



# Moving to Next Gen Memberships

May 23, 2024



# Agenda

- Membership Product Overview
- Importing Data
- Demonstration
- Questions





# Next Gen Membership Product

- Club Product was 10+ Years Old
- Keep our free business model with processing fees
- Use our new components like Websites, Email, Store, Donations, etc.
- Broaden beyond Running Clubs
  - Keep all the good stuff for running - Club Discounts, Join while signing up for a race, etc.
  - Expand Running Community use cases - running stores and clubs and event organizations can leverage memberships to mimic NYRR and ATC type community
  - With more running clubs, have more races offer discounts - virtuous cycle of promotion
- Many Ticket Event Oriented Organizations
  - Upsell Ticket into Membership at Gardens, Zoos, Museums, etc.
  - Repeat events - like wineries or breweries
- NonProfits
  - Public Radio/TV type of fundraising - “Become a Member” rather than “Donate”
- Member Organizations



# Run Wild Missoula

[Join](#)[Donate](#)[Membership Benefits](#)[Store](#)[Join Now](#)[Donate](#)[RWM Website](#)

## Run Wild Missoula

### Membership Levels

#### Individual Membership

from **\$27**

12 Month Membership: **\$27.00**  
60 Month Membership: **\$110.00**

[Join Now!](#)

#### Family Membership

Up to 10 Family Members

from **\$37**

12 Month Membership: **\$37.00**  
60 Month Membership: **\$160.00**

[Join Now!](#)

Run Wild Missoula

[Back to Run Wild Missoula X](#)

#### RWM Casual Shirt [Fitted] (\$29.00)

Super soft charcoal black tee!

50% Polyester, 25% Cotton, 25% Rayon

Recommended to order one size up.

Size

[-](#) [+](#) [X](#)

[Add Another](#)

#### RWM Casual Shirt [Relaxed] (\$29.00)

Super soft navy tee!

50% Polyester, 25% Cotton, 25% Rayon

Size

[-](#) [+](#) [X](#)

[Add Another](#)





# Without Limits Running Team



Join



Join Now

Contact Us

Shop WOL Apparel

Scholarships

Latest Email

More ▾

## Summer Session Begins May 14.

### SUMMER SESSION

from **\$350**

May 14 - August 29 Membership: **\$350.00**

Join Now!

### Single Month - Unlimited Practice

from **\$100**

1 Month Membership: **\$100.00**

Join Now!

### Single Month - 1x per Week

from **\$20**

1 Month Membership: **\$60.00**

7 Day Membership: **\$20.00**

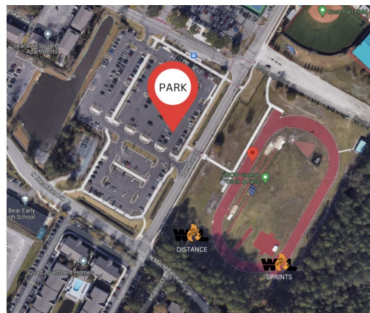
Join Now!

### Pay for the Year!

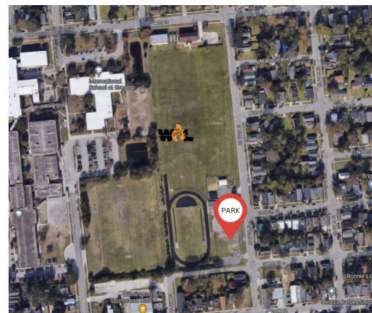
from **\$1,100**

1 Year Membership: **\$1,100.00**

Join Now!



UNCW Track Google Map Location



NHHS Track Google Map Location





# Racing for Sustainability

[Join](#)[Donate](#)[Join Now](#)[Member Content ^](#)[Contact Us](#)[Bibs and Waste](#)[Cups](#)

## Membership Levels

### Race Event Member - 250

For smaller race events up to 250 participants.

from **\$50**

12 Month Membership: **\$50.00**

[Join Now!](#)

### Race Event Member - 500

For smaller race events up to 500 participants.

from **\$100**

12 Month Membership: **\$100.00**

[Join Now!](#)

### Race Event Member - 1,000

For smaller race events up to 1,000 participants.

from **\$250**

12 Month Membership: **\$250.00**

[Join Now!](#)

### Race Event Member - 5,000

For race event organizations up to 5,000 participants per year.

from **\$500**

12 Month Membership: **\$500.00**

[Join Now!](#)

## Individual

For individuals who are passionate about endurance and sustainability.

from **\$25**

12 Month Membership: **\$25.00**

[Join Now!](#)

# Racing for Sustainability (Draft)

## Contact Us

Name \*

Email \*

Phone

Question/Message \*

☐

I'm not a robot



Privacy - Terms

[Send Message](#)



# Membership Level Flexibility Built for Member Organizations

- Duration
- Type
- # of Members
- Age Range
- Optional Auto-Renew
- Pricing Flexibility
- Discount to Events Based on Levels
- Additional Store Item Bundles Based on Levels

## Membership Levels

### Silver Monthly Member

Not quite as good as gold...

from **\$10**

1 Month Membership: **\$10.00**

Join Now!

### Gold

Gold is best!

from **\$50**

12 Month Membership: **\$50.00**

Join Now!

### Family Silver

Family Membership up to 4 people

from **\$30**

1 Year Membership: **\$30.00**

Join Now!

### Family Gold

Best Level!

from **\$100**

1 Year Membership: **\$100.00**

Join Now!



# Membership Level Duration & Pricing

- Yearly Duration
  - Start on Day of Joining or a Date (like January 1)
  - Price is constant or automatically Prorated for a person who joins in June for a Jan. 1 Membership
- Monthly Duration
  - Set up a different Levels for 1 month, 3 month, 12 month and 60 month with pricing for each
- Daily Duration
- Date Based Duration

## Pool Pass Example:

### Membership Levels

<b>Annual Individual Membership</b> from <b>\$500</b> 1 Year Membership: <b>\$500.00</b> <a href="#">Join Now!</a>	<b>Annual Family Membership</b> from <b>\$700</b> 1 Year Membership: <b>\$700.00</b> <a href="#">Join Now!</a>
<b>August Individual Membership</b> from <b>\$150</b> August 1 - August 30 Membership: <b>\$150.00</b> <a href="#">Join Now!</a>	<b>August Family Membership</b> from <b>\$200</b> August 1 - August 30 Membership: <b>\$200.00</b> <a href="#">Join Now!</a>
<b>Day Pass</b> from <b>\$7</b> 1 Day Membership: <b>\$7.00</b> 7 Day Membership: <b>\$30.00</b> <a href="#">Join Now!</a>	





# Additional Membership Level Flexibility

## Number of Members in a Membership Purchase

- Individual
  - Set Age Ranges - so you can have Kids and Adult and Senior Membership Level Pricing
- Family
  - Set number of members included.
- Organization
  - Set number of members
  - Coming capabilities to invite members to join the Organization Membership

The image displays two membership cards side-by-side. The left card is for 'Family Silver' and the right card is for 'Family Gold'. Both cards have a blue header bar. The 'Family Silver' card lists 'Family Membership up to 4 people' and a price 'from \$30'. The 'Family Gold' card lists 'Best Level!' and a price 'from \$100'. Both cards show a '1 Year Membership' price and a 'Join Now!' button.

Membership Level	Description	1 Year Membership Price
Family Silver	Family Membership up to 4 people	\$30.00
Family Gold	Best Level!	\$100.00



# Membership **Level Incentives**

## Discounts for Events based on Membership Level

☒ Only allow discount for specific membership levels. ⓘ

☒ Bob Member Org 1: Gold

☐ Bob Member Org 1: Family Silver

☐ Bob Member Org 1: Silver Monthly Member

☒ Bob Member Org 1: Family Gold

## Bundle Premium Items like Water Bottles or Shirts with higher levels

Select Membership Levels


+ Add All

— Remove All


☒ Gold

☐ Family Silver


☐ Monthly



**Running Club Hat (\$20.00 ~~\$25.00~~)**  
Our running club hat makes you feel like you are really part of the club!  
Size  Color   

- 0 + 

Add Another



**Club Water Bottle (\$15.00)**  
Water bottle for your long runs!  

- 1 +

# Memberships Overview

## Common Components

- Email
- Websites
- Store
- Donations
- Questions
- Financials / Coupons
- Organization Details
- Secure Access
- Notifications
- Waivers

The image displays four screenshots from a website builder interface for "Bob Member Org 1".

- Top Left: Member Information Page Editor**
  - Header: Member Organizations: Website Builder
  - Section: Member Information
  - Navigation: Info, Member Information, Events, Store, Donate, About Us
  - Content: A note about membership registration and a photo of a group of people.
- Top Right: Donation Display Settings**
  - Section: Donation Display Settings
  - Include Donations Since: 05/03/2023 12:00 AM
  - Donation Goal: \$ 1000.00
  - Nonprofit Logo: Choose your image
  - Billing Descriptor: SignUp \* BobMemberOrg1
- Bottom Left: Store Setup**
  - Section: Store Setup
  - Items: Running Club Hat (\$20.00), Club Water Bottle (\$15.00)
  - Buttons: Save Arrangement, Add a Store Item, Set Up Fees, Manage Store
- Bottom Right: Create Email: Bob Member Org 1**
  - Section: Create Email: Bob Member Org 1
  - Buttons: Save as Draft, Continue
  - Content Blocks: Text, Section Title, Image, Text, Button



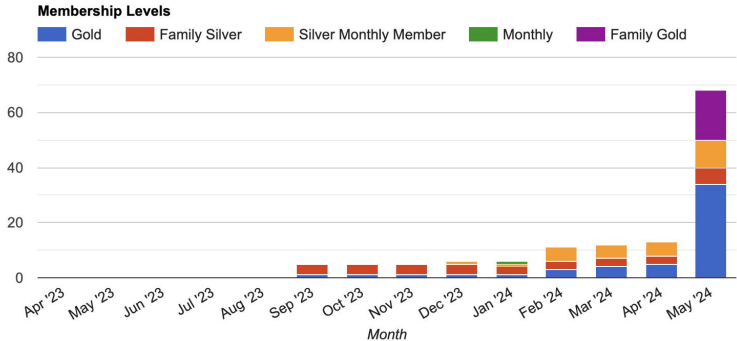
# Reports

Memberships

New vs. Renewal

## Membership Purchases By Level

Membership purchases in the last 12 months, with a breakdown by membership level.



MEMBERSHIP LEVEL	APR '23	MAY '23	JUN '23	JUL '23	AUG '23	SEP '23	OCT '23	NOV '23	DEC '23	JAN '24	FEB '24	MAR '24	APR '24	MAY '24
Gold	0	0	0	0	0	1	1	1	1	1	3	4	5	34
Family Silver	0	0	0	0	0	4	4	4	4	3	3	3	3	6
Silver Monthly Member	0	0	0	0	0	0	0	0	1	1	5	5	5	10
Monthly	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Family Gold	0	0	0	0	0	0	0	0	0	0	0	0	0	18

### 39 Membership Purchases

Edit Columns

Export Options ▾

MEMBERSHIP ID	LEVEL	MEMBERS	MEMBERSHIP START	MEMBERSHIP END
#918224 <a href="#">Manage</a>	Gold	★ <a href="#">Abramo Teste</a>	May 1, 2024	April 30, 2025
#918223 <a href="#">Manage</a>	Gold	★ <a href="#">Mill Testd</a>	May 1, 2024	April 30, 2025
#918222 <a href="#">Manage</a>	Gold	★ <a href="#">Juieta Testc</a>	May 1, 2024	April 30, 2025
#918221 <a href="#">Manage</a>	Gold	★ <a href="#">Renell Testb</a>	May 1, 2024	April 30, 2025
#918220 <a href="#">Manage</a>	Gold	★ <a href="#">Mohammad Testa</a>	May 1, 2024	April 30, 2025
#918219 <a href="#">Manage</a>	Family Gold	★ <a href="#">Cece LaFamiglia</a> <a href="#">Jacqueline LaFamiglia</a> <a href="#">Luke LaFamiglia</a>	May 1, 2024	April 30, 2025
#918218 <a href="#">Manage</a>	Family Gold	★ <a href="#">Bob Bickel</a> <a href="#">Kjp Bickel</a> <a href="#">Allison Bickel</a>	May 1, 2024	April 30, 2025



# Membership Purchase Details

Membership # 918219    Membership Level Family Gold    Status Active    Membership Start 05/01/2024

Available  
7 of 10 members available

With a Family Gold membership you may add up to 10 members.

Edit Membership Purchase  
Make changes to the membership or membership purchase info.

Edit Members  
Make changes to individual members.

Members Included in Membership #918219

Cece LaFamiglia

★ Primary Member

☐ Delete

▼

Jacqueline LaFamiglia

☆ Set As Primary Member

☐ Delete

▼

Luke LaFamiglia

☆ Set As Primary Member

☐ Delete

▼

Save

Cancel

Edit Membership

Edit Member Information

Add Member

Delete Membership

Members in this purchase:


PRIMARY	MEMBER NUMBER	USER ID	NAME	EMAIL	PHONE	ADDRESS	GENDER	DATE OF
★	#1024	87779295	Cece LaFamiglia	example2@example.com				
	#1024	87779296	Jacqueline LaFamiglia	example18@example.com				
	#1024	87779297	Luke LaFamiglia	example18@example.com				



# Member Import


## Migrating Data is HARD!!!!

### Imports



#### Manual Import

Need to add only a few members?  
Use this simple form.



#### CSV Import

Have a CSV file with member data?  
Use our easy CSV Importer.  
Import up to 500 rows at a time.

Manage Member Imports: ▾

- Data Validation
- Required Fields
  - Multi-Member Required External ID to match, and a Primary Member

### Manual Import

New  
Add members to a new membership.

Existing  
Add members to an existing membership.

Select The Membership Level  
Gold

Membership Start Date  
05/21/2024

Membership End Date  
05/20/2025

Offline Payment Amount  
\$

The selected membership allows for up to 12 members.

Member 1

☒ Is this person the primary membership holder?  
☐ Is this person a minor?

First Name \*

Middle Name

Last Name \*

Email Address

Phone

Date of Birth  
mm/dd/yyyy

Gender

Street Address

Street Address Line 2

Zip Code

City

Country  
US - United States

State

Add Another Member

Save Membership

Cancel

R T G 14



# Demo

First Name	Last Name	Membership Level	Start Date	End Date
Bob	Bobfour	Silver Monthly Member	5/1/24	4/30/25
Sue	Bicfive	Silver Monthly Member	5/1/24	6/1/24
Allison	BicSix	Silver Monthly Member	7/1/24	6/30/25

## CSV Import

[Help ?](#)

COLUMN 1	COLUMN 2	COLUMN 3	COLUMN 4	COLUMN 5	COLUMN 6	COLUMN 7
First Name	Last Name	Membership Number	Membership Level	Primary Member	Start Date	End Date

☒ Row 1 is a header row☐ Row 1 contains data[Continue](#)

## CSV Import

[Help ?](#)

Member Field	CSV Field
First Name *	<input type="text" value="First Name"/>
Middle Name	<input type="text"/>
Last Name *	<div><div>First Name</div><div>✓ Last Name</div><div>Membership Level</div><div>Primary Member</div><div>Start Date</div><div>End Date</div></div>
Guardian First Name	<input type="text"/>
Guardian Last Name	<input type="text"/>

MEMBERSHIP ID	LEVEL	MEMBERS	MEMBERSHIP START	MEMBERSHIP END
#918224 <a href="#">Manage</a>	Gold	★ <a href="#">Abramo Teste</a>	May 1, 2024	April 30, 2025
#918223 <a href="#">Manage</a>	Gold	★ <a href="#">Mill Testd</a>	May 1, 2024	April 30, 2025
#918222 <a href="#">Manage</a>	Gold	★ <a href="#">Juleta Testc</a>	May 1, 2024	April 30, 2025
#918221 <a href="#">Manage</a>	Gold	★ <a href="#">Renell Testb</a>	May 1, 2024	April 30, 2025
#918220 <a href="#">Manage</a>	Gold	★ <a href="#">Mohammad Testa</a>	May 1, 2024	April 30, 2025
#918219 <a href="#">Manage</a>	Family Gold	★ <a href="#">Cece LaFamiglia</a> <a href="#">Jacqueline LaFamiglia</a> <a href="#">Luke LaFamiglia</a>	May 1, 2024	April 30, 2025
#918218 <a href="#">Manage</a>	Family Gold	★ <a href="#">Bob Bickel</a> <a href="#">Kio Bickel</a> <a href="#">Allison Bickel</a>	May 1, 2024	April 30, 2025



# Key Things to Remember

- Make sure you have column headers
- Break large lists into smaller list to isolate issues (the limit is 500 per list)
- Ensure all your dates are in the same format
- Save your spreadsheet as a CSV
- Have a MemberLevel Field
- Have a Start and End Date Field
- If you have multi-person memberships:
  - There is a field to match to External\_ID to link members together
  - There is only one primary member per common External\_ID is identified with a T, Y, True or Yes
- Help Resources:
  - [Importing Blog Post](#)
  - [CSV Merge Tool](#)
  - [Single Member Sample Spreadsheet](#)
  - [Multi-Member Sample Spreadsheet](#)

# Questions and Thank You!

