

Membership Value Proposition Worksheet

A strong membership value proposition connects your newsroom's special capabilities with your loyal readers' motivations. Use the survey on the next page to research what your potential members would value in membership. Once you have their responses, use this sheet for guidance on how to use their responses to identify your membership value proposition.

You can find more background on ways to use the worksheet on the next page in MPP's "[Hack our user research materials](#)" brief. We also offer the survey in the form of a [card sort exercise](#).

Your members' motivations

In order to build a strong membership value proposition, you need to discover your potential members' motivation for membership. By motivation, MPP means the underlying needs, desires, and aspirations of members – not benefits.

The following answers reveal what might motivate potential members to join:

- A sense of affiliation or belonging
- Feeling my concerns are heard by the organization
- Offering the world something that I think should exist
- Advocacy for important issues on my behalf
- A sense of uniqueness
- Being connected to other like-minded people
- Being connected to other like-minded organizations
- Ease of use

How your membership program works

The "how it works" part of a value proposition is the point of overlap between what your newsroom does distinctively well and what motivates your loyal readers.

The following answers will help reveal what types of benefits your potential members might find most valuable:

- Ability to interact with reporters
- Exclusive access
- Events/opportunities to connect online
- Merchandise/physical branded goods
- A good user experience, such as easy site navigability

1 = not important
3 = very important

WHAT DO YOU VALUE IN YOUR MEMBERSHIP?

Please assign a 1 - 3 value according to how important these factors are in choosing the organizations and causes that you give your time, money, and/or ideas to:

① ② ③

A sense of affiliation or belonging

① ② ③

Ability to interact with reporters

① ② ③

Feeling that my concerns are heard by the organization

① ② ③

Offering the world something that I think should exist

① ② ③

Makes things easier and reduces effort
(i.e., not having to work around paywall to view articles)

① ② ③

Exclusive or VIP access
(i.e., members-only content and access to staff)

① ② ③

Advocacy on my behalf

① ② ③

Staff diversity

① ② ③

A sense of uniqueness/something I can't get anywhere else

① ② ③

Being connected with other members or other like-minded people

① ② ③

Events/opportunities to connect in person and online

① ② ③

Interactions with like-minded organizations
(i.e., member discounts at local businesses or partnerships with other organizations that share values)

① ② ③

Merchandise / physical branded goods

① ② ③

User experience, including ease of use and visual appeal

① ② ③

Appropriate price

① ② ③

Other factor(s) _____