

Are you ready for membership?

MPP recommends that you be able to answer yes to each of these questions before you pursue a membership program. Use this framework to identify what your organization needs to do to get to “yes.”

1 Do we have loyal audience members?

On a scale of 1 - 3, how ready are you?	
Explain what the gap is.	
What do you need to do to close the gap?	
Who needs to be involved to close the gap?	
How many months will it take you to do that?	

2 Are we ready to offer meaningful participation and transparency?

On a scale of 1 - 3, how ready are you?	
Explain what the gap is.	
What do you need to do to close the gap?	
Who needs to be involved to close the gap?	
How many months will it take you to do that?	

3 Can we explain and pitch membership to our audience members?

On a scale of 1 - 3, how ready are you?	
Explain what the gap is.	
What do you need to do to close the gap?	
Who needs to be involved to close the gap?	
How many months will it take you to do that?	

4

Do we know who our potential members are?

On a scale of 1 - 3, how ready are you?	
Explain what the gap is.	
What do you need to do to close the gap?	
Who needs to be involved to close the gap?	
How many months will it take you to do that?	

5

Do we have the skills required to support membership?

On a scale of 1 - 3, how ready are you?	
Explain what the gap is.	
What do you need to do to close the gap?	
Who needs to be involved to close the gap?	
How many months will it take you to do that?	

6

Do we know how to test our ideas and iterate?

On a scale of 1 - 3, how ready are you?	
Explain what the gap is.	
What do you need to do to close the gap?	
Who needs to be involved to close the gap?	
How many months will it take you to do that?	

7

Can we think like digital marketers?

On a scale of 1 - 3, how ready are you?	
Explain what the gap is.	
What do you need to do to close the gap?	
Who needs to be involved to close the gap?	
How many months will it take you to do that?	

8
Can our tech stack support membership?

On a scale of 1 - 3, how ready are you?	
Explain what the gap is.	
What do you need to do to close the gap?	
Who needs to be involved to close the gap?	
How many months will it take you to do that?	

9
Have we identified revenue and engagement goals and assessed our costs?

On a scale of 1 - 3, how ready are you?	
Explain what the gap is.	
What do you need to do to close the gap?	
Who needs to be involved to close the gap?	
How many months will it take you to do that?	