceration?
15. Do you feel isolated in your career field?
16. Do you live in a rural area?
17. Are yearly vacations/occasional breaks from work inaccessible for you?
18. Are mental health services inaccessible to you (financially, time-wise, geographically?).

±

“yes” to most/all? *Love tier (\$80/yr.)*

“yes” to about half? *Art Tier (\$120/yr)*

“yes” to less than half or none?

Abundance (\$250/yr) or Liberation (\$400/yr) Tier

Self Selection Guide: Organizations

Solidarity Tier (\$500/yr)

- Annual budget up to \$250,000
- Volunteer based, or highest paid employee up to \$50,000 annual salary
- No professional development budget for staff

Sustain Tier (\$1,000/yr)

- Annual Budget \$250,000 - \$500,000
- Highest paid employee annual salary is between or above \$50,000-\$70,000 annual salary
- Small professional development budget for staff (up to \$250 per employee)

Transformation Tier (\$2,500/yr)

- Annual Budget \$500,000 - \$1 million
- Highest paid employee annual salary is between or above \$70,000-\$90,000 annual salary
- Significant professional development budget for staff (\$250 - \$500 per employee)

Evolution (\$4,000/yr)

- Annual Budget \$1 million+
- Highest paid employee annual salary is \$90,000+
- Well resourced professional development budget for staff (\$500+ per employee)

If you are a part of a community arts program or department within a larger institution, consider the budget size of your specific program/department.

Member Benefit Partners

Offering Discounted Services, Workshops, and Programming Exclusive to Guild Members!



Kerry McCarthy, 1:1 Advisory



Natalia C. Arias, Graphic Designer



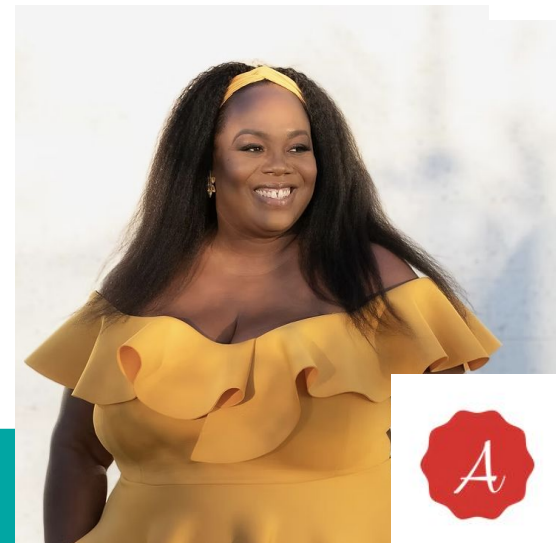
Rob Fields, Mighty x Mighty



Ashley C. Whiteside, Licensed Social Worker and Creative Coach



TotalCare EAP
Public Safety EAP
Educators' EAP
Higher Ed EAP
HealthCare EAP
Union AP



Dr. Nicole Avant, Avant Consulting



Valerie, A Creative Agency



Joseph Arnold, certified Alexander Technique teacher

SAVE THE DATES!

Guild Membership Benefit Partners April-June Webinars

Webinars Snapshot

4/8
12 PM ET

Transformed Guild Membership!

4/16
1:30 PM ET

How to Increase Enrollment and
Donations with Data-driven
Marketing Campaigns

4/18
12 PM ET

DOUBLE FEATURE! Essential Self Care
Practices + Crisis Planning Tools

4/23
1:30 PM ET

TotalCare EAP Benefit Orientation (for
individual memberships only)

4/30
1:30 PM ET

Grantmaker on Call: Pro Tips from a
Former Funder

5/7
1:30 PM ET

Meet: Valerie Agency

5/9
3:30 PM ET

Member Hour: Individual
Membership FAQ

5/14
1:30 PM ET

Meet: Ashley C. Whiteside

5/21
1:30 PM ET

Part 2: Art Center Canvas

5/23
1:30 PM ET

Member Hour: Collective Building

5/28
4 PM ET

Meet: Zuly Inirio

6/4
4 PM ET

Meet: Dr. Nicole Avant

6/14
1:30 PM ET

Member Hour: Organizational
Membership FAQ

6/18
4 PM ET

Natalia Celine Arias

6/20
1:30 PM ET

Member Hour:
General Membership FAQ

Pay it Forward: Membership Sponsorship

Do you (or someone you know) want to pay it forward?

Cover the membership costs for individual artists, culture makers, and arts administrators to get the holistic wellness, professional development, and advocacy services they need.

INDIVIDUAL SPONSORSHIPS

\$250 - funds 1 individual

\$700 - funds 3 individuals

\$1200 - funds 5 individuals

ORGANIZATIONAL SPONSORSHIPS

\$2,500 - funds 1 organization

\$7,000 - funds 3 organizations

\$12,000 - funds 5 organizations

Donations increase our capacity to offer reduced or free memberships to our community.

***Donate at our donation link and write in the notes line
“Member Sponsor” so we know what your donation is for!***

**Want to Sign up for FY26
Membership?
Check your email after this
webinar!**



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FAQs



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I am not a current member. What if I want to sign up for Membership AFTER July 1, 2025?

Your membership may be PRO-RATED according to this chart:

Membership Sign Up	Pro-Rate Options
April - June 30, 2025	NO PRO-RATE, sign up during FY26 Open Enrollment Period
July 1 - September 30, 2025	You'll pay 75% of the tier that you select (25% off)
October - December 30, 2025	You'll pay 50% of the tier that you select (50% off)
January - March 30, 2026	You'll pay 25% of the tier that you select (75% off)

*Everyone’s renewal date will be **July 1, 2026** no matter when you sign up for membership.
FY26 will be the only year we offer “pro-rated” membership fees.*

What if I am a current member and my renewal is due in 2025?

Your membership will be PRO-RATED according to this chart:

Current Renewal Date	Pro-Rate Options	But What Does This MEAN!?
Jan 1, Feb 1, March 1 2025	PRO RATE (50% of new cost/tier that that you select)	Stay in membership as is! You will be legacied into the current membership model. When your renewal date comes on Jan 1, February 1, and March 1 2026, you'll pay 50% prorate on a Tier you select.
April 1, May 1, June 1 2025	<ol style="list-style-type: none">1. PRORATE (25% of new cost/tier that you select)2. Sign up for membership now	You have TWO Options: <ol style="list-style-type: none">1. Stay legacied - renew your membership under the "Pay As You Can Rate" in 2025. When your membership is due April 1, May 1, and June 1, 2026, you will pay a 25% prorate on a Tier you select. OR2. Let your membership lapse for 2-3 months and sign up during the current open enrollment period (April - June 30, 2025) for an FY26 Membership that will take effect July 1, 2025.

Everyone's new renewal date will be July 1, 2026 moving forward.

What if I am a current member and my renewal is due in 2025?

Your membership will be PRO-RATED according to this chart:

Current Renewal Date	Pro-Rate Options	But What Does This MEAN!?
July 1, Aug 1, Sep 1, 2025	No pro-rate	Renew SOONER. Sign up for membership during 2025 Enrollment period (April - June 30, 2025) for FY26 Membership that will take effect July 1, 2025.
Oct 1, Nov 1, Dec 1, 2025	PRO RATE (75% of new cost/tier that you select)	Stay in membership as is! You will be legacied into the current membership. When your renewal date comes in Oct 1, Nov 1, Dec 1 2025, you'll pay 75% pro-rate on a Tier you select

Everyone's new renewal date will be July 1, 2026 moving forward.

What if my Organization can't reach consensus for voting?

- Since each organization can have up to 5 employees, or more, in their membership, only one person should be designated as the official “voter” in your organization.
- This person doesn't vote FOR the organization (makes the decision unilaterally) but votes ON BEHALF (gets consensus from all employee members & communicates that group decision to the Guild)
- If your organization is having trouble reaching consensus for an important Guild vote, reach out to the Guild and we can answer questions and support.
- ***This is a great way to practice collective decision making! Yay advocacy!***

Why do Individual and Organizational Members Get Equal Voting Power?

- On March 24, 2025, The Guild passed a By-Law Amendment that allows Individual Members to receive full voting rights. One Individual vote will count the same as One Organization Vote. Each organizational member gets one vote for any by-law amendments or new board of trustees.
- Why? ***To give all members equal voting weight on critical decisions, ensuring everyone has a direct say in shaping the Guild's future.***

Would the Guild consider allowing more votes per Orgs in the future?

Maybe! That would be determined on member feedback and needs, internal administrative capacity, and would require another by-law vote.

**Still have questions?
Book a 1:1!**

Current Members

**Meet with Lissette or
Claire**

**[bit.ly/
guildmembershipmeet](https://bit.ly/guildmembershipmeet)**

New & Prospective Members

Meet with Precious

**[calendly.com/
precious-nationalguild](https://calendly.com/precious-nationalguild)**

SAVE THE DATES! **Open Hours with Guild Staff**

- **May 9 @ 3:30PM ET:
INDIVIDUAL FAQ!**
For independent/ individual members, current or new. Featuring Katie Rainey from Teaching Artist Guild
- **May 23 @ 1:30PM ET:
COMMUNITY+COLLECTIVE BUILDING**
Learn about how to get involved with Guild's Unity and Collective Networks
- **June 14 @ 1:30PM ET:
ORGANIZATIONS FAQ**
For organizational members, current or new.
- **June 20 @ 1:30PM ET:
GENERAL MEMBER FAQ**
Just drop in with questions!

Thank you!

**Look out for our member benefit
webinars in April!**

And sign up for Membership TODAY!



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Q&A

Thoughts and Questions?



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