

Understanding the Membership Matrix

Helping Library Friends Groups Identify and Cultivate New Members



EveryLibrary
Institute

How “Mission and Values Systems” Attract FOL Members



Emotional connection to libraries.

Libraries can evoke positive memories and feelings for many people



Supporting libraries' community impact.

Libraries provide valuable services like education and culture



Alignment with personal beliefs.

Supporting literacy and learning may match one's values



Leaving a legacy in the community.

Supporting libraries can create a lasting impact

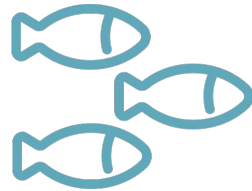
Connecting to individual's values and passions is key for attracting new members.

Key Benefits and Features that Attract Members



Tangible returns

Membership benefits like early access to events and exclusive content



Social aspects

Opportunities to connect with other members



Exclusivity

Special previews and members-only events

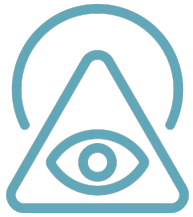


Engagement

Volunteering and participating in library activities

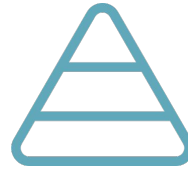
Offering a mix of mission alignment and tangible benefits attracts a wider range of members.

Ways to Enhance Membership Benefits



Exclusive previews

Offer members early access to book sales, exhibitions, or new collections before public openings



Tiered membership levels

Provide different benefits and recognition based on donation amount



Recurring donations

Allow members to setup automatic recurring monthly or annual donations

Implementing exclusive perks, varied membership tiers, and recurring donation options can elevate the member experience and increase retention.

Pros and Cons of a Common Anniversary Renewal Date

Simplified Renewal Process

Allows for a single, streamlined renewal campaign each year instead of year-round efforts.

Easier Forecasting

Predictable timeline makes it easier to forecast membership numbers and revenue for the year.

Sense of Shared Community

Having one renewal deadline can foster a sense of unity and shared experience among members.

Limited Flexibility

Members must renew according to fixed schedule, even if their circumstances change.

Higher Administrative Burden

All renewals must be processed at once, creating more strain on staff/volunteers.

Best Practices for Annual Renewal Cycles

- **Announcement**

Begin promoting renewals several months before the common anniversary date

- **Events & Celebrations**

Organize an annual event or celebration around the common anniversary date to engage members

- **Special Incentives**

Offer early-bird discounts or special perks for those who renew before a certain deadline

- **Multi-Year Memberships**

Offer 2 or 3-year memberships at a discount to lock in longer-term support

- **Follow-up**

Reach out to those who didn't renew after the deadline with a second-chance offer or to get feedback

Pros and Cons of a Monthly Renewal Model

Pro: Consistent cash flow

Provides steady revenue throughout the year rather than fluctuating income.

Pro: Spreads workload

Renewals are distributed throughout the year rather than concentrated.

Pro: Personalized outreach

Allows tailored communication aligned with each member's renewal date.

Con: Fragmented efforts

Harder to coordinate major campaigns or events compared to a common date.

Con: Complex tracking

More challenging to forecast and track renewals across staggered timeline.

Best Practices for Monthly Renewals



Automated reminders

Use membership software or CRM to send reminders before renewal date



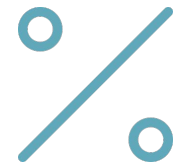
Feedback loops

Be open to member feedback throughout the year



Grace periods

Allow members time after expiration to renew without losing benefits



Segmented communication

Tailor messaging by member's join month for personalized feel

Following best practices for rolling renewals improves member satisfaction and retention rates.

General Best Practices for Membership Renewals



Communicate value.

Regularly share updates on member benefits and impact of contributions



Be transparent.

Provide details on where funds go and how they help the library



Offer flexible payments.

Allow for online, auto renewals and varied payment methods



Engage members.

Offer volunteer opportunities, events, and ways to give feedback

Following these best practices can lead to higher member satisfaction and improved renewal rates.

Common Membership Benefits for Friends Groups

- **Exclusive Previews**
Offer members early access or special previews of book sales, exhibitions, or new collections before they're open to the public.
- **Newsletter Subscription**
Produce a members-only newsletter updating them on library events, news, and projects funded by their contributions.
- **Discounts**
Offer member discounts on book sales, library store purchases, or tickets to library-hosted events.
- **Recognition**
Consider listing members' names on a donor wall, in newsletters, or in annual reports to recognize and thank them for their support.
- **Special Events**
Organize exclusive member events, such as author talks, book signings, workshops, or behind-the-scenes tours.
- **Library Merchandise**
Provide members with branded merchandise like bookmarks, tote bags, or mugs as a token of appreciation.
- **Reserved Seating**
For popular events or programs, offer members reserved seating or early registration options.
- **Volunteer Opportunities**
Give members the first opportunity to volunteer for special library events or programs, allowing them to be more engaged and directly involved.
- **Educational Workshops**
Organize workshops on topics like digital resources, genealogy, or local history exclusively for members.
- **Voting Rights**
Allow members to have a say in Friends Group decisions, elect board members, or vote on funding priorities.
- **Networking Opportunities**
Host mixers or socials where members can meet others in the community who value the library.
- **Affiliate Discounts**
Partner with local businesses to offer members discounts or perks at coffee shops, bookstores, or cultural attractions.
- **Digital Content**
Offer exclusive digital content like downloadable bookmarks, reading lists, or e-books.
- **Personalized Library Tour**
For new members, offer a personalized tour of the library to acquaint them with all the services and resources available.
- **Feedback Sessions**
Hold periodic feedback sessions or focus groups exclusively for members to provide input on library services, programming, or Friends Group activities.
- **Tax Deductions**
Remind members that their contributions are often tax-deductible, and provide them with necessary documentation for their records.

Key Considerations in Choosing Benefits



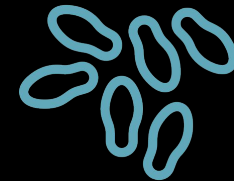
Align with your capacity.

Offer benefits that align with the group's resources and capabilities



Survey members about offerings.

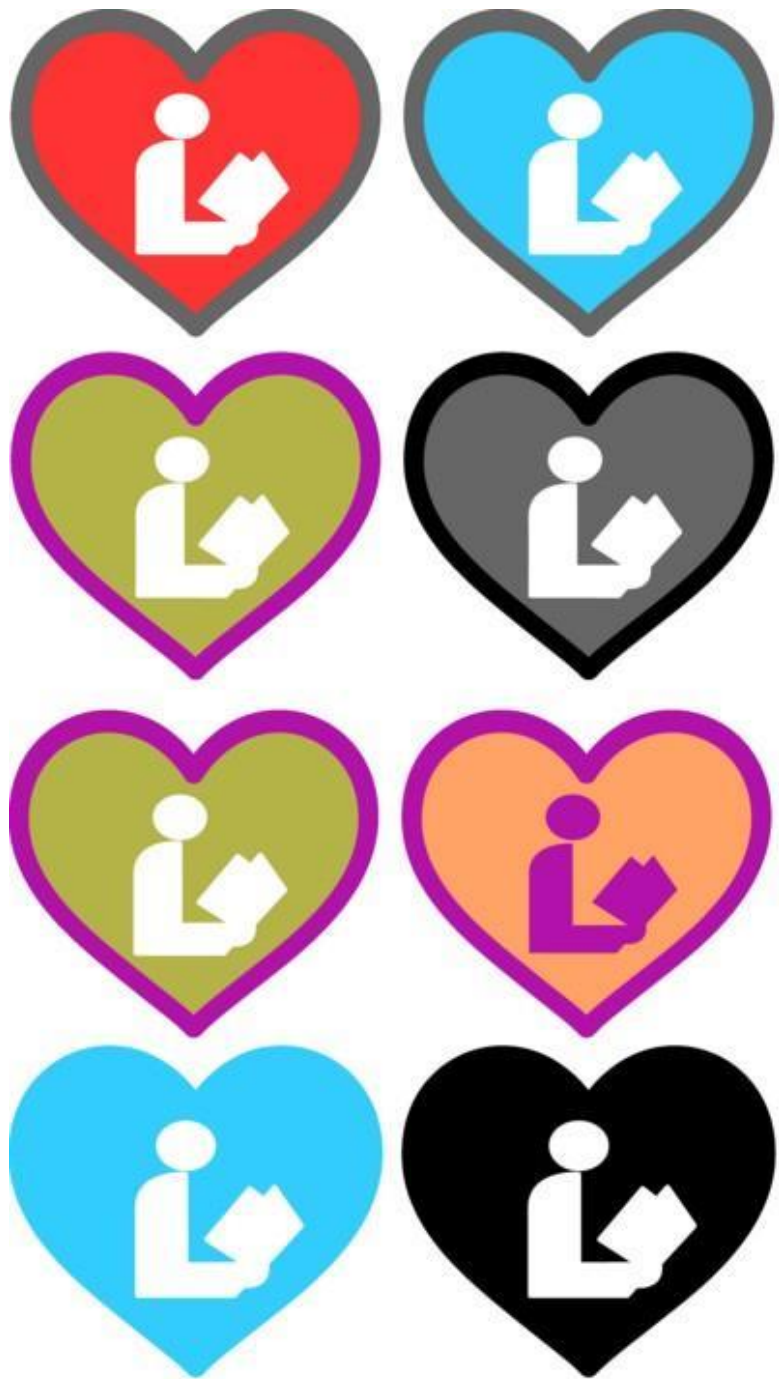
Ask members which benefits they value through surveys



Balance impact and uptake.

Use member feedback to tailor benefits and offerings

Carefully choosing the right member benefits based on capacity, feedback, and tailoring can lead to satisfied members and successful Friends Groups.



Wrap Up

- Integrating Values with Benefits

Explain how the organization's values align with member benefits

- Expanding Member Contact Points

List new ways the organization is increasing contact with members

- Adapting to Community Needs

Highlight how the organization adapts programs and services to meet changing community needs

- Emphasizing Mission

Reiterate how everything ties back to the core mission of the organization

- Renewal Strategy Optimization

Discuss optimizations made to the membership renewal process and strategy



Thank You!

The Membership Matrix:
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Members

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