

SOCIAL MEMBERSHIPS GUIDE

Setting up an Effective Social Memberships System

Social Memberships provide a number of benefits to your club.

The Benefits:

- More members registered to your club
- More contacts in your database - more people seeing calls for volunteers, fundraising, etc.
- Additional revenue - low effort way to earn a few hundred dollars

The Tiers

Target a 3-tier social membership system. You'll want a basic, minimum cost option with little to no benefits. A middle tier that is the most attractive and profitable - appropriate benefits, appropriate cost as well as a high cost tier.

You'll want to make it so that the middle tier is the most attractive.

The high cost option will go to people who are happy to support the club, and the low cost option allows you to capture memberships from the vast majority of families and friends.

LOW TIER	MEDIUM TIER	HIGH TIER
Less than \$50	\$50-100	\$200+
Minimal benefits, free drink at the canteen, etc. "Supporters" Membership - works best as a way of getting more members/contact details in the system.	Free merchandise item (cap, shirt, etc.) Up to you what you offer, just make sure it's profitable.	For hardcore supporters, acts as more of a donation. Benefits are up to the club and should be related to the membership cost.

Setting up Memberships in Game Day

Game Day allows you to add Social Memberships. You can decide whether or not you want your memberships to be separate for Summer/Winter or if you want to offer them as a full year.

Note: You must build in GameDay's 3.5% surcharge to your price. e.g. \$10 Membership will need to be \$10.35.

[Click here for a step by step tutorial to setup your Social Membership tiers in Game Day.](#)

Communicating your Memberships

If you want to sell memberships, you need to advertise the offerings.

Do up a little graphic that outlines the benefits associated with each tier.

Push the graphic across your social media, make sure to include Social Memberships on your website (as part of your membership fee table) or do a blog post on your website announcing the launch of Social Memberships and what their benefits are.

Include a little call out for social members in your email newsletters as well!

Position it as a "Supporters" Membership or "Friends of the Club" - you can call them whatever you'd like!