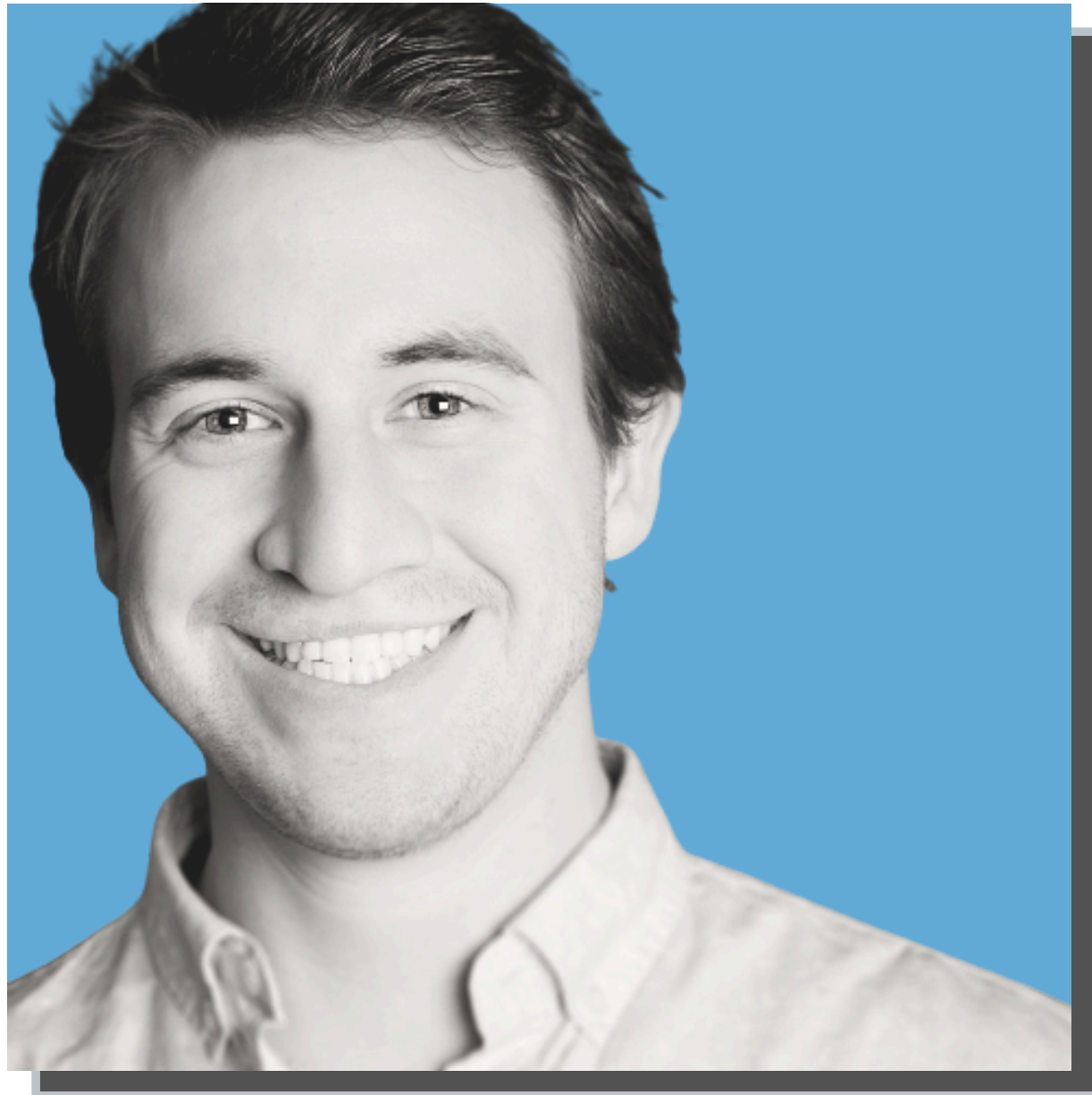**Ideas to increase your nonprofit's membership**
05/21/2024

Wade Jacques - Co-Founder of Communal

Prior to working with nonprofits, he served as a Client Success Manager at Benevity, where he gained insights into the charitable giving space.

For the past six years, Wade has been collaborating with innovative nonprofits in Canada to develop Communal, a nonprofit management system. Through this partnership, he has become an expert in the unique needs of member-based nonprofits. Now, Wade is eager to leverage his knowledge and expertise to help communities maximize their impact with the aid of technology.

A Nonprofit Management System designed to manage:

- Memberships
- Programs
- Events
- Volunteering
- Rentals
- Donations
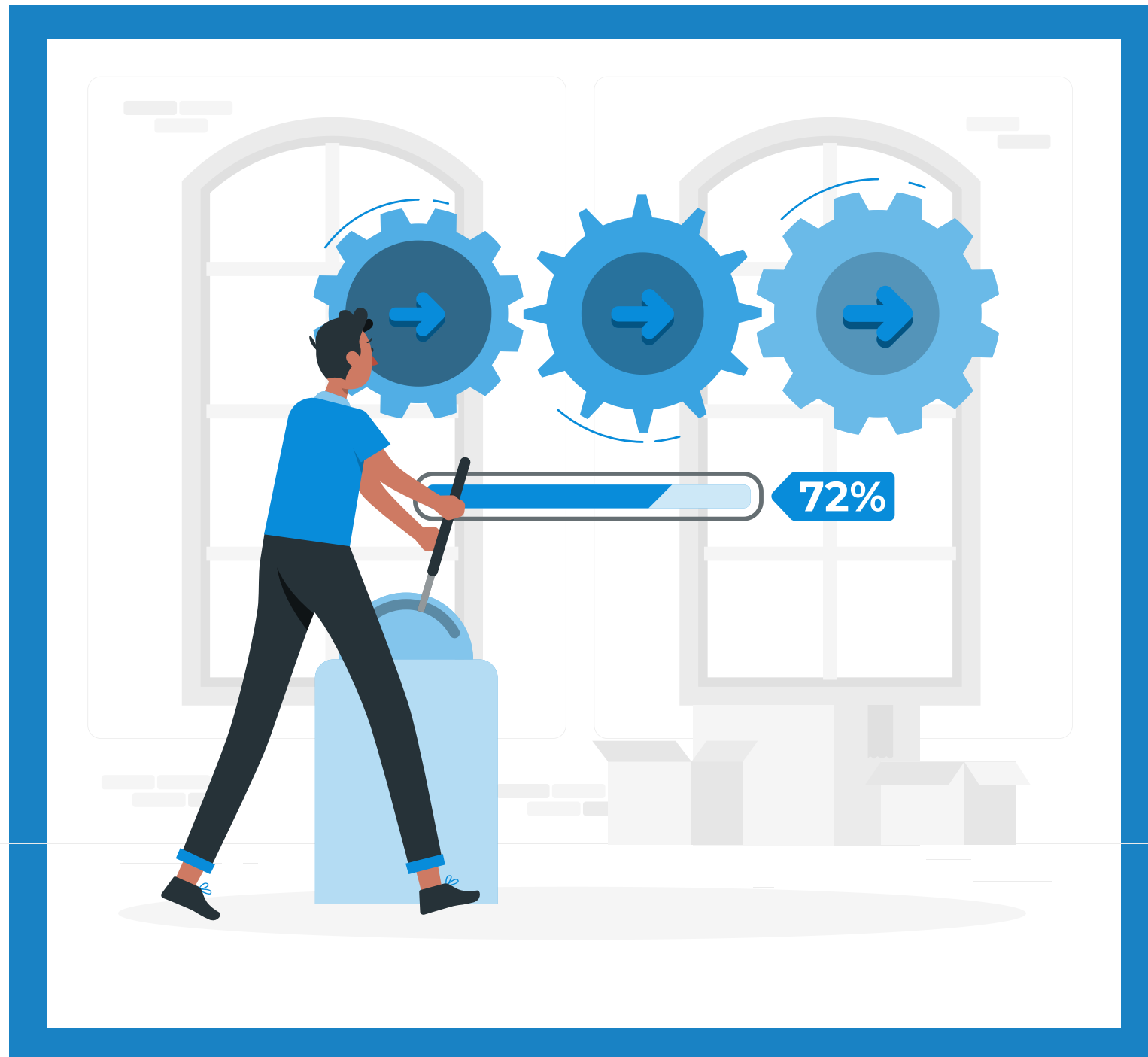
Foundational Elements to Growing Memberships

- Membership Structure
- Value to Members
- Online Presence & Engagement Strategy
- Membership Management & Technology
- Demonstrating Impact

- **Rolling Memberships vs Annual:** Which best aligns with your financial requirements and benefit structure?
- **Tiered Memberships:** Allows for a greater range of individuals to resonate with your organization.
- **Individual vs Corporate Memberships:** Business memberships can create key member benefits and engage local businesses.
- **Lifetime Memberships:** Consider rewarding long-term members and key volunteers.
- **Membership by Donation:** Helps reduce the financial barrier to joining.

- **Gather Insights & Data:** Membership value is subjective, uncover why they joined
- **Exclusive Content & Events:** Present unique opportunities & materials only members can engage with
- **Discounts & Perks:** Consider benefits such as member-priced events, discounted partner services, or priority registration
- **Community & Social Connections:** Encourage members to bring friends and colleagues to events

6 Online Presence & Engagement Strategy

- **Website:** Ensure it is user-friendly, informative, and easy for people to join.
- **Google Ad Grants:** Each qualifying nonprofit has access to up to $10,000 per month in search ads shown on Google.com.
- **Welcome Emails & Next Steps:** Provide immediate next steps after someone registers (volunteering, events, discounts, etc.).
- **Value Driven Email Marketing:** Leverage collected insights to target members with relevant content.
- **Canadian Anti-Spam Legislation:** Leverage implied consent to send emails.
- **Membership Drives:** For community nonprofits, consider how to engage your neighbours.
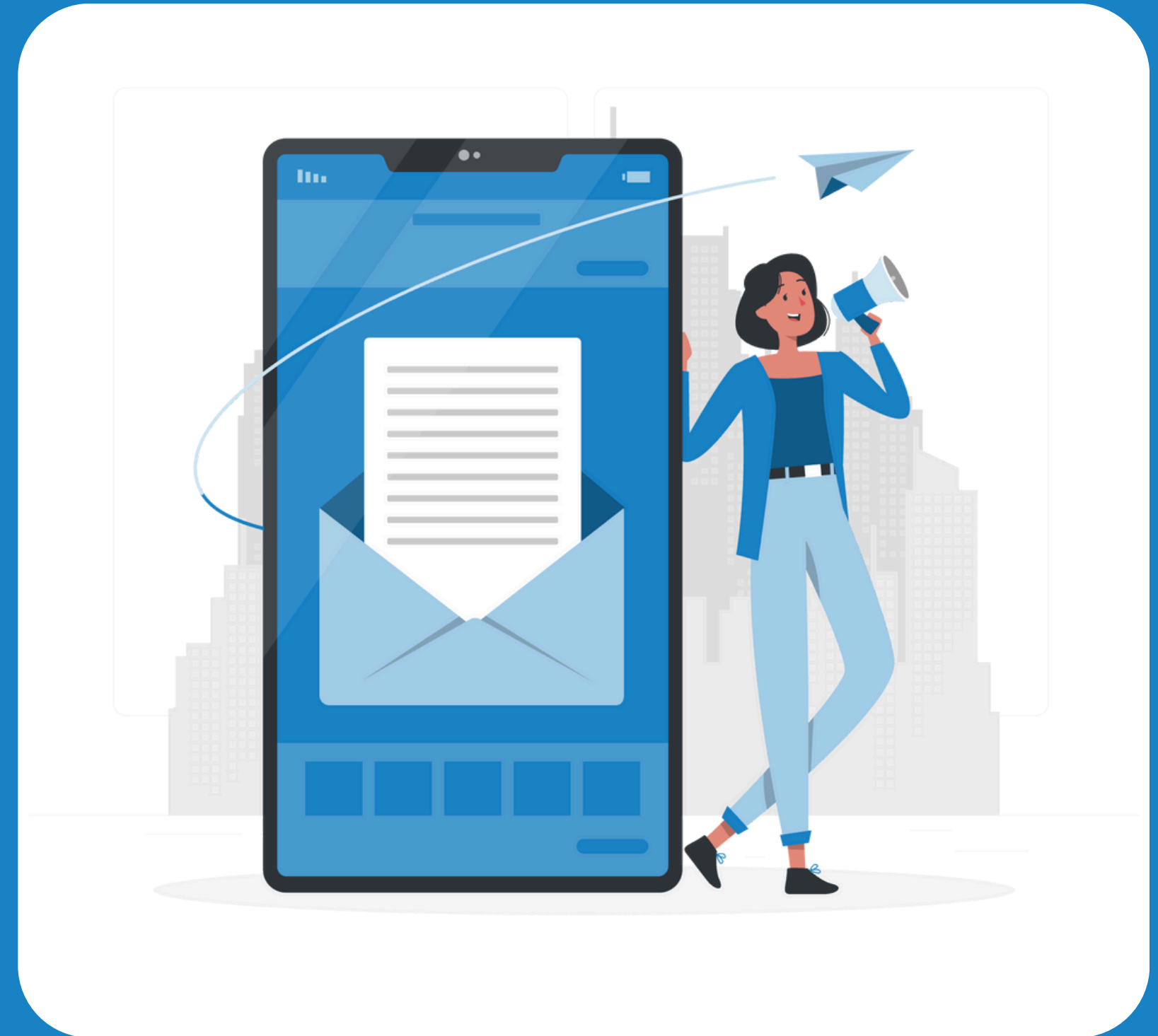
Membership Management Systems:

- **Improved Member Experience:** Create clear and concise onboarding experiences and leverage online payment methods (if relevant).
- **Time Savings:** Consider time spent on manual tasks such as data entry, which could be better spent on member engagement.
- **Auto-renewals & Automated Expiration Reminders:** Auto-renewals exhibit a significantly higher median growth rate (64.55%) compared to those without auto-renewals (24.81%).
- **Automated Welcome Emails:** Provide information about the organization, upcoming events, and ways to get involved.
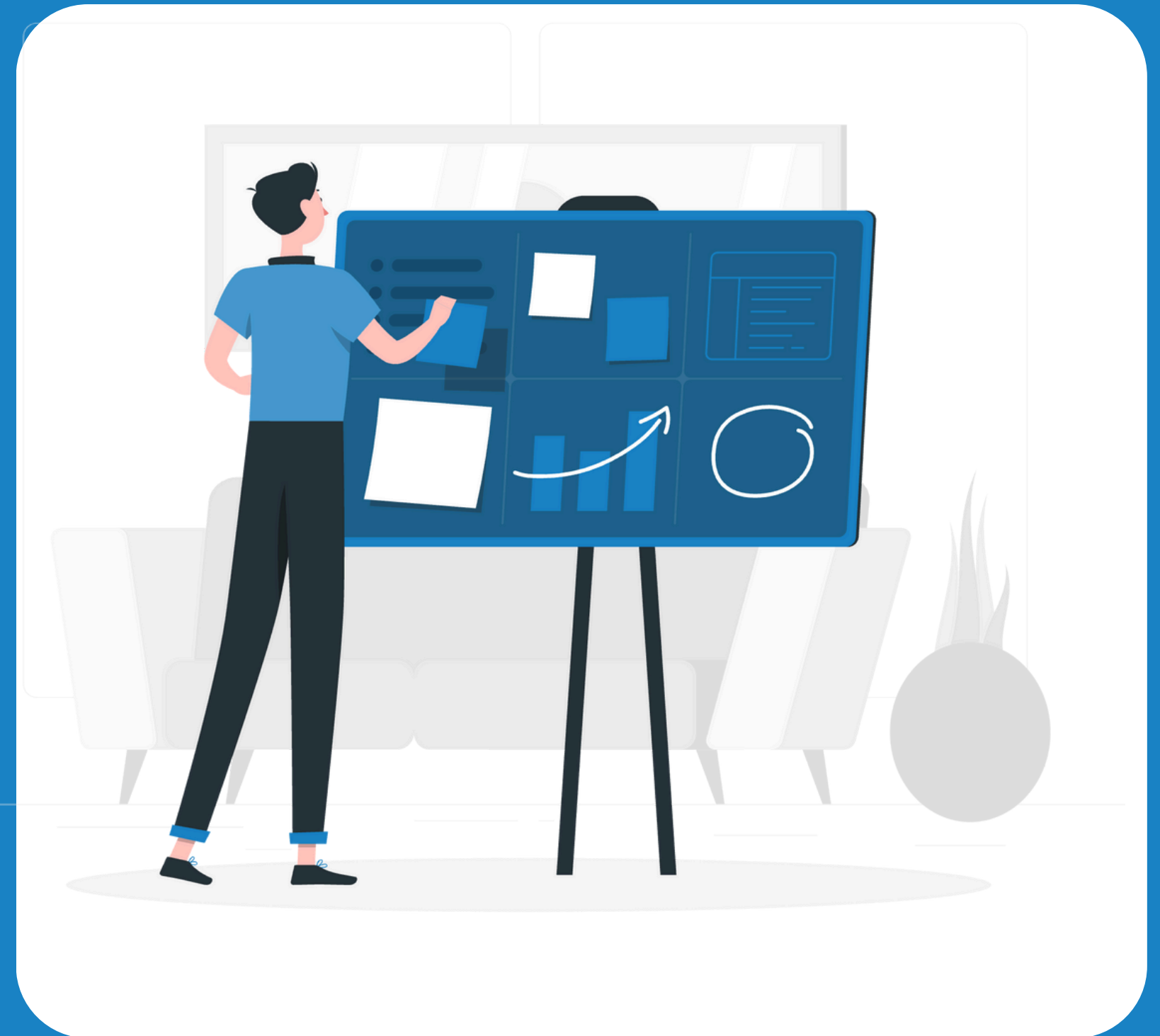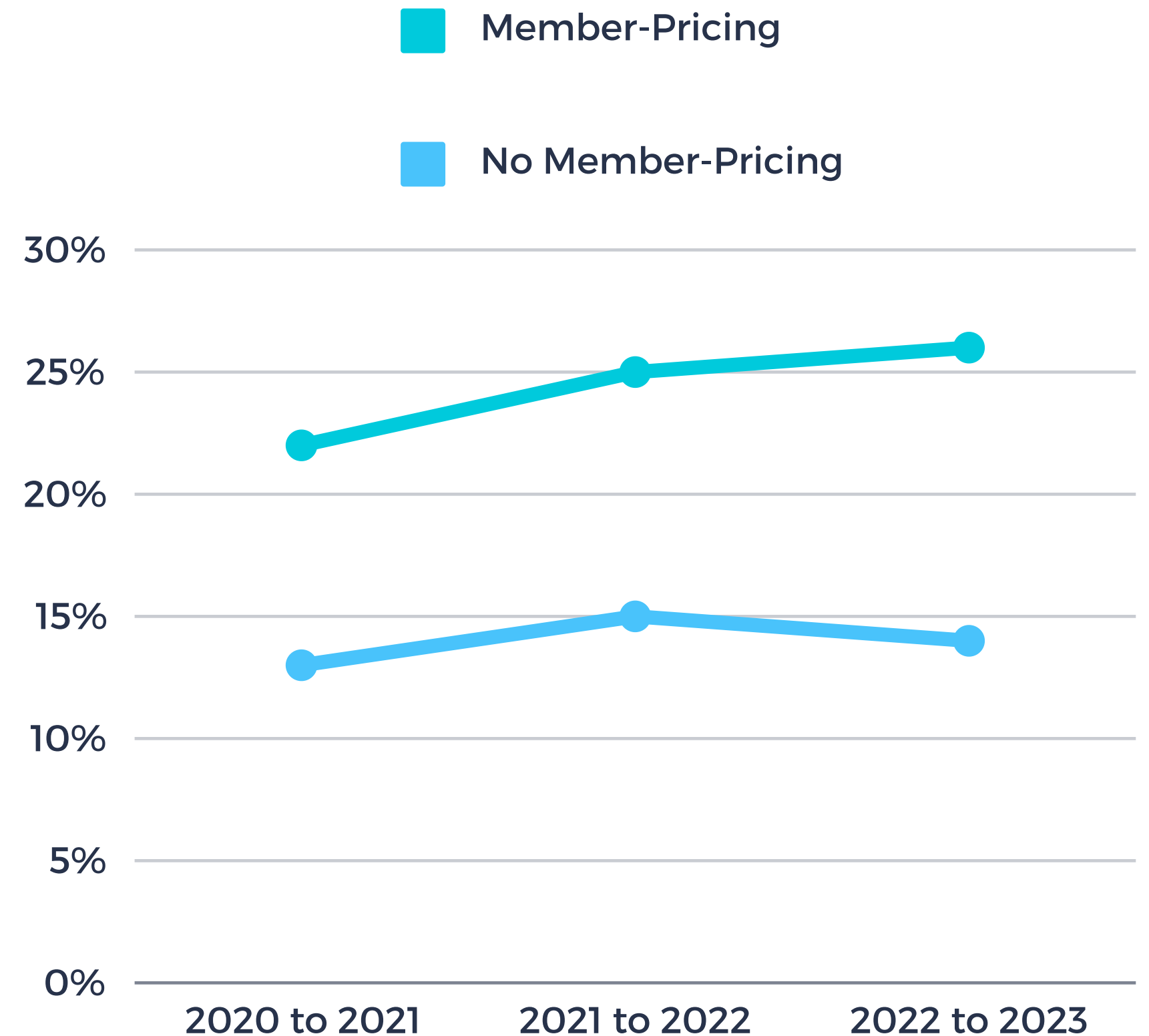
Membership Management Systems:

- **Membership Cards:** Enable easier tracking of memberships at events, AGMs, and local businesses.
- **User Accounts:** Allow members to manage their own information.
- **Track Growth:** Monitor which activities are leading to greater engagement.
- **Leverage QR Codes:** Capture memberships at events, local businesses, or at your physical location.
- **Integrations:** Connect membership data to other systems to further enhance your strategy.
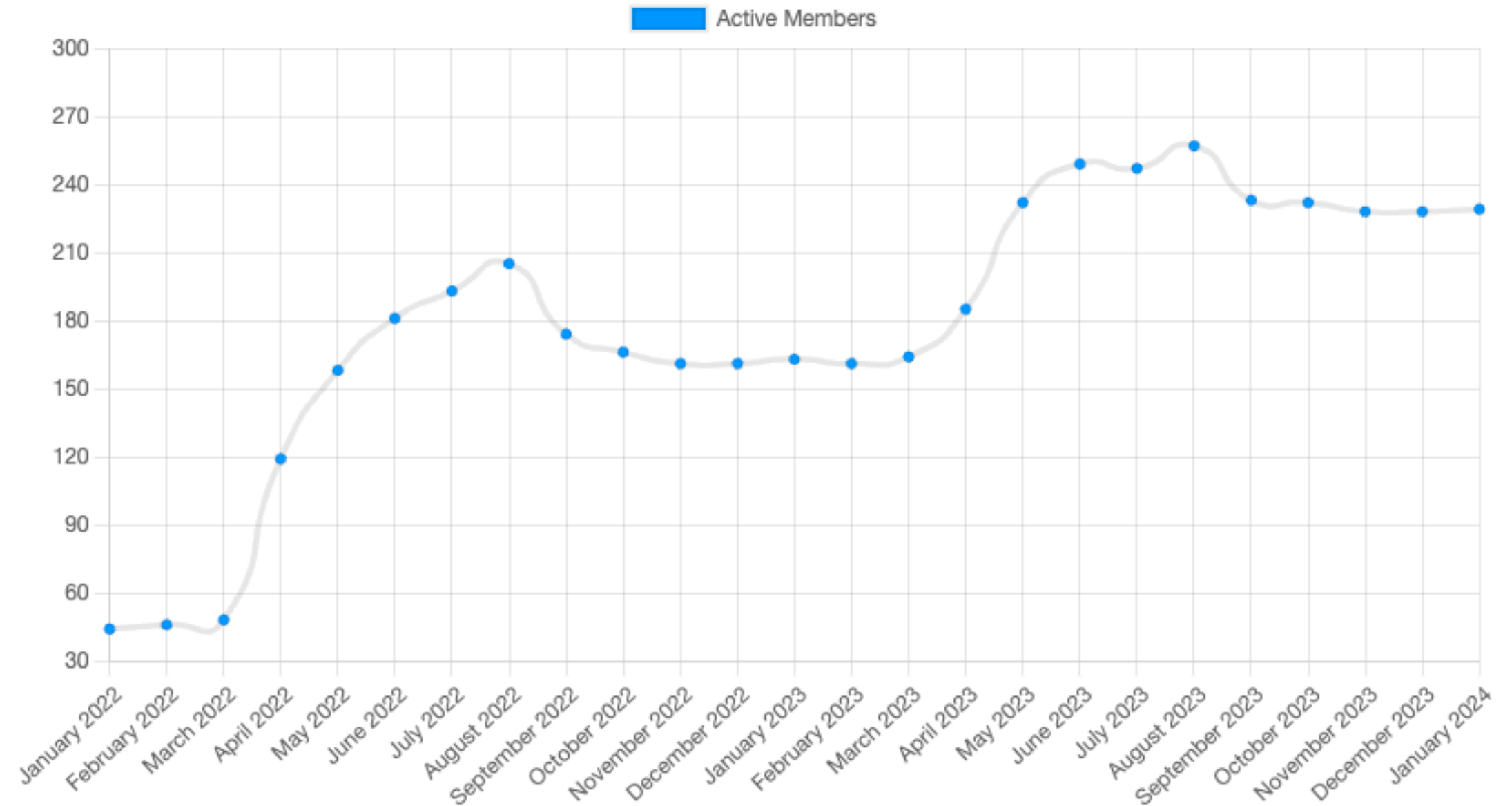
USING MEMBER PRICING TO DRIVE GROWTH

Nonprofits that automate member pricing for programs see a positive median membership growth rate year-over-year compared to those that do not have member pricing.

Legend:
- Member-Pricing
- No Member-Pricing

Y-axis: 0%, 5%, 10%, 15%, 20%, 25%, 30%

X-axis: 2020 to 2021, 2021 to 2022, 2022 to 2023

MEMBERSHIP GROWTH WITH AN ALL-IN-ONE SOLUTION:

- Automatic renewals and automated expiration reminders increase retention rates.
- Member discounts on programs and events.
- Tennis and pickleball courts become bookable for members with an automated gate code.

Q & A