

FROM SELLING MEMBERSHIP TO BUILDING COMMUNITY

WORKING SHEET • ANGELA RICHARDSON, CAE

Members aren't just recipients of association value. They can be participants in creating it.

01 FIND THE VALUE

Where does real value come from?

Choose 3-5 major sources of member value. Think beyond what the association produces.

WHERE MEMBERS GET VALUE

WHO MAKES IT VALUABLE?

What would be lost without members?

02 FIND THE PEOPLE

Who can reach the value now? Who can't?

THE DISAPPEARANCE TEST

If your association disappeared tomorrow but all your content stayed available, what would members miss?

DESIGN THE EXPERIENCE

MOVE FROM ATTENDANCE TO AGENCY

01

FIND
THE VALUE

02

FIND
THE PEOPLE

03

FIND
THE FRICTION

04

REDESIGN
THE EXPERIENCE

05

TEST WHAT
CHANGED

FIND THE FRICTION

What does someone have to know, do, attend, ask, or figure out before they can get to the good stuff?

REDESIGN THE EXPERIENCE

What could make it easier for the right people to find one another, do something together, find their way in, and matter?

TRUST

Can I ask a real question here?

SHARED PURPOSE

Are we doing something together?

ACCESS

Can I figure out how to get in?

MEANINGFUL CONTRIBUTION

Can what I know or who I am matter here?

TEST WHAT CHANGED

What became different for members? What evidence would make us believe it, or change our minds?

THE DESIGN QUESTION

How do we make membership more consequential in members' lives?

Help solve a problem • Find trusted people • Use what you know • Shape something that matters

ONE THING I WILL REDESIGN OR TEST

THE QUESTION TO TAKE HOME

What can people become capable of because they belong to one another here?