

Membership Tiers That Renew

Three tiers is the sweet spot: an easy yes, an obvious best value, and a premium option that makes the middle look reasonable. Work through this to design yours, then print it or save as PDF.

1 Five principles before you price

- ☐ 1 Anchor with three tiers: one entry, one "most popular" middle, one premium.
- ☐ 2 Sell outcomes, not access. "Free tickets to every event" beats "event access."
- ☐ 3 Make the middle the hero. Put most of the value people care about there and mark it most popular.
- ☐ 4 Price on value, not cost. What is a year of belonging and access worth to them?
- ☐ 5 Design for renewal from day one. The best tier is one members use every month.

2 Design the entry tier

- ☐ 6 Name it (for example, Supporter).
- ☐ 7 Set a low-friction annual price.
- ☐ 8 List 2 to 3 concrete benefits for curious first-timers.

3 Design the middle tier (most popular)

- ☐ 9 Name it (for example, Member).
- ☐ 10 Set the best-value annual price.
- ☐ 11 Stack 4 to 6 benefits your core community actually wants, and label it most popular.

4 Design the premium tier

- ☐ 12 Name it (for example, Patron or Business).
- ☐ 13 Set a higher annual price for sponsors, businesses, or VIPs.
- ☐ 14 Include everything above plus status or visibility.

5 Three renewal tactics that work

- ☐ 15 Remind before, not after. An automated heads-up before the renewal date recovers lapses.
 - ☐ 16 Show the year in review right before renewal so the value is concrete.
 - ☐ 17 Make paying frictionless with stored cards and one-tap renewal in the member app.
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Want all of this handled in one place?

Kannect puts events, members, messaging and resources under one roof, and reaches every member who opted in, every time. Plans start at \$29/mo with a 7-day free trial.

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