

Defining Our Membership Model

Many nonprofits use membership programs. However, the ways in which nonprofits deploy these programs varies widely depending on their missions, business models, operations, organizational capacity, and more. Use this worksheet to help define or refine the ways that members contribute to the achievement of your nonprofit's goals and vision.

Membership Model Elements	Our Membership Model
<p>WHY</p> <ul style="list-style-type: none"> • Why does your org have a membership program? • What value do members provide in helping you achieve your mission? 	
<p>WHAT</p> <ul style="list-style-type: none"> • What specifically do you want your members to do to support your mission? • What actions or activities do you want your members to take? 	
<p>WHO</p> <ul style="list-style-type: none"> • Who is your primary target member? • What do you know about them? (e.g. Where do they live or work? Gender? Age? Income level? Values? Other?) 	
<p>WHERE</p> <ul style="list-style-type: none"> • Where does this member engagement primarily happen? (e.g. on the land, in the office, online, snail mail, etc.) 	
<p>WHEN</p> <ul style="list-style-type: none"> • When during the course of the year does this member engagement happen most commonly? • How often do our members engage with your org? 	

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<p>HOW: RECRUIT & ID</p> <ul style="list-style-type: none"> • How do you recruit and identify new members? • How do you communicate to members what is expected of them and what they can expect from the org as members? 	
<p>HOW: RETAIN</p> <ul style="list-style-type: none"> • How do you track your members, their contact info, and their engagement? • How do you communicate info about the organization to your members? • How do your members provide feedback to your organization? • Can members interact with one another? • How do you thank and acknowledge your members? 	
<p>HOW: CYCLE-UP</p> <ul style="list-style-type: none"> • How can members grow in their commitment to your mission? • How do members interact with individuals in leadership roles within your organization? • How do you communicate your members' impact on your mission and goals? 	