ClubRunner



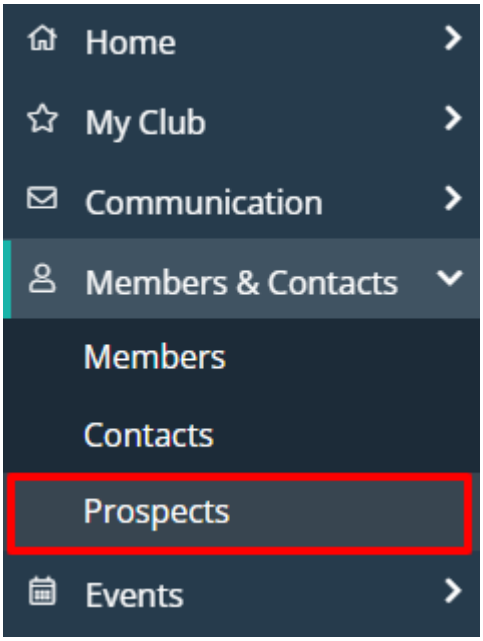
# [NOVA] How do I change a prospect into a member?

Michael M. - 2026-04-08 - Membership Success

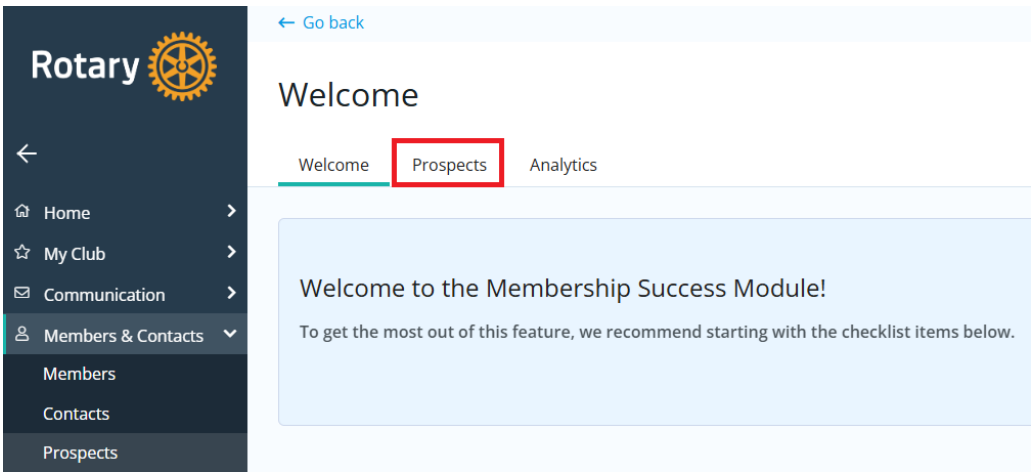
Once a prospect has gone through the applicant process and looks to be a good fit for your club, they may be converted from a prospect record into an active member of your club. This article will show you how to turn a prospect into a member.

1. To begin, log in to your account through your club homepage, then click on **Member Area** on the top right-hand corner under your club banner. **Alternatively, click here to go directly to the ClubRunner login page.**

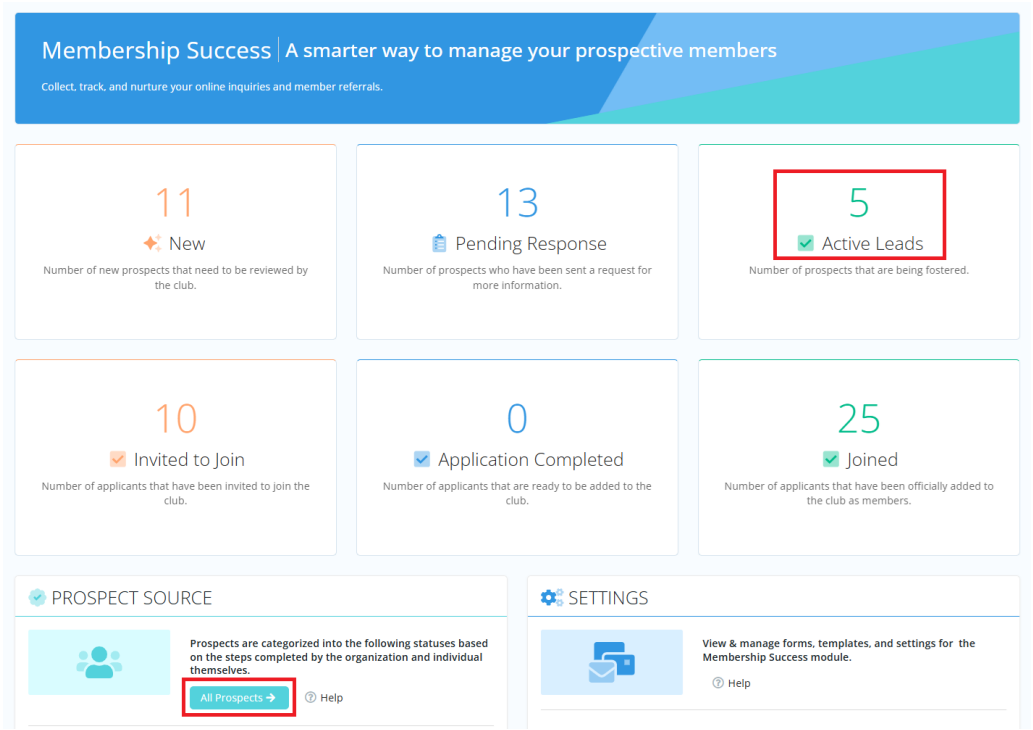
2. Once logged in, click on **Members & Contacts** in the left-hand side menu and select **Prospects**.



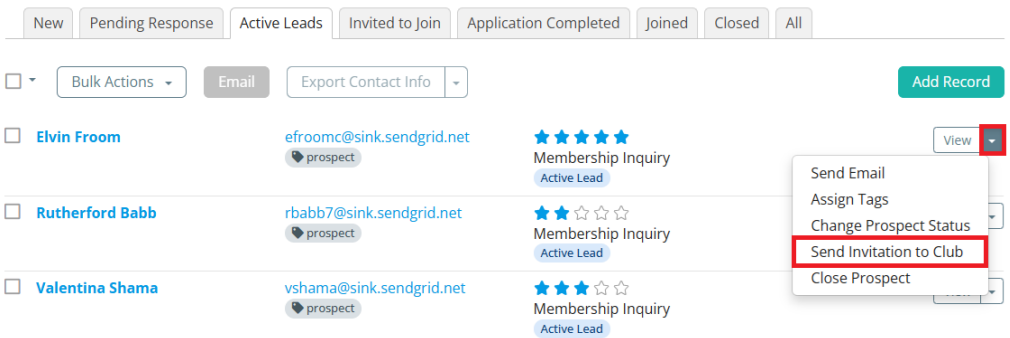

3. If you see the Membership Success Welcome page below, click **Prospects**. If you do not see this page, move on to the next step.



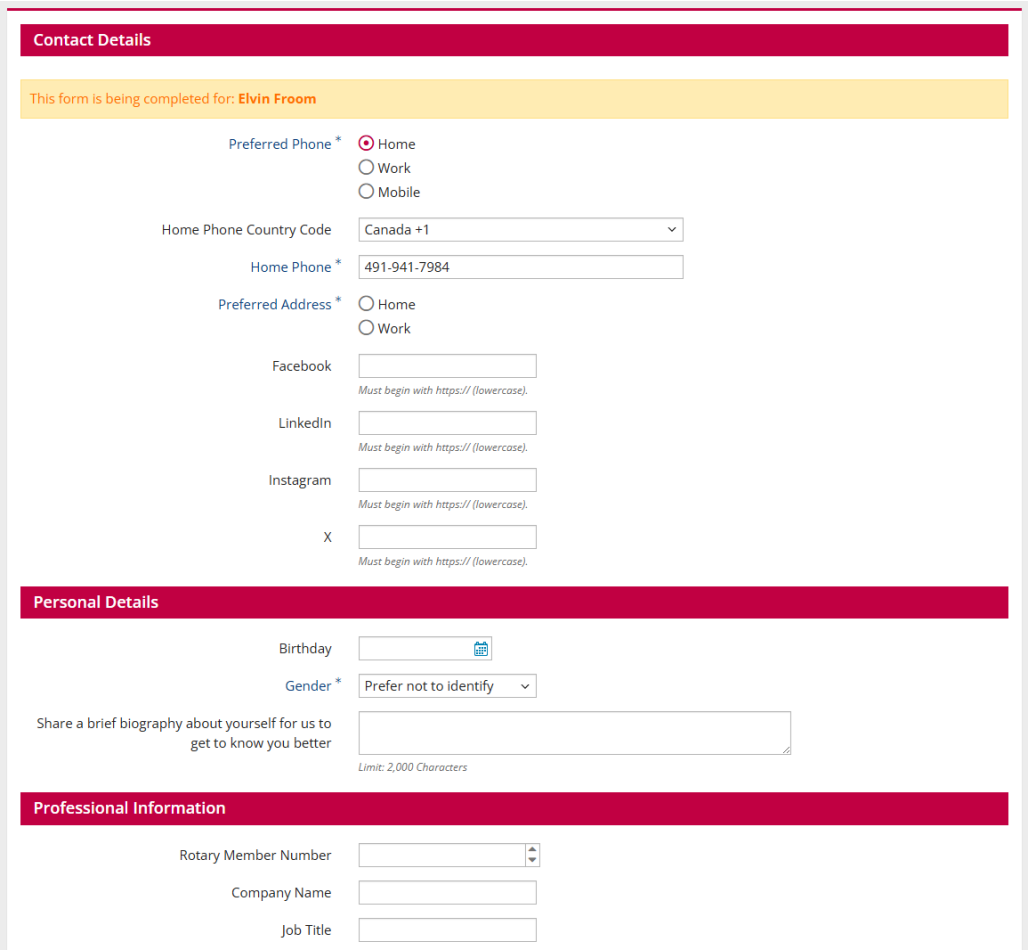

4. Click **Active Leads** in the Membership Success categories, or **All Prospects**.



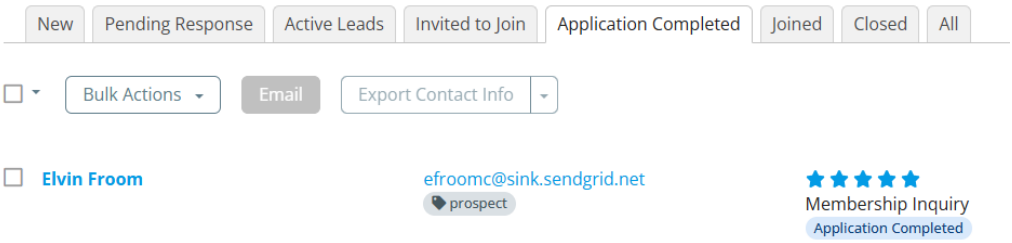

5. Locate the prospect's record in the list and click the **drop-down arrow** in the right-hand actions column next to View, then click **Send Invitation to Club**.



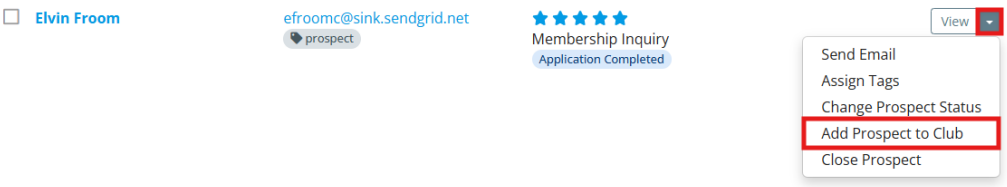

6. You'll see a window informing you that this action will send the prospect the Membership Application form. This form allows them to confirm their contact and other information, as shown below.



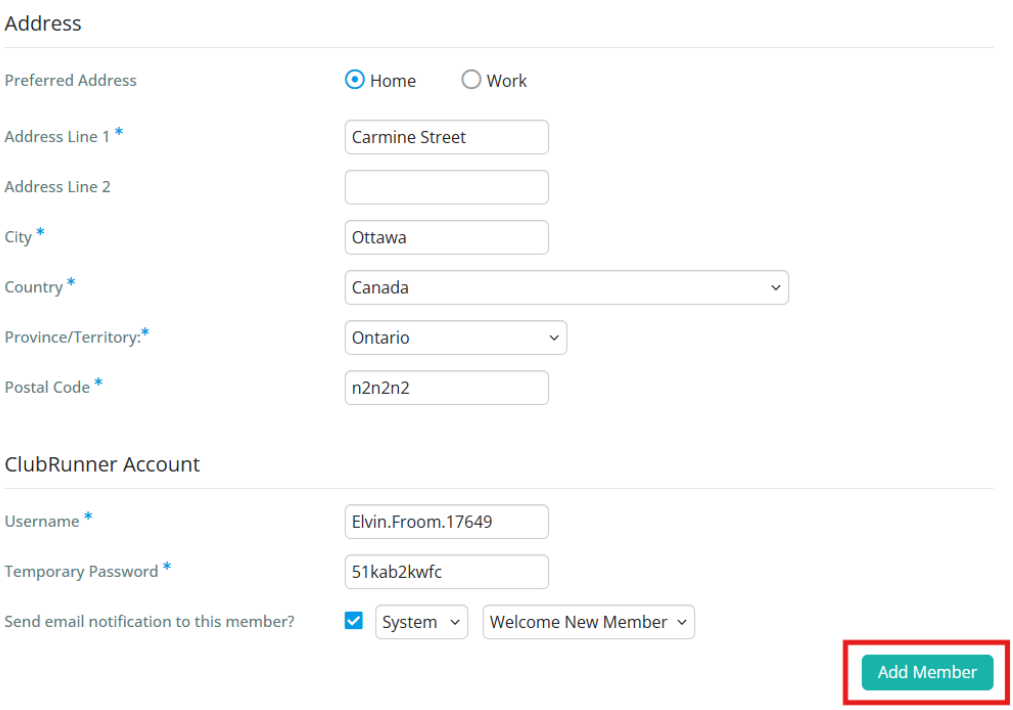

7. Once the prospect submits the Membership Application form, they will be moved to the Application Completed tab in the Membership Success module.




8. Locate the member and click the **drop-down arrow** on the right-hand side of their information, then click **Add Prospect to Club**. In the window that appears, click **OK** to continue to the Add Member form.




9. You will now see the standard Add Member form. Fill in the required information, then click **Add Member** to finish converting this prospect into an active member.




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- [NOVA] How can I ask for more details from a prospect through Membership Success?
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- [NOVA] How do I share the application form with prospects?
- [NOVA] How can members refer a prospect?
- [NOVA] What is Membership Success?