

HOW TO INVITE MEMBERS INTO YOUR CAUSE:

Getting started with the three principles of participatory membership

PURPOSE

PLATFORM

PROTOTYPE

THE PRINCIPLE	FOR EXAMPLE	GETTING STARTED
<p>Start explicitly from why you exist in everything you do and say.</p> <p>Invite people into purpose, don't just sell transactional benefits.</p>	<p>Tate redesigned membership communications to celebrate better Tate's role in championing the importance of art in society, furthering the mission directly and increasing retention.</p>	<p>Review your evaluation. We maximise what we measure, so start by measuring how involved your members feel, and how well they understand your cause, and you'll soon be on a different path.</p>
<p>Ask how you can deliver more impact by harnessing the energy and skills of your members, not just their money.</p> <p>You'll likely get more of both.</p>	<p>Amnesty International have created new structures and roles to harness the energy and ideas of their members, not just direct the actions they take.</p>	<p>What if you didn't exist? This is a thought experiment: if your organisation didn't exist, how would people fill the hole? Now, what would you do if your role was to help them, not do it for them?</p>
<p>Create a culture of experimentation.</p> <p>Free yourself from the tyranny of over-developing plans which often don't survive first contact with reality.</p>	<p>The House of St Barnabas are prototyping a digital House Access Card, to build relationships with people who have come to an event and subscribed to a newsletter, without being full members.</p>	<p>Create an idea fund. Frame one key strategic challenge, and share it with the whole organisation, with a reward for ideas - you'll be surprised where they come from.</p>

