

Turn  
**Subscribers**  
into **Members**

A checklist to see whether your membership builds access or identity.

# How Members Experience **You**

- Members describe joining as ***belonging***, not buying
- Members can explain why they're members without listing benefits
- Engagement happens outside renewal periods

**If members think in terms of usage, they'll evaluate you like a subscription.**

# How You **Talk About** Membership

- Messaging leads with purpose, not features
- Benefits are framed as outcomes, not access
- Pricing is explained without discounts

**Transactional language trains transactional behavior.**

# How Value Is Delivered

- Members receive regular relevance signals
- Experiences reinforce ***“this is for people like me”***
- Content connects to real-world application

**Identity is built through repeated moments, not one big benefit.**

# How You **Create** Connection

- Members interact with each other regularly
- Peer value exists without staff intervention
- Community is positioned as core value

**Content can be copied.  
Belonging cannot.**

# How Renewal Decisions Are Shaped

- Renewal feels expected, not reconsidered
- Members would notice if membership disappeared
- Value is clear before renewal messaging

**Strong memberships don't need to prove themselves at renewal.**

# How You Use Marketing Tools

- Automation supports strategy, not volume
- Campaigns reinforce long-term commitment
- Discounts are rare and intentional

**Convenience without meaning  
accelerates churn.**

# The Subscription Test

- Membership feels essential
- Identity outweighs access
- Cancellation would feel like a loss

If you can't  
**confidently** check  
most of these boxes,  
**membership**  
**is at risk.**

We help associations design membership strategies that **move beyond subscriptions and build lasting loyalty.**

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