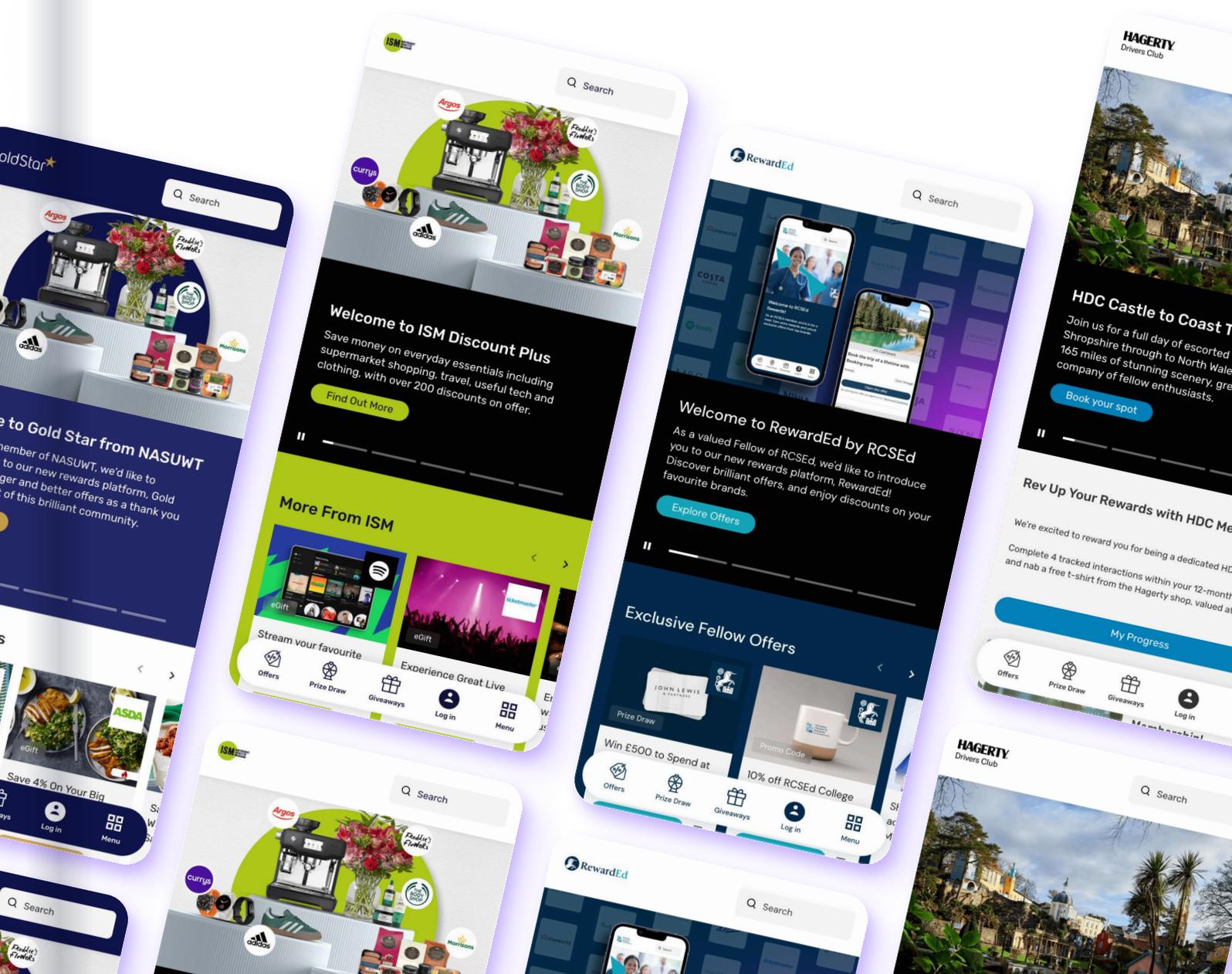


# Loyalty & Reward Programmes for Membership Organisations

A Growth Guide for Better Acquisition, Engagement & Retention



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# Loyalty & Reward Programmes for Membership Organisations

## A Growth Guide for Better Acquisition, Engagement & Retention

Each year membership organisations of all types: clubs, professional associations, societies, unions and trade bodies lose too many members. The main reasons:

- Unclear or outdated value propositions
- Lacking personalisation in the member journey
- Irrelevant benefits leading to limited or no engagement

These shortcomings make it harder for members to justify their fees. To reverse this trend and achieve sustainable growth, retention and engagement strategies must be integrated across the entire member lifecycle. That means connecting members to perceived value throughout their journeys using loyalty programmes.

In this guide, you'll see how Propello's Loyalty & Reward Platform powers acquisition, engagement and retention for membership organisations like yours. We'll dig deeper into the benefits of membership reward programmes, explain the member value chain, share the top 11 features of a fail-proof programme, and two in-depth case studies showcasing Propello's loyalty platform in action.



**Mark Camp**  
Founder & CEO  
Propello Cloud

"Before Propello, we lacked real-time reporting data to make informed decisions and engage our members effectively. With Propello, we now have the ability deliver a memorable and personalised rewards experience with real-time data insights"

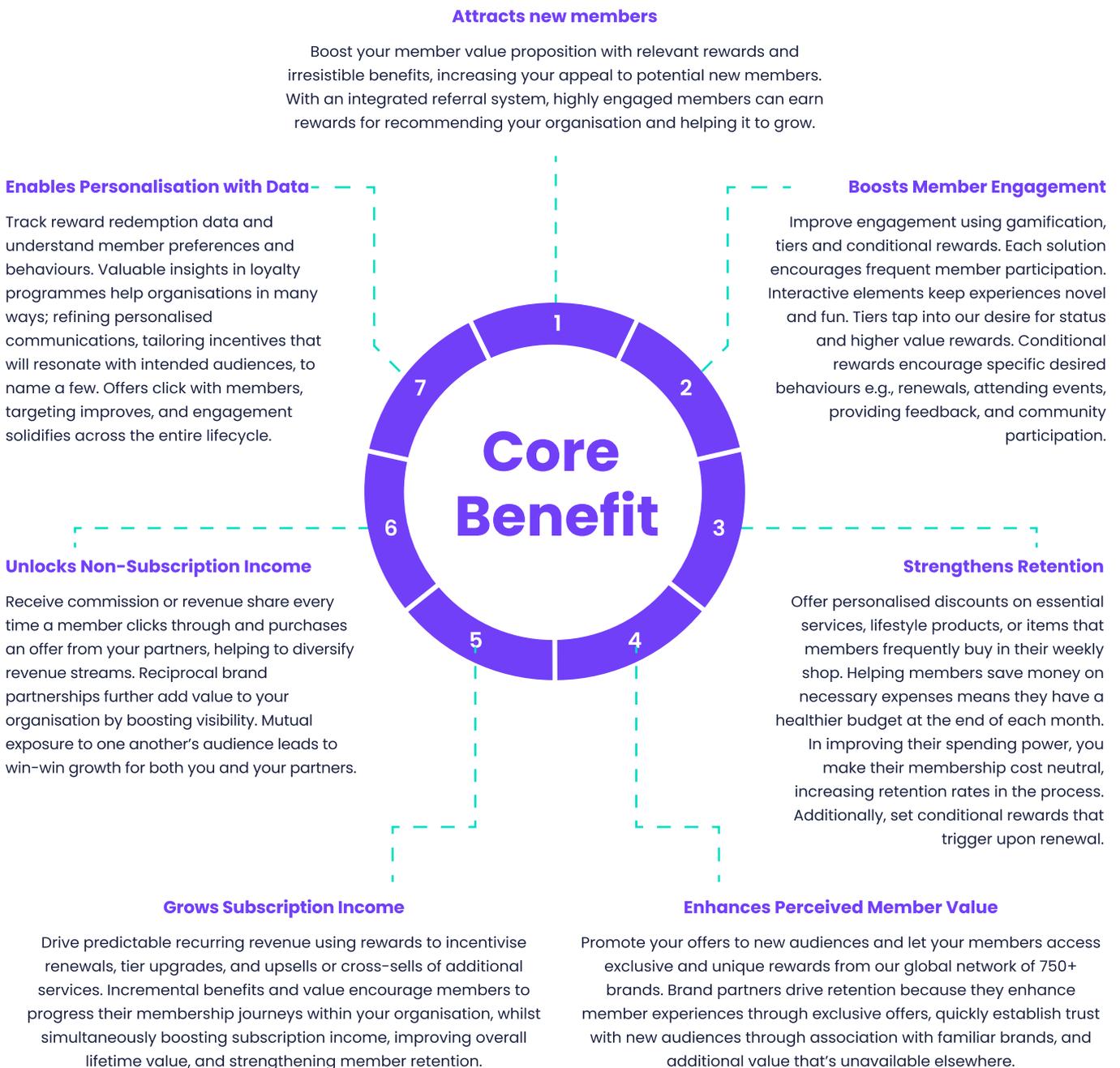
Francesca Stokes Head of Member Engagement, Independent Society of Musicians (ISM)



# Section 1: What Are the Core Benefits of Membership Reward Programmes?

Our partner [MemberWise](#) recently identified the most pressing challenges for membership organisations in their Digital Excellence Report. Main topics included: member acquisition, member engagement, member retention, delivering extra value to members, and growing both subscription and non-subscription revenue.

Here’s how Propello’s Membership Rewards Programmes address these main challenges:



## Section 2: The Membership Value Chain

Successful reward programmes should make every member feel a sense of incremental value and progression. This requires an understanding of how to reward and give the best experiences at every stage of the lifecycle. The Membership Value Chain is an effective framework for showing how reward programmes deliver value throughout the entire member journey.



**Acquisition** At the acquisition stage tap into member referrals and Always-On rewards. When rewarded properly, advocacy is the strongest member acquisition technique because it encourages repeat behaviours from advocates and instantly delights new members with welcome gifts. Always-On Rewards improve MVPs and the organisation’s appeal, due to their convenience, relevance, and ability to offset membership costs.

**Engagement** Gamification is fun, entertaining, competitive, and drives consistent interaction. Leaderboards, progress-led challenges and badges recognising top contributors, make engagement rewarding and incentivise members to unlock valuable rewards. This keeps the organisation front of mind during the renewal phase of the journey. Similarly, conditional rewards encourage desirable behaviours like event attendance or upgrading to higher tiers.

**Retention** Continue building on the recognition and status angle of gamification and rewarding experiences. Engagement cycles carry members all the way through to renewal. Offer renewal bonuses so that staying becomes a no-brainer for members. This stage also presents an opportunity for cross-selling and upsells. Present your most compelling rewards behind tiers. Success depends on whether the Membership Value Chain has successfully delivered value.

**Insights** Track every part of the Membership Value Chain. Every interaction and member activity between touchpoints that’s monitored tells the Propello platform a story about every individual member. This leads to smarter decision-making: to reiterate offers that resonated (lots of redemptions and high event attendance); identify disengaged members; the best strategies to re-engage; how to segment your audiences; and identify new potential advocates.

## Section 3: How Reward Programmes Solve Common Membership Organisation Problems

The Membership Value Chain shows how to carry value throughout the entire member journey. See it as the long-term framework for building sustainable engagement and retention. But we also recognise that many organisations face urgent challenges that need attention right now.

If your priority is tackling an immediate issue such as churn at renewals, falling revenue, or low engagement, the solutions in the table below offer quick wins you can employ straight away. Then, once the pressure eases and trends begin to reverse, you can optimise the rest of the member lifecycle by applying the Value Chain approach.

What Keeps You Up At Night	How Loyalty Programmes Help		
Churn at Renewal	Conditional rewards incentivise timely renewals.	Tiered structures and milestone recognition encourage long-term loyalty.	Personalised bonuses and reminders make members feel valued.
Falling Revenue	Conditional discounts protect margins while driving purchases.	Cross-sell and upsell rewards increase average spend.	Partner-funded offers reduce programme costs and add value.
Low Perceived Value	Everyday partner offers offset membership fees with tangible savings.	VIP access and premium benefits enhance the overall proposition.	Visible progression and rewards build anticipation and reinforce worth.
Inconsistent Engagement	Gamification drives ongoing interaction and participation.	Seasonal challenges and contribution rewards sustain interest year-round.	Prize draws, leaderboards and digital badges reward involvement.
High Acquisition Costs	Dual-sided referral rewards turn members into advocates.	Sign-up bonuses and joiner perks create strong first impressions.	Always-on partner discounts strengthen the value proposition and make acquisition messaging more compelling.

# Section 4: Propello Membership Reward Platform & Services

A successful reward programme also needs the right foundations. That’s where the Propello Membership Reward Platform comes in. Proven to work especially well for membership bodies, it combines four core capabilities that make programmes simple to run, easy to scale, and highly effective throughout the entire lifecycle. These top-level components ensure you have everything in place before adding more advanced features.

### 📱 Mobile First White Label Platform

- ⌚ Enterprise on-brand UX
- ⌚ Simple to integrate
- ⌚ In-built gamification
- ⌚ No dev resource required
- ⌚ Seamless to use

### 📁 CMS & Rewards Engine

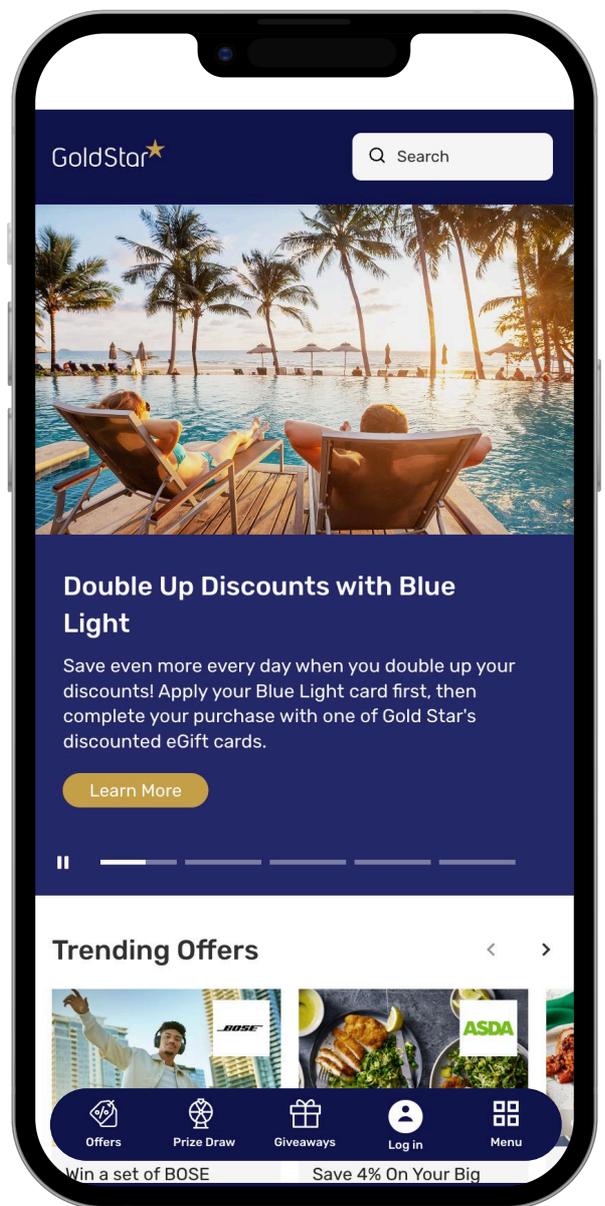
- ⌚ Configure campaigns
- ⌚ Monitor real time results
- ⌚ Drive commercial goals
- ⌚ Manage users
- ⌚ Personalise incentives
- ⌚ No dev resource required

### 🎁 Pre-Enabled Reward Catalogue

- ⌚ 750+ pre-enabled brands
- ⌚ Seamless management
- ⌚ 3000+ Affiliate brands
- ⌚ Partner monetisation
- ⌚ Onboard your own partner

### 📈 Complete Support & Management

- ⌚ Programme management
- ⌚ Ongoing consultancy
- ⌚ Marketing support
- ⌚ Partnership development
- ⌚ End user support
- ⌚ Tech support



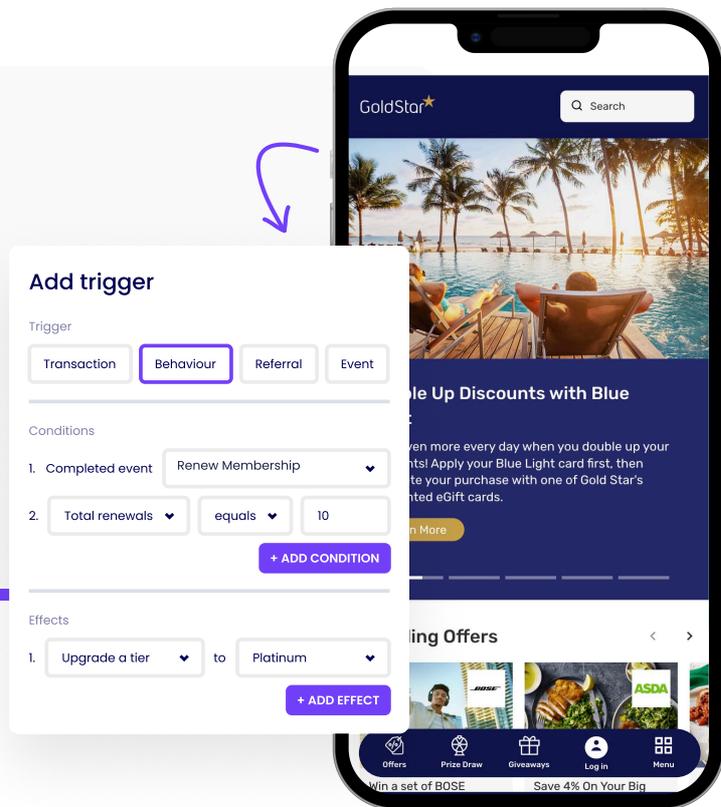
# Propello's Top Pick Features for a Fail-Proof Programme

Once the foundations are in place, the next step is to fine-tune your programme. Based on our work with leading membership organisations, we've identified 11 proven features that consistently drive acquisition, engagement, retention, and revenue. While not every programme will use them all, we recommend implementing a combination of a few that help address your most pressing challenges.

## 🏆 1. Conditional Rewards

Configure and trigger conditional rewards to encourage desirable member behaviours; such as renewals. Unlike Always-On rewards, incentives are only unlocked when a member meets pre-defined conditions set by the organisation.

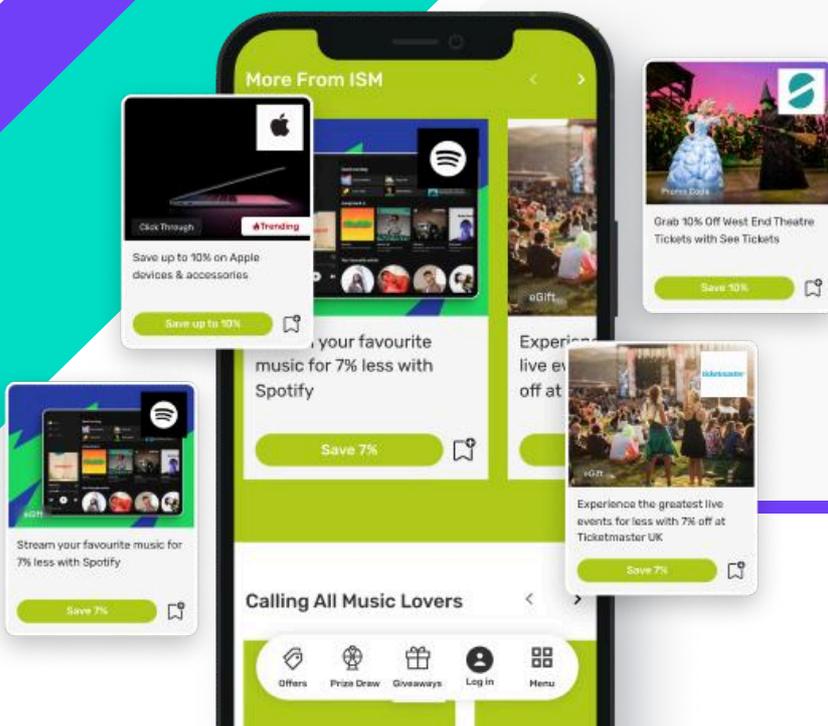
Propello's conditional rewards also extend to other behaviours: referrals, volunteering, CPD completion, upgrading tiers, and anything else that matters to your organisation.



## 💡 2. Always-On Partner Discounts

Members today expect round the clock access to tangible value, to justify their subscription costs. Propello's ready-made partner network numbers 750+ retail and lifestyle brands.

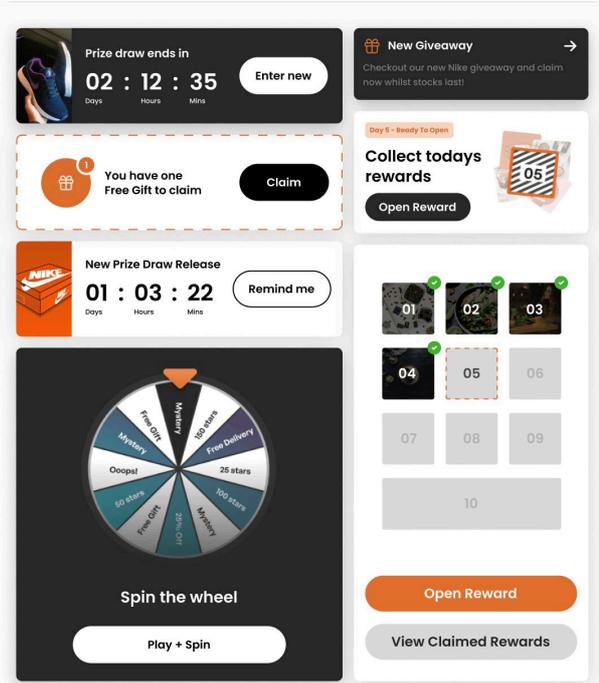
Curate the best offers for your members, highlighting savings in their weekly shop or next holiday. Make their memberships "cost-neutral" for year-round engagement, stronger acquisition messaging, and higher perceived value.



### 3. Gamification

With Propello, you can turn member interactions with your organisation into fun and rewarding experiences. Our gamification mechanics include: milestone badges, leaderboards, and seasonal challenges. Gamification remains the most effective method of turning lurkers or passive members into confident, active participants in your community.

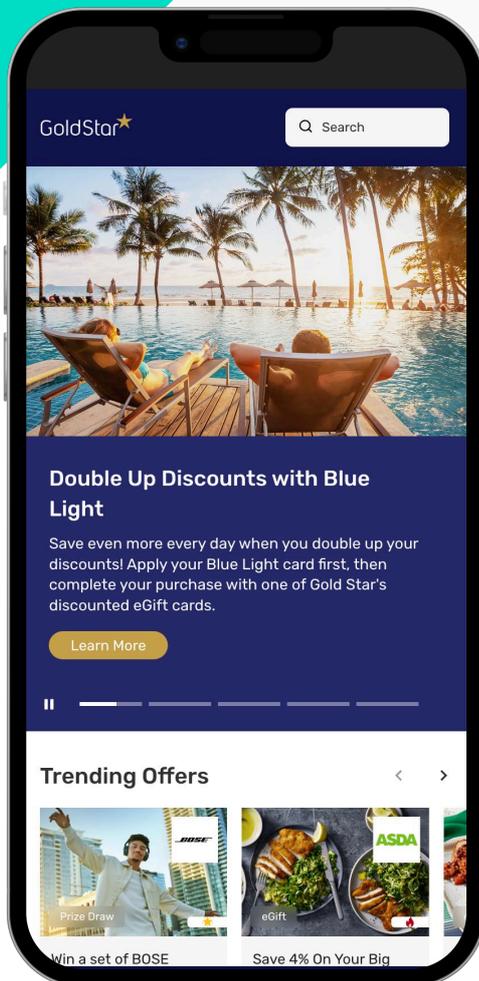
- Milestone badges for...**  
Years of membership? Contributions to the community?
- Leaderboards for...**  
Referrals or CPD completions?
- Seasonal challenges for...**  
Attending a specified number of webinars?



### 4. White-Label, Mobile-First Experience

As a white-label solution, our tech delivers an on-brand member experience, consistent with your other member-facing platforms. Propello-powered loyalty programmes also integrate seamlessly into existing CRM and AMS systems for frictionless member journeys.

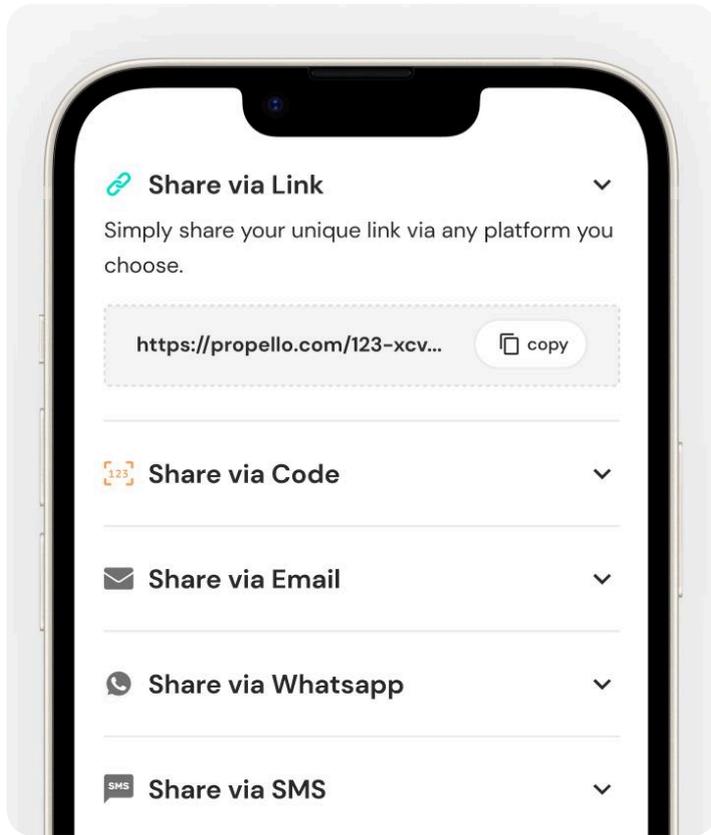
What's more, Propello can help position you as a modern, digital-first, and member-centric organisation with smooth mobile-first experiences. Members can access and redeem rewards anywhere, anytime.



Logo

Style

Colours



### 5. Referral Rewards

Access built-in referral tools that are simple to set up, and even easier for your members to share their experiences or send invitations to potential members.

One-click referral links, dual-sided incentives, and leaderboards recognising top referrers simplify, incentivise and encourage referrals for every one of your members.

### 6. Tiered Engagement

Propello's tiered reward structures are a proven method of building loyalty. Encourage members with the allure of aspirational value.

Set out tier levels in familiar Bronze/Silver/Gold or Standard/Premium structures or name and design tiers your way. For members that want added value beyond core benefits, tiers provide a rewarding sense of progression, making them receptive to your upsells.

2-year membership anniversary

Enjoy new benefits as a member of the Golden tier

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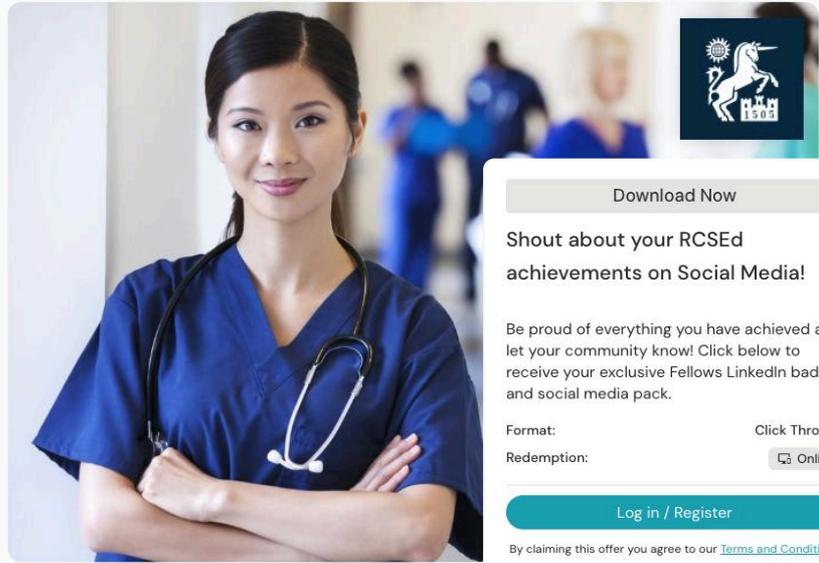
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## 7. Professional Development Rewards (CPD-Linked)

Is your organisation a professional body or trade association? Tie rewards like vouchers, discounts or tier progression directly into member learning and development. Propello quickly integrates with LMS or CPD systems so you can reward members for course completions, webinar attendance and passing assessments, helping to strengthen your professional value proposition.



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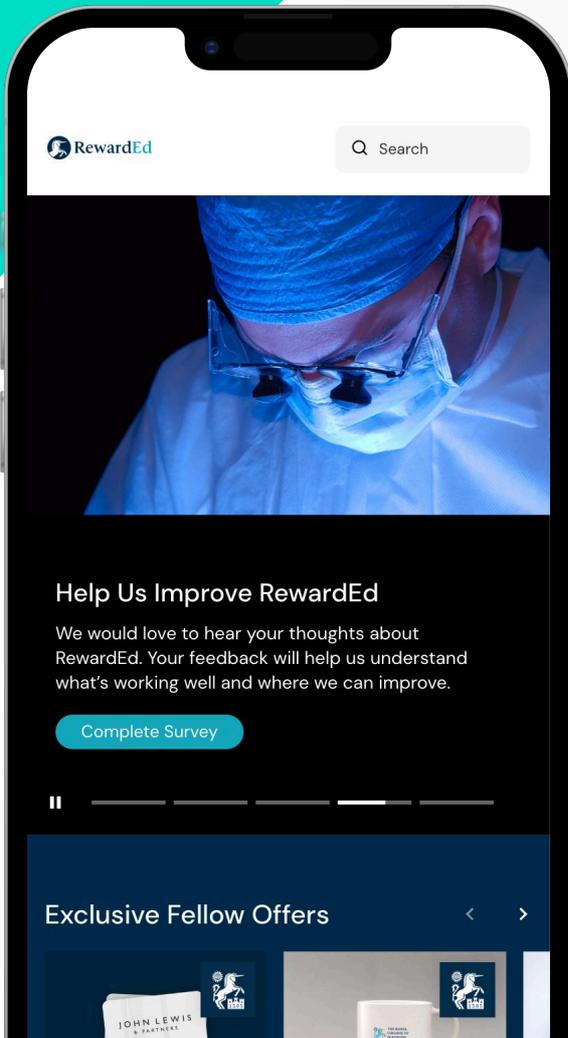
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## 8. Feedback Loops & Continuous Improvement

Want to know what members think of their new rewards? Use built-in surveys, polls and ratings to capture member sentiment in real-time. The Propello Cloud's feedback loops inform key decisions in your loyalty strategy.

Swap guesswork for proof, and pick the best rewards that resonate or remove benefits that underperform. Show your members that you listen and are willing to let their opinions shape your organisation.

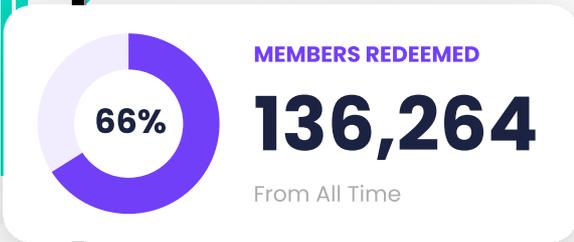
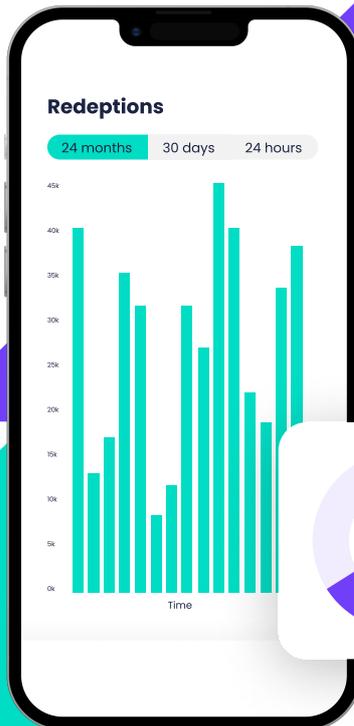


## 9. Data & Insight

Propello identifies at-risk members early and informs your personalisation efforts. Every interaction is tracked and generates data based on redemptions, engagement scores, referral activities and CPD completions. Comprehensive data dashboards help shift organisations from reactive retention attempts to proactive and successful engagement that leads to deeply ingrained loyalty.

### Key metrics Propello tracks:

- ➔ Renewal uplift from reward usage
- ➔ Event attendance linked to incentives
- ➔ Referral conversion rates
- ➔ Reward redemption trends



## 10. Seasonal Refresh & Campaign Flexibility

Avoid “reward fatigue” with proven loyalty techniques. Propello makes it easy to tap into psychological drivers that tap into fear of missing out, loss aversion, and urgency & scarcity. Switch on time-bound campaigns to keep programmes exciting, relevant, and aligned with your mission throughout the year.

### Propello’s time-bound campaigns:

- ➔ Seasonal challenges
- ➔ Event-linked offers
- ➔ Topical campaigns aligned to industry or cause (e.g., volunteering month, sustainability drives)

## 11. Volunteer & Contribution Incentives

Do you want to strengthen your community by reinforcing a sense of belonging and motivating contributions? With Propello, you can reward volunteers and peer-to-peer contributions. Reward members for: mentoring and coaching; writing articles or creating CPD content; speaking at events or joining committees. Whatever you need for a truly member-driven community, Propello can help you achieve.

## A Service Partner for Loyalty Success

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Technology is only part of the picture. To get the best results, membership organisations need a platform that comes with a partner. Propello provides a full-service approach that combines our proven technology with hands-on expertise, day-to-day management, and a ready-made brand partner network.

### **Strategy & Ongoing Consultancy**

Propello's team of loyalty experts and marketers work across a breadth of global enterprise brands and leading membership organisations. We understand the loyalty space and we'll get to know what engages your audience.

### **Day to Day Management**

To ensure the smooth running of the programme, Propello's team will handle all the management tasks, from managing campaigns, messaging, prize draws, creation of new partner offers, reporting and much more.

### **Ongoing Marketing Support**

Central to any programme are the customer communications, which as well as being on brand and carrying consistent messaging will deliver both operational and regular promotional communications via a mix of channels. More on this below.

### **End Customer Support**

As first line end user support we respond to customers as if we are your own support team. From dealing with points queries to login issues, we will alleviate all the day to day queries that arise.

### **Brand Partner Network**

Propello's network spans across all the major affiliate networks, major agencies and directly with brands. And with our economies of scale, your programme has no limitation on the reward partners you can work with.

### **Revenue Generation**

Using our network and insights Propello can help maximise the revenue potential at both partner and programme level. Propello's team will also advise and negotiate to secure best in market-leading offers for your members.

# Fully Managed Loyalty with Marketing Support

After programme management, marketing is the area where most membership organisations struggle for time and resources. Yet it's essential for keeping members engaged and driving ongoing growth. That's why Propello offers outsourced marketing as part of our loyalty solution. From campaign design and onboarding journeys to multi-channel communications, we handle the execution that ensures your programme is consistently visible, engaging, and on-brand.

**Propello offers customisation across several areas, for example:**

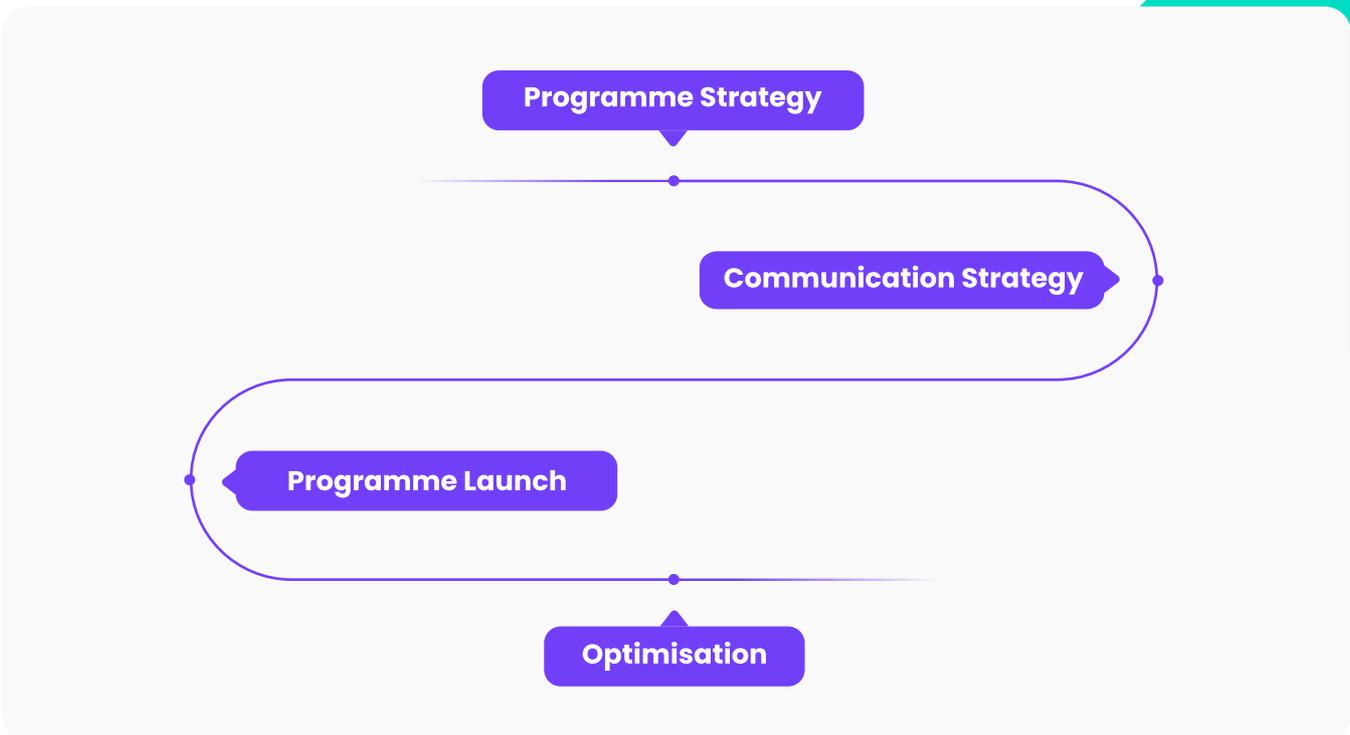
- ⌄ Branding
- ⌄ Customised messaging
- ⌄ Template and campaign configurations
- ⌄ Customised FAQs
- ⌄ Tailored reward content
- ⌄ Bespoke gamification
- ⌄ Low implementation friction

**Outsourced Management of Marketing Comms**

We understand that central to any programme are the customer communications, which are designed and orchestrated to complement your own existing schedules, carrying consistent messaging and ensuring that the content is both relevant and on brand.

**Propello offers customisation across several areas, for example:**

- ⌄ Bespoke multi-step onboarding campaigns
- ⌄ Approval and input into ongoing comms
- ⌄ Up to 3 campaigns per month



# Onboarding Built Around You

We onboard your organisation in a way that's seamless, collaborative, and built around your needs. From first discovery call to ongoing optimisation, Propello makes onboarding seamless and collaborative. Our structured process balances speed with attention to detail, ensuring your programme is fully branded, fully tested, and delivering value from day one with ongoing improvements to keep it fresh.



## Section 5: Build vs. Buy: Making the Right Tech Choice

Many membership organisations we speak to grapple with the build vs buy question. Do they build their own loyalty programme in-house? Or opt for a loyalty platform provided by specialists? Ultimately, it comes down to several main factors:

Factor	Build In-House	Outsourced
Time to Launch	12–18 months	4–8 weeks
Upfront Investment	£200K–£500K+	Subscription-based
Ongoing Costs	Full tech & marketing team required	Support & updates included
Brand Control	Full customisation	White-label maintains identity
Technical Risk	Complex to build & scale	Proven, tested technology
Feature Updates	Built and maintained by your team	Regular improvements included

Most membership organisations struggle to balance the time, budget and expertise of building a loyalty programme in addition to running usual operations. The technical demands alone include integrating new loyalty programmes into existing systems and continually updating features.

For in-house teams already stretched, buying a white-label solution accelerates launch to market. They allow your team to stay focused on members instead of being bogged down by programme maintenance. That’s exactly why we built the Propello Platform; to even the playing field for every membership organisation.

## Section 6: Membership Loyalty in Action

See how organisations like yours are using Propello to drive growth, engagement, retention and advocacy.

### Hagerty Drivers Club

[Access the full case study here](#)

**The Challenge:** Hagerty, the global leader of classic car insurance, discovered something their competitors missed. Classic car owners aren't just after coverage, they are passionate enthusiasts who want to live and breathe automotive culture.

**The Solution:** Hagerty created the Hagerty Drivers Club (HDC) to celebrate classic car culture and strengthen customer relationships. They collaborated with Propello Cloud to deliver a comprehensive loyalty platform that could serve their community's unique needs.

#### The Programme Structure:

- VIP Experiences:** Priority access to Hagerty events and exclusive behind-the-scenes experiences.
- Premium Content:** Quarterly magazine in print and digital formats.
- Digital Clubhouse:** A thriving online community for member-to-member interaction.
- Curated Partnerships:** Exclusive offers, value-added services with relevant partners, and discounts on Hagerty merchandise.

**Why It Works:** HDC delivers always-on engagement through community, experiences, and content. Instead of thinking about Hagerty occasionally, members interact regularly – building emotional connections that last.

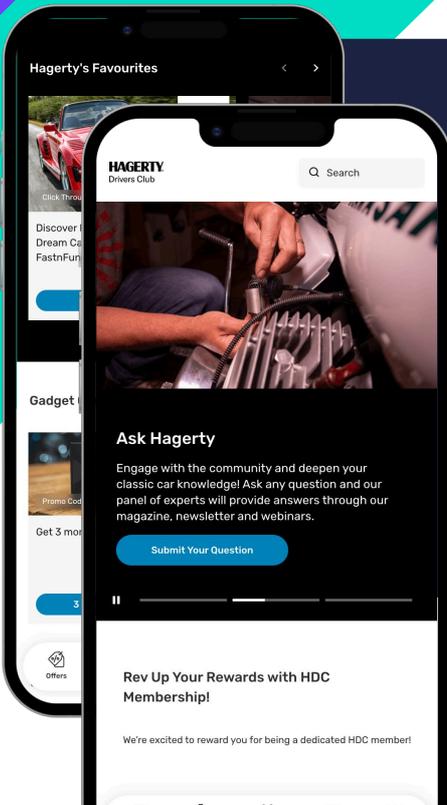
The programme looks set to reach **3,000** members in Year 1

The expected insurance retention rate for HDC members is **90%**

The HDC programme is expected to have a **75%** retention rate

HDC members are predicted to record a **Higher NPS** (Net Promoter Score) than non-members

Financial projections indicate programme **profitability** by Year 2



“

Partnering with Propello was a strategic choice that aligned perfectly with our goals for HDC UK. Their white label solution and comprehensive service offering allowed us to launch a sophisticated membership rewards programme quickly and cost-effectively, without straining our internal resources. This partnership enables us to focus on what we do best – serving our classic car community – while leveraging Propello's expertise in loyalty programmes to enhance our customer relationships.”

**Mark Roper**  
Managing Director

# Membership Loyalty in Action



## The Independent Society of Musicians (ISM)

[Access the full case study here](#)

**▲ The Challenge:** ISM needed to increase engagement, improve the relevancy of its rewards, and gain clearer data insights. Members wanted benefits that felt meaningful to their everyday lives, and the organisation needed ways to better understand and optimise programme performance.

**✓ The Solution:** Propello Cloud worked with ISM to enhance communications, raise awareness of new programme benefits, and diversify the rewards available. Everyday discounts across groceries, fashion, and dining added instant value, making membership feel cost-neutral and broadening ISM’s appeal. Real-time redemption data enabled smarter personalisation and programme optimisation.

### The Programme Structure:

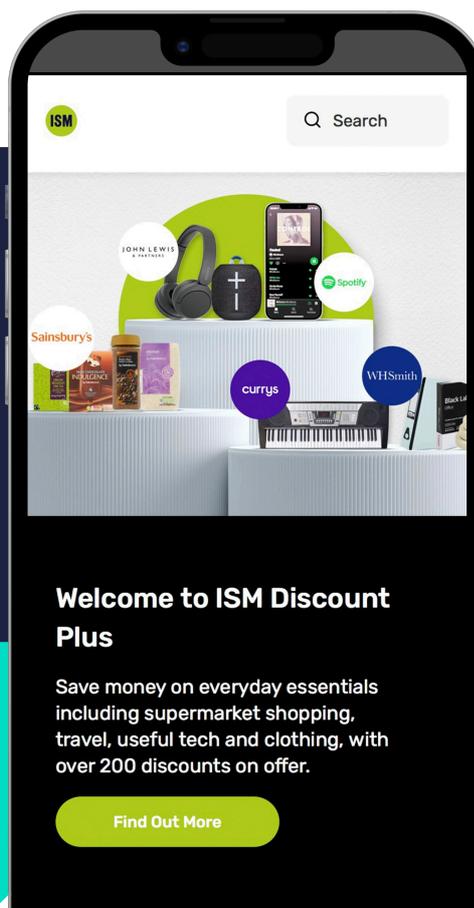
- ➔ **Everyday Savings:** Discounts on groceries, dining, and fashion
- ➔ **Tailored Communications:** Personalised outreach to highlight programme benefits
- ➔ **Data-Driven Optimisation:** Real-time redemption insights guided improvements
- ➔ **Broader Appeal:** Relevant perks attracted and retained a wider audience

**Why It Works:** ISM demonstrated that even in professional associations, lifestyle-driven perks and smart use of data can transform engagement. Members interacted more often, perceived greater value, and felt confident their membership was delivering tangible savings.



“Before Propello, we lacked real-time reporting data to make informed decisions and engage our members effectively. With Propello, we now have the ability to deliver a memorable and personalised rewards experience with real-time data insights.”

**Francesca Stokes,**  
Head of Member Engagement





## Your Turn to Switch On the Loyalty Growth Engine

Membership organisations everywhere face the same challenge: proving value in ways that keep members engaged, loyal, and growing. This guide has shown how well-designed reward programmes, backed by the right features, insights, and partner, can turn that challenge into opportunity.

The results speak for themselves. From ISM's 10x engagement uplift to Hagerty's scalable new revenue stream, loyalty programmes reduce churn, increase perceived value, and open new paths for growth.

With Propello you don't just launch a rewards platform. You gain a partner who helps steer your organisation towards a thriving, member-first community.

Now it's your turn. Make loyalty your growth engine. Future proof your organisation with a rewards programme that delivers measurable impact from day one.

*The Propello Team*



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