ClubRunner

[NOVA] What is Membership Success?

Ryan A. - 2025-12-19 - Membership Success

The ClubRunner Membership Success module is a prospective member recruitment tool built directly into your club's website.

Prospective members may fill out a form directly on your club site, and then you can choose how and when to engage prospective members. There is even an online form to allow current club members to refer prospective members.

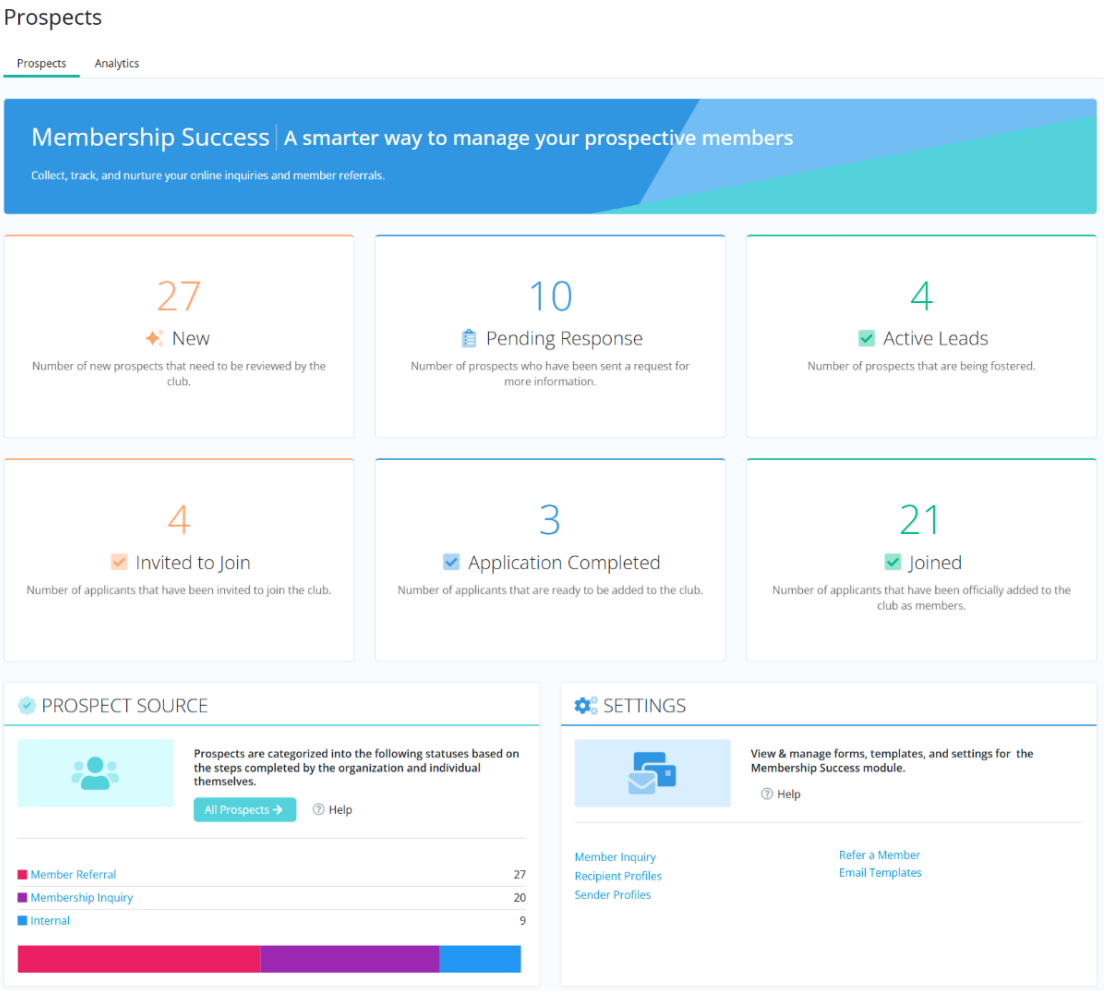
A prospect is a potential new member who has either just applied or been referred to the club by another member.

Once a prospect fills out an online form, they receive both automated emails sent by our system as well as manual emails sent by your club's membership recruitment team. Their prospect record also becomes available in all modules in ClubRunner, which enables you to include them in events, volunteer lists, billing, and more.

Prospects receive emails and move through a set of various stages that will eventually end with the prospect either joining the club or otherwise declining. If the prospect joins you can use the data already stored inside the Membership Success module to convert them into an Active member of your club, allowing you to track their journey through their relationship with your club.

To learn how to access Membership Success and manage prospects, please read: **How does a prospect go through Membership Success?**

To change your communication preferences for prospects, please read: **How do I change who notifications come from in Membership Success?** and **How do I change who is notified about new prospects?**



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- [NOVA] How do I change who is notified about new prospects?
- [NOVA] How do I change who notifications come from in Membership Success?
- [NOVA] How do I add a prospect to Membership Success?
- [NOVA] How do I change a prospect into a member?
- [NOVA] How do I include prospects in emails?