

How to Successfully Leverage Flexible Membership Models for Your Association

Simplify the membership process for organizational, individual, or hybrid memberships



Introduction

Is your association staff searching for ways to simplify and automate your membership process? Streamlining your system will help your staff boost membership and hit your annual membership goals. When you leverage an association management software (AMS) you position your association for maximum success.

As you consider the prospect of being more nimble with your membership models, assess the entire member journey beginning with the recruitment process and ending with engaging and retaining your members. When you leverage an association management software (AMS) you position your association for maximum success, so you can have your cake and eat it too!



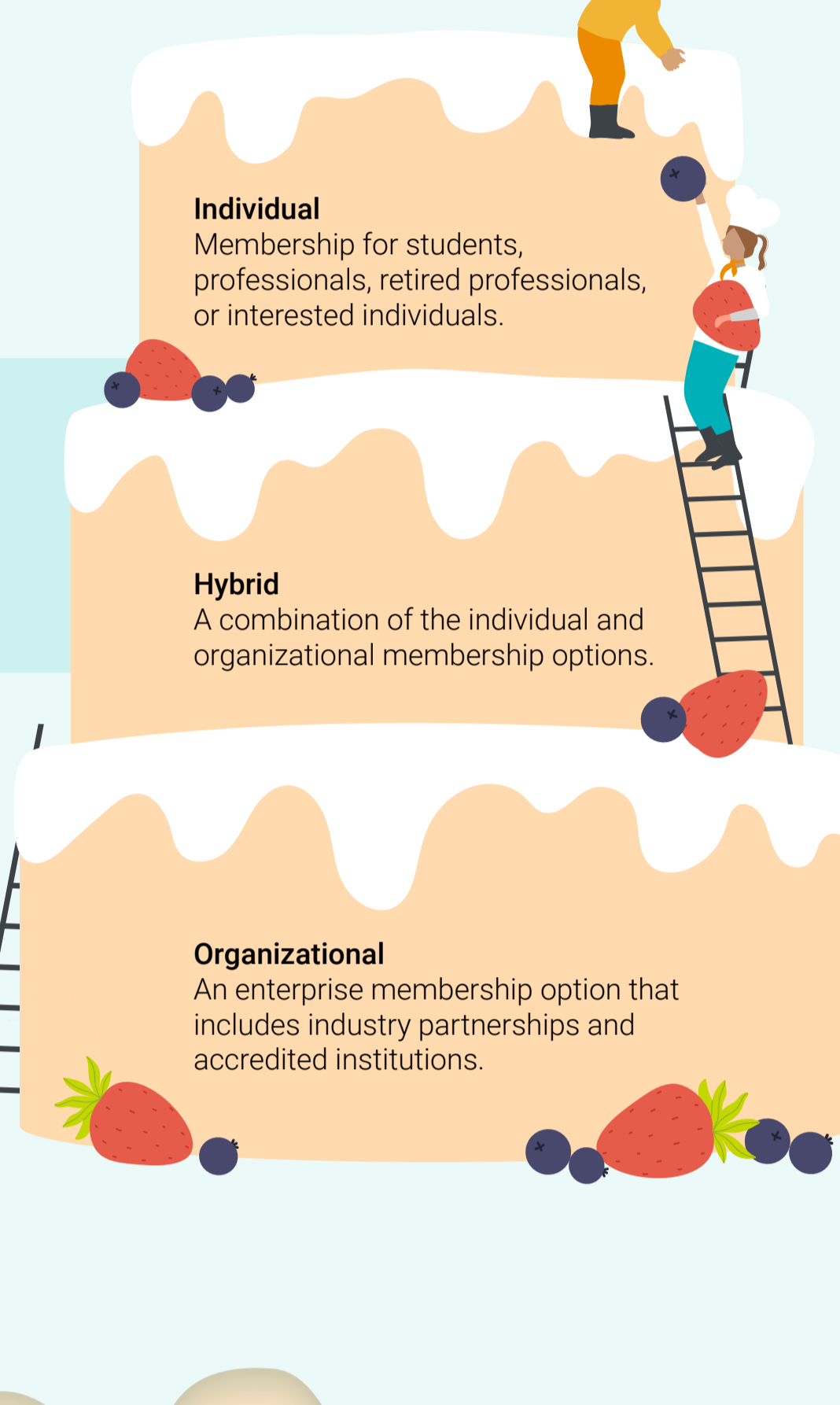
Types of membership models

Every association has their own, unique membership structure relevant to their member needs. However, membership falls into these broad categories:

TECH TIP:

Nimble AMS offers individual, corporate, hybrid membership types—helping your organization optimize all membership structures, including complex hierarchies like individual-to-individual, individual-to-organization, & organization-to-organization relationships.

It's important for your association management software to handle complex membership data and relationships.



Individual
Membership for students, professionals, retired professionals, or interested individuals.

Hybrid
A combination of the individual and organizational membership options.

Organizational
An enterprise membership option that includes industry partnerships and accredited institutions.

Membership cycle

To further simplify your association's membership process, you'll want to consider membership renewal dates and length of membership. There are two options for renewal:

Anniversary renewal

Memberships restart on an anniversary basis, or the first day of the month the member joined your association.

Annual renewal

Memberships renew on an annual basis, or January 1.

TECH TIP:

Remind your members to renew by automating membership renewal emails — use Nimble Create to design personalized email templates and drive member retention.

One year membership

Once individuals pay the association dues, they can enjoy the membership benefits for 12 months.

Annual membership

Some associations allow individuals to enroll in multi-year memberships when they pay dues in advance.

Subscription membership

Subscription membership allows individuals to pay monthly dues to receive member benefits. Members must opt out of their membership, or they'll stay enrolled in the program.

Membership payment options

Associations offer a variety of options when it comes to paying for membership. Giving members viable choices is more likely to increase your membership retention numbers.

Auto-renewal

Whether your membership is individual, organizational, or hybrid, members will auto-renew on a pre-determined date.

Pay in installments

Allow members to pay for their memberships in predetermined frequencies (ex. monthly or quarterly).

Recurring payments

This option works similarly to paying in installments, except there's no fixed end date. In this model, there's flexibility to continue membership without lapsing.

TECH TIP:

Choose Nimble AMS to launch your association's auto-renewal program and offer flexible membership payment options. Members will like having a secure payment option where they don't have to remember to renew their membership or risk the chance of accidental lapses — your association will like the higher member retention numbers and boost to association revenue.

Engaging existing members

Including additional features on your association's website and membership forms can help you connect with your new and long-time members, ensuring they renew each year, further boosting your revenue. Consider adding the following options:

Donations

Allow members to donate to your association or relevant causes through your website. Set up a recurring donation function.

Merchandise

Let members show their association spirit and boost brand awareness by selling products on your website.

Classes

Offer continuing education training and professional development opportunities to increase member engagement, boost retention, and generate non-dues revenue.

TECH TIP:

Adopt the Nimble AMS Lightning Store to upgrade your association's website with a modern ecommerce experience, providing a quick and intuitive method to market products for association members and one-time customers.

Discover how Nimble AMS can help your association streamline the membership process, boosting retention numbers and accelerating revenue.

[Learn more](#)