

The Membership Flywheel™

Where engagement creates momentum

Promise:

Why join? What do members get, give, and become?

Invitation:

How people discover you and decide you're for them

Conversion:

How joining happens (friction, pricing, offer structure)

Activation:

First 30–90 days: members reach a “success moment”

Belonging:

Relationships, identity, community rituals, recognition

Participation:

Pathways to contribute (volunteer, lead, advocate, create)

Stewardship:

Renewal, retention, win-back, referrals, lifetime value

*Bearings – Operating readiness

(parts that keep the flywheel spinning such as databases, dashboards, etc.)

Tying It Together  **CONSULTING**

Strategic Planning • Governance • Membership

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Stop Guessing at Membership. Start Building Momentum.

The Problem

Most membership organizations don't have a growth problem.

They have a momentum problem.

- New members don't engage
- Value isn't clearly felt
- Retention depends on effort, not system
- Growth feels inconsistent or unpredictable

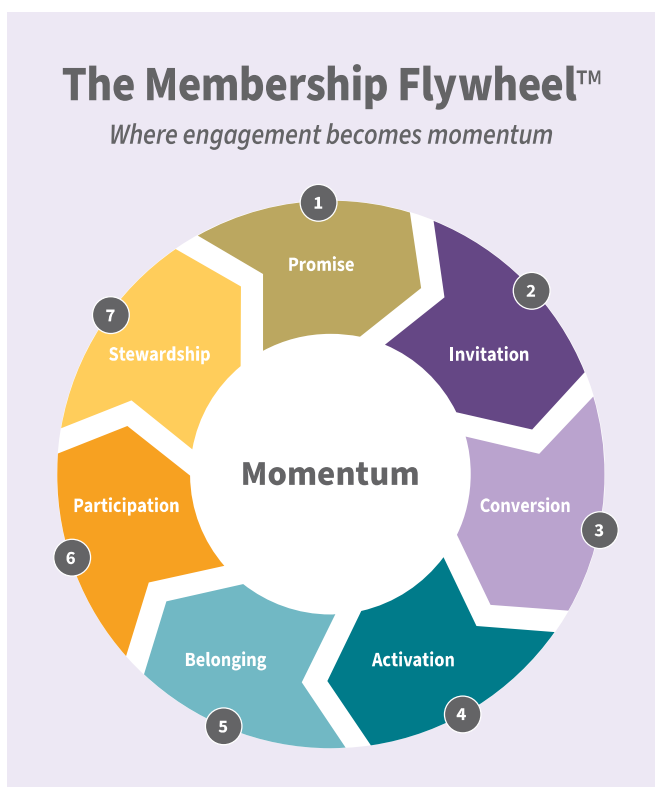
The issue isn't one thing. It's how the entire system works together.

The System

The Membership Flywheel™ — A seven-stage model that maps the full member journey:

**Promise → Invitation → Conversion → Activation →
Belonging → Participation → Stewardship**

When one part breaks down, momentum slows. When aligned, growth compounds.



How It Works

1. Momentum Assessment

A quick diagnostic that identifies whether your flywheel is:

- Stalled
- Leaking
- Spinning
- High Momentum

2. Deep-Dive Diagnostic

Role-based assessments across:

- Leadership
- Staff
- Board
- Members

Reveal:

- Where the experience breaks down
- Why engagement drops
- Where perceptions don't align

3. System Build & Optimization

We will help you:

- Clarify your member promise
- Strengthen onboarding and engagement
- Build participation pathways
- Improve retention and renewal systems

What Makes It Different

- Focus on the entire member journey, not isolated tactics
- Identify where momentum is lost and why
- Aligns leadership, staff and member experience into one system

Outcome

A membership system that builds engagement, retention and growth. Consistently.

Call to Action

Start with a Membership Flywheel™ Momentum Assessment.

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