

Supporting memberships

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A supporting membership provides leaders the benefit of [membership dues](#) without the rigidity of a mandatory payment. The group stays open and free, but members can choose to join the membership and support the group at their option. Many groups on Heylo collect supporting memberships without any benefit other than helping offset the costs of the group. However, an admin can ascribe benefits to the [membership plan](#) with a [role](#).

Best practices

- **Be transparent!** Help the leadership team and members understand WHY there is a supporting membership
- **Don't be shy.** Include the supporting membership in group communications, both on Heylo and in person
- **Reiterate your mission.** Remind members why they are here. They are more likely to contribute.

Setting up supporting membership

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To set a supporting membership, navigate to membership type in the admin settings. Members can still join the group without payment, but they can sign up for a paid membership at their discretion anytime from the group tab. Supporting memberships are automatically recurring and [cancellable anytime](#).

Add a message to the supporting membership to clarify the mission and why the membership helps support the group.

Member communications

After launch, Heylo will automatically prompt membership reminders to free members after 1 week of joining and every 2 weeks thereafter. Supporting membership is also available for members to join from the group tab or [events](#).

A screenshot of a Heylo membership card. At the top is a circular profile picture of Jen Yonda. Below it, the name "Jen Yonda, Queen Bee" is displayed with a bee emoji. The card title is "Support Skate Hunnies (Los Angeles)". The text reads: "As our group grows, so do our expenses. We rely on support from our members to keep us running! If you feel inspired, we welcome your contribution 🐝". A prominent purple button says "See membership options". At the bottom, it says "Cancel anytime, without question, right from Heylo." and "Or, [Continue Free](#)".

Furthermore, [admins](#) can access a link to the supporting membership to be shared in Heylo communications or externally in an email newsletter or social media site.

A screenshot of the "Start membership" page. It features four membership options, each with a title, description, recurring rate, and billing interval.

- Buzz Buddy 🐝**: Like the Hunnies? 🐝 Sign up for a supporting membership to keep us rolling and help cover costs of our growing community!
Recurring rate: \$5
Billing interval: Monthly
- Worker Bee 🐝**: Love the Hunnies and want to help out? Join us as a volunteer! Volunteers keep our community thriving by helping out at events and when needed.
Recurring rate: Free
- Sweeter than Honey 🍯**: Want to do something super sweet? 🍯 Start your supporting membership to help us continue to make life a little sweeter for our skate crew!
Recurring rate: \$10
Billing interval: Monthly
- The Bee's Knees 🐝**: For those who LOVE the Hunnies 🍯 Benefits include discounts for paid events, and upcoming member-exclusive chats and content.
Recurring rate: \$20
Billing interval: Monthly