Welcome to the NAQC Information e-Bulletin … a special communication designed to provide important, time-sensitive information that may impact quitline operations and services.

**Update on Plans for NAQC Membership Dues**

Like many membership organizations, NAQC has come to the realization that we need to diversify our funding streams to be sustainable. In addition to seeking grant and contract opportunities from federal agencies, foundations and other organizations, NAQC also will look to its membership for financial support through a dues structure.

*Membership dues will help in two ways:*

1. Income from membership dues provides an unrestricted stream of funding that can be used to develop programs for members in areas that are not covered by grants and contracts.
2. Payment of dues demonstrates the commitment of members to NAQC’s funders.

At the NAQC Annual Conference in October, David Willoughby, chair of the NAQC board of directors, shared the board’s plan to approve a dues structure by the start of the new fiscal year (in July 2008). To prepare for this, NAQC engaged a consulting firm (McKinley Marketing) to conduct interviews and focus groups with the membership and to propose a dues structure. McKinley Marketing has a strong track record in working with small and large non-profits on dues structures.

The findings from the focus groups and interviews have encouraged us to move forward. Members were enthusiastic about the Consortium and our work together. Also, the majority of members understands the importance of dues and indicated a willingness to pay dues. Members also shared exciting new ideas for the kinds of benefits they would like NAQC to provide. We would like to thank those who participated in the interviews and focus groups.

*Progress to date and next steps:*

- McKinley presented its research findings and a draft dues structure at the board’s meeting in late January 2008.
- The board established an ad-hoc group to work with McKinley on the final recommendations on a structure for membership dues. Members of the group include Carolyn Dresler (chair of the group), Linda Bailey, Niki Legge, Matt Madonna and David Willoughby.
- The ad hoc group will present its final recommendation at the board’s meeting in April 2008.
- Once approved by the board, the membership dues structure will be shared with members along with opportunities for discussion.
- Beginning July 1, 2008, annual dues will cover a period from July 1 – June 30.

For those of you who work at state health departments, CDC/OSH has confirmed that CDC funding can be used to pay NAQC dues, should you choose to use the funding for this purpose.

To share comments or questions on the NAQC membership dues structure with the ad hoc group, please contact Linda Bailey, NAQC president and CEO, at lbailey@naquitline.org.

*About the North American Quitline Consortium:*

NAQC is a Phoenix, Arizona-based 501(3)(c) organization that seeks to promote evidence based quitline services across diverse communities in North America.