

# Membership Program Launch Checklist

For your launch story to stay front-and-center, there are a lot of details to get right behind the scenes. Here's a practical checklist to help with that. Head to [“Launching our membership program”](#) for details on the items below.

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## Timing

**Have you checked your calendar?**

You can aim for a time when it will be easy to attract people's attention because there's nothing competing for it, or you can latch onto a mission-aligned news moment.

**Do you know how long your launch will last?**

How long will you drum up your new membership program? Membership Puzzle Project recommends no more than three weeks for any membership marketing campaign.

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## Telling your story

**Have you identified your membership value proposition?**

You should test it with a few of your loyal audience members to make sure it resonates and that the ask is clear.

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## Customer Service

**Do you have an “if this, then that” protocol in place?**

Your team should do its best to list all the scenarios that could come up and decide on a standardized response for each.

**Do you have an FAQ?**

Spend some time with your team anticipating what your most frequently asked questions might be and turn them into a public FAQ that can be quickly shared with members

**Do you have someone on standby for customer support?**

A cornerstone of good customer service is resolving issues promptly. A twenty-four hour turnaround is the longest it should take to respond to a member about an issue under normal circumstances, but you should aim for a much faster turnaround at launch.

- Do you have a plan in place for delivering member benefits and perks?**  
Whether the benefits are digital or physical, you should be prepared to consistently provide them. Automate the delivery, or schedule reminders to manage fulfillment.
  - Is your checkout process easy?**  
You should test it on mobile and desktop, preferably with someone not on staff who you are confident would join anyways.
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## Technical issues

- Have you accounted for different currencies?**  
If you are using a payment processor developed in another country/for a different currency, check that it will process credit cards from your company properly.
  - Is your payment processor “talking” to your CRM?**  
Is your payment processor “talking” to your CRM? Check that the person who tested your checkout process is now in your CRM as a member.
  - Is your CRM linked to your email service provider?**  
This will help you do things like suppress membership appeals to existing members and trigger your onboarding series. This is especially important if you plan to ask aggressively for a couple weeks.
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## Setting the foundation for future growth and retention

- Do you have a plan for identifying your best opportunities for future growth?**  
Your launch will give you valuable information about where new members come from and what types of appeals resonate the most – if you take the time to set up a tracking system before launch.
- Is your onboarding series set up?**  
Retention begins with the way you welcome your new members.
- Do you have a plan for thanking your founding members?**  
Your founding members are your biggest fans. A personal thank you will go a long way. Leverage that love for your organization by making it easy for them to flaunt their membership.