

Northwest Power Building through Revenue
Generation

Organizing Your Deep Base Through Membership

Progressive
Multiplier

May 26, 2023

A photograph of a crowd of people at a protest. In the foreground, a person holds a large sign made of three pieces of cardboard. The sign has the text "FIGHT TODAY" on the top piece, "FOR A BETTER" on the middle piece, and "TOMORROW" on the bottom piece. The word "BETTER" is written in red cursive, while the other words are in black block letters. The background is a blurred crowd of people and green foliage.

FIGHT TODAY
FOR A BETTER
TOMORROW

Meet the PM Team.



Violeta Bermudez

Chief Storyteller



Bethany Maki

Executive Director



Andrea Mast

Senior Director of Operations



Lisa Riley

Director of Mission Expansion



Polly Stamatopolous

Director of Movement Group Engagement



Kafele Thomas

Director of Program Learning



Sandra Cornejo

Progressive Pipeline Fellow



Khadijah Savane

Progressive Pipeline Fellow



Hiring

Grants & Program Operations Manager



Hiring

Assoc. Dir. of Movement Group Engagement



We help organizations build
a progressive movement of, by and for everyday people.

We do this by organizing and leveraging funding to
create onramps for progressive organizations to
**start, strengthen or scale
individual giving and earned revenue programs.**

Through both an online community of practice and
our grantmaking and support program, we build the
progressive sector's revenue generation knowledge
and skills so that it can
amplify a people-powered movement.





NORTHWEST HEALTH
FOUNDATION



meyer
MEMORIAL TRUST



GRAY
FAMILY
FOUNDATION



RWVN
FOUNDATION



WHAT WE PROVIDE

Our Partnership

- Provided 4 **Revenue Generation Project Grants** that include Strategic Assistance
- Provided 2 **Staffing Strategic Assistance Grants** that includes rev gen strategic planning and developing a sustainable staffing model with training
- Develop a **Revenue Generation Resource Library** that includes 15 tools
- Develop 6 2-hour **Training Sessions**
- Provide 5-hour **Capstone Sessions** for 8 funder partner groups



RESPONDING TO WHAT WE HEARD FROM YOU

Upcoming Sessions

- Jun 23:** Mobilize Mass Base through Rev Gen Part 1: c4 Small Dollar & Mid/Major Donors Rev Gen Campaigns
- Jul 28:** Mobilize Mass Base through Rev Gen Part 2: Using Merch & E-Commerce to advance your mission and generate funds
- Aug 25:** Monetize Your Existing Program & Other Earned Income Strategies
- Sept 29:** Surges & Cliffs: Navigating the Changing Landscape



Why is Membership Important?

Perks, Perks, Perks

How do we create a Membership program?

How to build your base?

To Due or Not To Due

A roadmap to success



Before we dive in...

**Does your organization
already have a membership
program? Why do you want
to learn more them?**



Why is Membership Important?



Organizational Benefits to Membership

Increased Revenue: Investment in a membership program will increase your donor base and give your organization a regular cash flow that is predictable, scalable, and flexible.



Programmatic *and* Financial Retention: Membership programs combine volunteer opportunities with being a donor. This only increases the affinity for your organization from members, making it likely that members stay longer than volunteers or donors.

Engagement & Understanding: Membership programs increase the level of activity from members. They may volunteer, attend events, participate in workshops, and provide organizational thought design.

How else can members engage with your organization?

Organizational Benefits to Membership

Reach and Visibility: Members are often ambassadors for organizations. You can increase your impact organizationally through their contacts, having them participate in your work, and share news of your work with colleagues, volunteers, and other potential donors.

Strategic Partnership: Utilizing individuals' skill sets and connections can allow for deep level collaboration with other organizations. Members can be that connective tissue.

Fundraising Potential: Beyond their own contributions, members can provide a pathway to other fundraising campaigns, as well as support other initiatives such as capital campaigns.



Organizational Benefits to Membership

Communication Testing: Membership offers an opportunity to practice targeted marketing that you will use with constituents and donors.



Resource and Volunteer Base: You can ask members for more than just financial support. Members can bring all of their expertise and resources to the organization. Ask your members for pro bono services, volunteered time, or other forms of in-kind donations.

Advocacy and Influence: Your biggest members should be organizational advocates externally. Utilize their political and business connections to further your advocacy efforts, grow your message, and mobilize their networks.

How can you use members to grow your organization's success?

Before we move on...

Which organizational benefit seems the most useful? What would it allow you to do?



Perks, Perks, Perks




What do your members get from your program?

- **Access:** Members can have access to different programs, opportunities, events, and content that regular donors or volunteers don't. You can leverage this exclusivity.
- **Community:** Membership programs can help develop senses of community and building relationships through like-minded individuals uniting for a common cause. Members can do their own networking and relationship building through the program.
- **Impact:** Through your program members can show their commitment to your work and become tied into the programming in ways that supercede just donating



What do members get from your program (cont.)

- **Communication:** Members can receive more regular communications and updates than your normal donor touches. This will keep them informed and engaged with upcoming work.
-  **Voice:** Membership programs can be a caucus for members to share opinions on the organizations programming and/or direction. Membership programs can hold some similar responsibilities of an advisory board.
- **Identity:** Membership provides pride and identity to members. Members will feel honored and excited about being affiliated with a strong, positive, effective organization.

How can you offer benefits to your members outside of what you currently do now?

Before we move on...


**Do you already provide any
of these perks to your base?
Have they asked for
more/different perks?**



How Do we Create a Membership Program?



Strategy First

- **Set Clear Objectives:** Through outlining what your objectives are, you will have the ability to develop baseline statistics and measure growth properly year-on-year.
-  **Understand Target Audience:** Who is your target member? What demographic groups do they belong to? What resources do they have to offer the organization? How would they interact with your organization ideally?
- **Think of Membership Tiers based on Target Demographics:** Different groups have different abilities to give. Don't under or oversell your base. What you may not be able to get in per-fee amounts, you can recover in scale.

Strategy First (cont.)

- **It's Cheaper to Keep Em:** Retaining members is much easier and cheaper to do than finding new members. You've already developed relationships with them, so if people are thinking of ending their memberships, you have the ability to have conversations with them to ensure they stay on board.
- **Systems, Systems, Systems:** Ensure that you have the capacity to manage the financial, social, and operational systems to support a membership program. Without those structures and systems, your bandwidth and ability to scale will be hampered.
- **A static program is a dead program:** The only way to get more effective is through constant evaluation, improvement, and adjustment. Don't be afraid to track effectiveness and make changes.



Before we move on...

Are there parts of the strategy that can apply to not only your membership but other forms of your work?




How to Build your Base



How to build your base

- **Member Segmentation:**



| <u>Monthly Amount</u> | <u>"Provides"</u> ($\$X$ a month provides Y) | <u>Giving Level</u> | <u>Goal # of Donors</u> |
|-----------------------|---|---------------------|-------------------------|
| \$10 | | Friend Level | 80 |
| \$15 | | Partner Level | 40 |
| \$25 | | Sustainer Level | 20 |
| \$50 | | Champion Level | 10 |

- **Clear Communication Channels:** Set up regular communications with your members such as emails, newsletters, social media updates, text messages, or a membership portal on your website to provide updates.

How to build your base (cont.)

- **Member Events:** Setting up events specifically for your members will keep engagement high. Things to consider include: workshops, seminars, webinars, networking sessions with staff members.
- **Contributions outside financial:** Through volunteering opportunities, committees, focus groups, speaking engagements, and other advocacy efforts, you open the variety and access to membership for people who may not be able to give substantial financial support but wish to engage deeply with your work.



How to build your base (cont.)

- **Feedback and Input:** Through soliciting feedback you can tailor your offerings to members to keep them engaged and supportive. Utilize surveys or polls to gather information on organizational work, membership programming, or other topics.
- **Recognition and Appreciation:** Showing appreciation for members goes a long way. Recognize their effort proudly and publicly. This positive reinforcement will keep engagement high as members will feel appreciated.
- **Peer-to-peer connections:** Through cross-learning and collaboration, organizational stability can build. Use membership to develop a sense of community. Tools for this can be: in-person meetings, networking events, mentoring programs, among others.



To Due or not To Due: Dues for formal and informal c4 membership



Dues from Formal & Informal Members

- Think about dues through the lens of donor/payer motivation we covered up front
- From the member's perspective, some dues are membership donations through which they're advocating with their dollars for something they are aligned with and may or may not directly benefit them. Some are dues which carry an expectation of direct service and/or close partnership in winning power starting close to home.
- Benefits:
 - Unrestricted revenue (which in c4 can be used for partisan work)
 - Predictable cash flow
 - Constituent engagement
 - Formal membership means governance considerations (ahem, webinar 2) so consider this rev gen option from all angles



Dues from Formal & Informal Members (cont.)

Examples:



Membership Card
Bethany Maki
Planned Parenthood
www.plannedparenthoodaction.org

Planned Parenthood
Act. No matter what.
123 William Street, 10th Floor • New York, NY 10038
www.ppact.org/join
4NALP2204MAN47 01624912204

Bethany B. Maki

We need the support of 857 Florida residents to join us on the front lines. Will you be one of them?

Planned Parenthood
Act. No matter what.

JOIN THE FIGHT FOR REPRODUCTIVE FREEDOM AND ACCESS

To help Planned Parenthood act quickly to preserve abortion access, expand access to care, and advance the fight for real health equity, I am joining the Planned Parenthood Action Fund by making a new-member contribution of:

\$50 \$75* \$100 \$500 Other \$ _____ Make this a monthly gift!

**We're in the fight of our lives, and your gift is urgently needed.*

Bethany B. Maki

To charge your gift to a credit card please see reverse, or make your check payable to the Planned Parenthood Action Fund and return it with this form in the enclosed envelope.

Contributions to the Planned Parenthood Action Fund are not tax-deductible as charitable contributions or business expenses under IRC Section 182(a) and may be used for political purposes, such as supporting or opposing candidates. Your contribution will not be earmarked for any purpose, and will generally support our activities to protect and promote reproductive health nationwide.

\$10 of your gift qualifies you for annual membership in the Planned Parenthood Action Fund. A gift of \$300 qualifies you for lifetime membership.

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123 William Street, 10th Floor • New York, NY 10038 • www.ppact.org/join

Member Benefits:

- Members are invited to participate in ACIU events, trainings and membership meetings.
- Members receive ACIU's online newsletter and other important up-to-date information.
- Members can apply for scholarships for travel/participation in ACIU member meetings.

Member Responsibilities:

- Work to pursue ACIU's vision and mission.
- Participate in ACIU campaigns.
- Pay membership dues.

Why should members contribute?

- Building a better Alabama takes time and money.
- Movements are built over time, and investing in ACIU is an investment in your future.
- To show that we believe in the vision and will work to achieve it.

1 Amount 2 Details 3 Payment

Minimum / Minimo (\$45) **\$50** **\$100** **\$500**

\$0.00

Next



Dues from Formal & Informal Members (cont.)

Examples:



Member Benefits:

- Members are invited to participate in ACIJ events, trainings and membership meetings.
- Members receive ACIJ's online newsletter and other important up-to-date information.
- Members can apply for scholarships for travel/participation in ACIJ member meetings.

Member Responsibilities:

- Work to pursue ACIJ's vision and mission.
- Participate in ACIJ campaigns.
- Pay membership dues.

Why should members contribute?

- Building a better Alabama takes time and money.
- Movements are built over time, and investing in ACIJ is an investment in your future.
- To show that we believe in the vision and will work to achieve it.

Amount Details Payment

Minimum / Mínimo (\$45) \$50 \$100 \$500

\$0.00

Next

ACIJ
Alabama Coalition for Immigrant Justice

Your support of ACIJ helps us continue our work to advocate for the rights and dignity of all people by cultivating just policies, developing grassroots leadership and participation, building alliances, and amplifying the voices and contributions of immigrants in Alabama.

If you would like to become a member, [click here](#).

Su apoyo a ACIJ nos ayuda a continuar nuestro trabajo para abogar por los derechos y la dignidad de todas las personas mediante el cultivo de políticas justas, alentando el liderazgo y la participación de base, construyendo alianzas y amplificando las voces y las contribuciones de los inmigrantes en Alabama.

Si desea ser miembro, haga clic aquí.

Forget this device. @israction

Amount Details Payment

\$15 \$25 \$45 \$50

A Roadmap for Success



A Membership Workplan

- **Define Success:**
 - What improvement do we want to achieve in member retention rate and by when?
 - What increase do we want to achieve from member giving and by when?
 - How do members contribute to our programs and mission?
 - What would happen as a result of achieving our goal?
 - How many new members per month?
 - What is the plan for increases?
- **Establish your team:** Who is going to focus on member solicitation with you?
- **Identify Target Audience and Segmentation**



A Membership Workplan (cont.)

- **Outline Tiers:** Think through what your tiers of dues are, what they need to contribute financially or through service, and what access it allows them to.
- **Build Communication Strategy:** Develop both a rollout plan for solicitation as well as a communication calendar for members.
- **Craft Materials:** Materials will include: social media, webpage/members portal, newsletter templates, one-pager for asks, segmented communication templates, email templates



A Membership Workplan (cont.)

- **Build Calendar of Events:** Develop a calendar of events that members would be able to interact with each other as well as the organization at large.
- **Launch Membership Program:** Begin launching your membership program to close supporters and then to the public at large.
- **Hold Engagement Activities:** Begin to support member development through engagement activities. This is a great time to highlight people who show promise to become deeper/stronger supporters.



A Membership Workplan (cont.)

- **Develop Data and Systems Support:** Ensure the systems are up to supporting this work. Invest in a client-relationship management program (CRM), dues tracking systems, as well as automating as many virtual touches as possible.
- **Evaluate and Adjust:** Every constituency base is different. There are many different things to take into consideration that may affect success. Year 1 is hardly ever the best your organization can do. Critically review your original definitions of success, analyze what happened, and figure out what you can do to get closer to success.



WHAT ARE YOU THINKING?

Thoughts?

Questions?

Comments?



**We look forward to
seeing you at the
next session!**

Questions?

Polly Stamatopoulos - polly@progressivemultiplier.fund

Khadijah Savane - khadijah@progressivemultiplier.fund

Kafele Thomas - kafele@progressivemultiplier.fund

