

Northwest Power Building through Revenue Generation

Organizing Your Deep Base Through Membership



Meet the PM Team.



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Hiring



Hiring

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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













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



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?

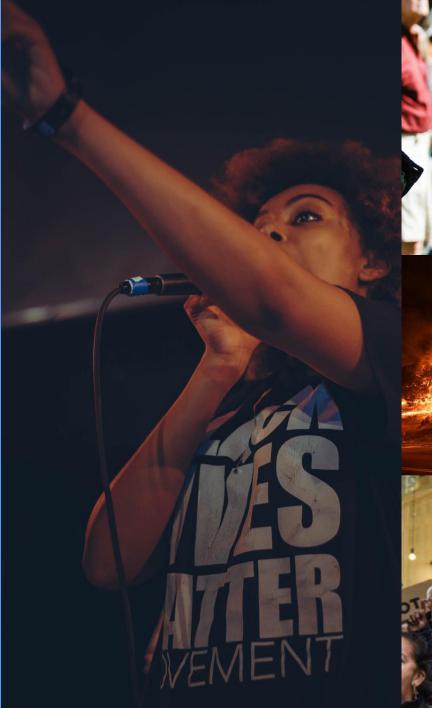
Perks, Perks, Perks

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...





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: 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...



How to Build your Base

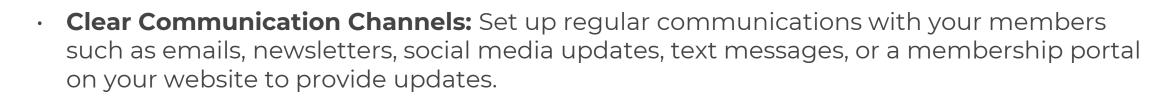




How to build your base

Member Segmentation:

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





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

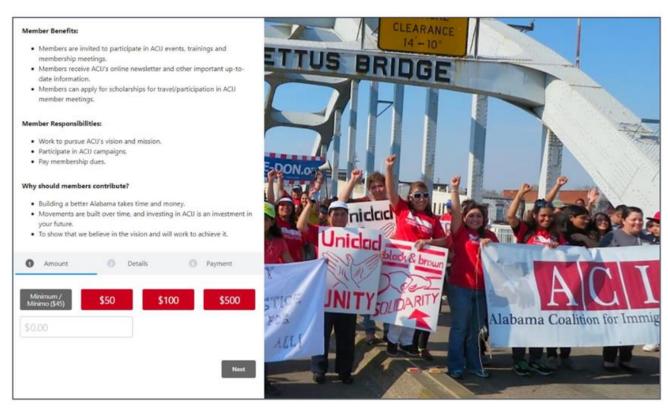
- · Think about dues through the lens of donor/payer motivation we covered up front
- From the member's perspective, some dues are membership donations through which
 they're advocating with their dollars for something they are aligned with and may or may
 not directly benefit them. Some are dues which 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:

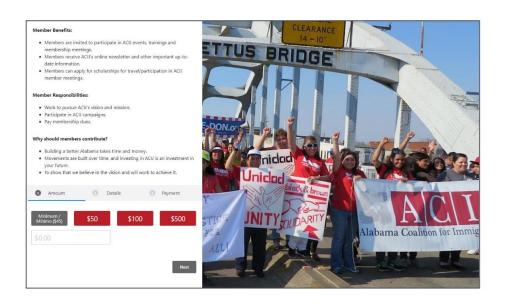






Dues from Formal & Informal Members (cont.)

Examples:







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, onepager 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.



Thoughts?

Questions?

Comments?





We look forward to seeing you at the next session!



Questions?

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