

the MEMBERSHIP PUZZLE PROJECT

Update, Sept. 16, 2020: This document is no longer being kept up to date. It's been replaced by the [Membership Guide](#). If you're looking for tactical, practical advice on implementing your membership strategy, head there.

Resources & readings for launching membership

This is intended to be a living document that we'll modify over time. Please feel free to reach out (contact information below) if you have other resources to suggest, or if you have any questions about what's below. - AZ

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Contact information

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You can sign up for our newsletter [here](#).

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Participation & meaningful involvement

- [Memberful routines that incorporate community members' knowledge and produce value for news organizations](#)
- [Why your community members want to aid your reporting & 25 jobs you can ask them to do](#)
- ["This is the journalism" & other insights from networked reporting](#)

- Worksheet: [Matching your needs and what your audience members want to do](#)
- [Case studies in engaged journalism](#) from European Journalism Centre
- [What to ask yourself before you start a crowdsourced project](#) from ProPublica

Audience research

- [Design for \(and with\) your community members with this “brainstorm-in-a-box”](#)
- [A step-by-step guide to how MPP undertakes audience research](#)
- [Why you might want to focus on extreme users](#) from the Stanford d. School
- [Tips on recruiting for user research](#) from Local News Lab
- [Steps for audience research and segmentation](#) from Poynter
- [How WhereBy.Us’s product team built a system to let teams run their own user research](#) from WhereBy.Us
- [Our library of survey questions](#), with additional resources on conducting an online survey
- [How the Bangor Daily News uses Net Promoter Scores](#) from Solution Set
- [Customer surveys are no substitute for actually talking to customers](#) from Harvard Business Review (for when you need to convince your higher-ups that audience research is worth the investment)
- [Analysis, Plus Synthesis: Turning Data into Insights](#) from UX Matters
- [What design thinking taught KPCC about how to cover the 2020 census](#) from KPCC
- [How audience surveys can inform membership](#) from News Revenue Hub
- [How to do an information needs assessment](#) from the Center for Cooperative Media

Membership conversion, growth & retention

- [“Loyalty is membership’s “North Star.” Here’s how news sites & advocacy groups measure it”](#) from Membership Puzzle Project
- [“Smart investments in paid lead acquisition to grow membership \(or, spending money to make money\)”](#) from Membership Puzzle Project (Part 1 of 2)
- [“Investing in paid acquisition to grow membership”](#) from Pico’s The Byline (Part 2 of 2)
- [Lifetime membership value, or how should we measure participation and how much is it worth?](#) From Membership Puzzle Project
- [A tutorial on the funnel approach](#) from Better News
- [“Here’s how the funnel, or whatever you want to call it, works”](#) from Poynter
- [The funnel and the news business](#) from Andrew Haeg at Groundsource
- [“How KPCC and LAist adapted the public radio fundraising strategy for a digitally native audience”](#) from Better News

Developing your membership program

- [Six questions to ask yourself before launching a membership model](#) from European Journalism Centre, based off an MPP workshop
- [The Value Proposition Canvas instruction manual](#) from Strategyzer
- [Video explaining the Value Proposition Canvas](#) from Strategyzer

- Worksheet: [The Value Proposition Canvas](#) from Strategyzer
- Worksheet: [Value Proposition Canvas ad-libs](#) from Strategyzer
- Worksheet: [What do you value in your membership?](#)

Newsletters & communities to join

- [Solution Set](#) from the Lenfest Institute
- [Gather](#) (Slack community, lightning chats, newsletter)
- [Try this! – Tools for Journalism](#) from Poynter
- [Trust Tips](#) from the [Trusting News Project](#)
- [Local Fix](#) from Democracy Fund
- [Engagement Explained](#) from the Engaged Journalism Accelerator
- [Splice Slugs](#) from Splice Newsroom
- [Publisher Weekly](#) from Ghost
- [The Byline](#) from Pico

Companies and tools that can help power your membership program

- [News Revenue Hub](#)
- [Pico](#)
- [Press Patron](#)
- [Steady](#)
- [Remp2020](#)
- [Ghost](#)
- [Memberpress](#)

How to staff your membership program

- [The latest key newsroom job: membership editor](#) from Digiday
- [A collection of membership and membership-adjacent job descriptions](#) (send us yours if you have one!)

Go deeper

- [What media can learn from other member-driven movements](#) (English, Spanish, and Portuguese)
- Guide to Audience Revenue and Engagement from the Tow Center ([English version](#) and [Spanish](#))
- [The Membership in News Database](#) featuring live membership programs from around the world
- [More than eyeballs: How journalism can benefit from audience engagement](#) by MPP for the Global Investigative Journalism Network

You can find insights from our research team [here](#).

