



## **7 easy ways to boost membership revenue**

### *1. Take all credit cards/bank drafts*

- Visa, MasterCard, American Express, Discover, automatic deductions from checking
- Work with your local bank on fees/set up charges
- Buy, don't rent a terminal for credit card processing if you can afford it
- Process all charges that day
- Consider Paypal if the high fees bother you or if you cannot get a deal with your banker
- Use credit cards for all kinds of payments to your organization

### *2. Increase/diversify your membership levels*

- Inflation is the reason costs increase
- Increase only one or two categories yearly, or add a new category instead of a price increase
- Give members an option to NOT get premium if you give them (more money for you)
- Sale! Renew at old rate.....Give renewals an incentive to give before a price increase

### *3. Employee matching gifts*

- What your membership form should say: my employer \_\_\_\_ (insert name of employer) has a matching gift program (fill in name of employer, we'll do the rest!)
- Follow up with the employer ASAP, this is FREE money that costs nothing to get!
- Call corporate contributions department, keep calling, get forms, and fill them out, send back with letter of determination from IRS as 501C3 organization.
- Thank the employee (your member) twice: Once for their gift; once when you get the check from their employer
- Acknowledge the company and the employee in the list of members/donors

### *4. Take membership gifts on line*

- Many packages available, talk to your web master
- Make sure you have the highest encryption available, display all logos
- Will require that you take credit cards and bank drafts
- Tech savvy people will join this way

### *5. Ask members to give more money*

- Ask the member to give one level higher in writing
- Ask them at least twice a year to increase their gift: at renewal time and again at end of year gift time

### *6. Ask sponsors to become members*

- When you increase your sponsorship levels annually (you do that, right?)
- Include membership at donor level (\$250) as part of the sponsorship package

- Give sponsor additional recognition for gift: on web site, in annual report etc.

7. *Ask people to pledge*

- People who pledge give more money: take credit cards, automatic payments
- Send requests to pledge in the renewal letter
- Make it easy, monthly, quarterly, other dates that are easy for the member

**MAKE SURE YOU ACTUALLY PROCESS THE GIFT—credit card/checking account**

Source: Harris, Donna Ann. “Make More Money from Members: 7 Easy Ways to Raise Revenue,” *Main Street News*, August 2008