



What Makes a Membership Valuable?

There are gains for both the members and the nonprofit. The components of membership value—which benefits both parties—are simple to recognize. There may be an economic component, quite often though the organization's expertise may be transferred and valued.

The membership transaction is usually set up as a quid pro quo exchange. Organizations want the members to be involved and members wish to grow themselves with the benefits the nonprofit has got to offer.

For many nonprofit administrators, the word "member" comes to mind without much effort. The phrase indicates an exchange of values that may be shared by the nonprofit organization, its board, staff, volunteers and its members.

Stewards of nonprofit organizations who wish to benefit members successfully must begin with a clear vision of the goals they want members to achieve and the advantages they hope members will feel they have received in return.

Here are three examples and benefits that work in the nonprofit world:

Classic Membership: At a certain dollar level, ask for the suggested donation with a package of benefits and offer something in return. The norm of providing a value of benefits goes along with the donation level. Members like this model because they know their contribution goes beyond their return. In other words, it is for a worthwhile cause. It is the perfect example of why NPR uses it. This transaction works if the quality of the nonprofit's brand is successful.

Club Membership: In some cases, a nonprofit's members resemble customers more. This model is typical of club-style initiatives like the Boys & Girls Clubs. However, since the objective is to create an expanding network of concentric social circles, the membership fee must be meager if one is charged. The more individuals are engaged, the more people will use their services.

Advocacy Membership: NGOs that offer advocacy to protect your nonprofit will keep you up to date with issues that may support your cause. Even if simply because most the nonprofit sector's operational models are too small to generate significant amounts of funding for lobbying, people's power naturally fits into a nonprofit's advocacy agenda. Therefore, gatherings, email campaigns, large-scale marches, and similar tactics are frequently used.

The Florida Association of Nonprofits connects you with government or public funders, private funders or organization that can help your organization be more vital and assist in capacity building. It offers its members: direction, organization, inspiration, reassurance, and appreciation. Members reciprocate by giving their energy, enthusiasm, and skillful planning.

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