

Member Value Driver List

This document compliments the Member Value Hub and features 25 practical ways to generate member value. These drivers include tangible and intangible benefits and can affect both perceived and actual member value. The more niche or specialist the membership organisation or association (and its offering) the more member value can be generated with benefits specifically tailored and relevant to that niche.

- 1) Increase members' knowledge.
- 2) Enable members to acquire new skills.
- 3) Improve members' competence in a particular/valued area.
- 4) Support members in developing career opportunities.
- 5) Provide opportunities to network or connect with other members.
- 6) Remove a particular internal or external problem members face.
- 7) Reduce or combine a process so that a member can save time and effort.
- 8) Reduce a risk.
- 9) Take on the burden of a required task or process on their behalf.
- 10) Provide access to resources or opportunities exclusively for members, or before non-members.
- 11) Increase the cost or place barriers in the way for non-members.
- 12) Provide insight or opportunities for members to become more effective and efficient.
- 13) Collective bargaining to reduce the cost of accessing required products or services.
- 14) Ensure members can access benefits and aren't disadvantaged e.g. by location.
- 15) Enhance the status, or improve the competitive advantage, of members to 'gold standard', particularly where individuals/organisations face competition.
- 16) Provide members with a strong collective voice and this will enable representation on a scale not possible for the individual member to achieve alone.
- 17) Create a sense of belonging.
- 18) Provide real opportunities for members to feedback and feel listened to.
- 19) Demonstrate change or improvements based on member feedback.
- 20) Enable members to feel good about themselves, their activity or work, and their membership.
- 21) Provide something that improves their quality of life or work.
- 22) Demonstrate how membership improves their safety or protection.
- 23) Bundle multiple benefits together eg buy a ticket to an event on topic X and receive a free eLearning module on topic X.
- 24) Additional non-core discounts and offers, e.g. affinity schemes or shortcuts to reputable suppliers.
- 25) Reduce the cost of membership – This is unlikely to be appetising to many membership organisations or associations. However, reducing the actual cost may increase the financial value by default.

DON'T FORGET - tell members about their benefits.

Make sure you market existing benefits in a more deliberate manner as members will not automatically know about all the benefits of membership (or take time to read membership guides).

Consider collateral that promotes 'The Top 10 Benefits of Membership' or '10 Reasons to Renew'. You can also create tailored information explaining how specific benefits are most relevant to particular groups or types of membership.

This activity is critical to any membership organisation or association looking to increase member value and it is surprising how many members are unaware of the benefits of membership.

We recommend that regular drip-fed member benefit focused campaigns (rather than a one-off campaign) and appropriate time, budget and attention needs to be focused on this. Also, consider focusing on positive member outcomes (as outlined on the Member Engagement Hub and Toolkit).

This document forms part of the Member Value 2025 Project

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