

Club Migration Plan

Four weeks, in order. The first week is the one people skip and the one that decides whether this works: do not tell anyone until the new home is genuinely ready.

1 Before you start: know what you are moving

- ☐ 1 Pull attendance for the last six months.
- ☐ 2 Count the distinct people who came more than once. That number is your club.
- ☐ 3 List those names. This is your migration list, not the full roster.
- ☐ 4 Note your two or three most regular attendees. Ask them first and ask them privately.
- ☐ 5 Accept now that the rest of the roster is not coming, and that this is fine.

2 Week 1: build it before you mention it

- ☐ 6 Set up the new home completely: name, description, photos, and the club's story.
- ☐ 7 Put the full schedule in, not just the next event.
- ☐ 8 Post the next three events with dates, times, and locations.
- ☐ 9 Add anything that only exists in the new place: resources, a directory, a group chat.
- ☐ 10 Have one or two regulars join and check it looks right before anyone else sees it.
- ☐ 11 Do not announce anything this week.

3 Week 2: tell the regulars in person

- ☐ 12 At the next event, announce it out loud, in the room.
- ☐ 13 Give the reason plainly: costs, reach, owning your own member list.
- ☐ 14 Ask people to join there and then, on their phones, while you are in front of them.
- ☐ 15 Follow up individually with any regular who was not there.
- ☐ 16 Put the new home in every event description on the old platform.

4 Weeks 3 to 8: run both

- ☐ 17 Keep listing events on the old platform so you keep the discovery.
- ☐ 18 Send all event details, changes, and extras through the new home only.
- ☐ 19 Post something in the new home every week so it does not look abandoned.
- ☐ 20 Move one thing of real value across each week: the calendar, the directory, the resources.
- ☐ 21 Track how many of your regulars have joined. Chase the ones who have not, personally.

5 When to switch off the old platform

- ☐ 22 Wait until most of your regular attendees have joined the new home.
- ☐ 23 Do not cancel mid-season or mid-series.
- ☐ 24 Before you stop paying, post a final event listing pointing to the new home.
- ☐ 25 Keep the old listing live and pointing across for as long as it is free to do so.
- ☐ 26 Check whether your subscription auto-renews, and cancel with time to spare.

6 Afterwards

- ☐ 27 Export or back up your member list from the new platform, and confirm you can.
- ☐ 28 Compare attendance for three months before and after. Expect a dip, then recovery.
- ☐ 29 Ask three members whether the new home is easier or harder to use, and fix what they say.
- ☐ 30 Decide whether the club now wants membership tiers or dues, which the old platform could not do.

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