

memba@

Website Project Brief Template for Membership Organisations



Project Overview

This template is designed to help you outline the essential details and requirements for your membership website project. Providing comprehensive information will ensure that the agency understands your needs and can deliver a website that meets your expectations.

1. Project Objectives

Attract New Members: Describe how you want to attract and onboard new members.

Manage Existing Members: Outline your requirements for member management, including profiles, renewals, and member communication.

Subscription Management: Specify how you would like to manage subscriptions, including payment processing and reminders.



Increase Engagement: Detail strategies for engaging members through content sharing, event sign-ups, and other interactive features.

Email Members: Explain your needs for email communication with members, such as newsletters, updates, and personalised messages.

2. Target Audience

Who are your primary users?: Describe the main audience for your membership website.

Demographics: Include information on age, location, profession, and any other relevant demographic details.

Needs and Preferences: Outline what your target audience is looking for in a membership site and how you intend to meet those needs.



3. Key Features

List the key features you want to include in your membership website. This should be a comprehensive outline that covers all aspects of the member experience.

Subscription Payments and Reminders

Payment Options: Specify the payment methods you want to offer (credit card, PayPal, direct debit, etc.).

Offline payments: Will you allow offline payments by cash, cheque or payment on invoice?

Reminders: Detail how you want to handle subscription reminders, including frequency and delivery methods.

Subscription renewal logic: How and when will a subscription need to be renewed? Will all member subscriptions expire on a set date, or do they all expire on an anniversary (i.e. one year)?

Emailing Members

Communication Types: Define the types of emails you want to send (newsletters, alerts, promotional offers, etc.).

Personalisation: Indicate any specific personalisation requirements (name, membership level, etc.) and will these change depending on the type of communication?



Password-Protected Area

Access Control: Describe how you want to manage access to member-only content.

Content Types: List the types of content you plan to offer exclusively to members (articles, videos, webinars, etc.).

Managing Events

Event Listings: Detail how you want to list and manage events on your website.

Sign-Up Process: Explain the process for members to sign up for events, including any specific forms or information required



4. Design and User Experience

Branding: Provide details on your brand guidelines, including logos, colours, fonts, and any other design elements.

User Experience: Describe any specific user experience requirements, such as navigation, mobile responsiveness, and accessibility.

5. Technical Requirements

Platform: Specify any preferred platforms or CMS (e.g., MembbaCRM, WordPress, Joomla, Drupal, custom development).

Integrations: List any third-party applications or services that need to be integrated (CRM, email marketing tools, payment gateways, etc.).

Security: Detail any specific security requirements, including data protection, SSL certificates, and compliance with data regulations.



6. Timeline and Budget

Project Timeline: Provide an estimated timeline for the project, including key milestones and deadlines.

Budget: Indicate your budget for the project, including any flexibility for additional features or services.

7. Contact Information

Primary Contact: Provide the name, email, and phone number of the primary contact for the project.

Additional Contacts: List any other stakeholders or team members who should be included in communications.

8. Risk Management

Identify Risks: Ask your technology partners to help you identify the main project risk and decide on procedures to mitigate the risks.

Risk Register: Throughout your project keep a record of risks, what was discussed, agreed and any mitigation measures taken.



By completing this brief, you will provide any website agency with a clear understanding of your project needs and expectations, ensuring a more efficient and successful collaboration. Remember to include any additional information that may be relevant to your specific project.

Alternatively, if you would like to build the website yourself, using a tool like MembaCRM, this document will be a great way to manage your workflow.



MembaCRM

Combining the organisational power of a fully featured CRM with an easy-to-use website builder, Memba is the ultimate membership software for trade associations, business networks, societies, groups and clubs.

The website builder puts you in complete control of content and imagery. Use one of Memba's professionally designed themes as the base for something unique to you, no technical skills required.

Depending on your plan, you can choose from one of twelve professionally designed themes for your membership website. If you prefer to plug the Memba CRM directly into your existing website too, that's completely fine. Each of our twelve themes has its own dedicated demo site, so you can see exactly how the pages look and whether they fit the style you need for your business.

Why Use Our Template?

- ✓ Choice of 12 flexible & powerful themes
- ✓ Add your content & branding
- ✓ Hosted & Supported
- ✓ Mobile Friendly
- ✓ Editor control

Get in Touch

Why not get in touch to discuss your requirements? If you're not confident building yourself, MembaCRM offers a bespoke build and design service.