

Empowering Your ‘Super Members’: A Human-Centered Design Approach to Create Your Rewards Package

It is very likely that some of your members will be more engaged and active than others. ‘Super Members’, as we like to call them, are critical to the health and growth of your community, as they can help you set the overall culture, provide feedback, ask the right questions, and share answers that other members are looking for. Overall, they can contribute to making your community more engaged and act as role models for new members, saving you the extra work needed to keep things going.

To ensure you keep your long-term ‘Super Members’ engaged and energized, you should ask yourself the question: ‘What really motivates them?’ Developing a ‘package’ of perks and rewards for your Super Members is one way to do that – but it requires some preparation and careful thinking. The framework we suggest using for this process is called ‘human-centered

design’, a creative approach developed by [IDEO](#) that encourages you to cultivate deep empathy with the people you’re designing for – in this case, your Super Members – by putting them at the center of your process. ‘Member-centered’ design starts with your members, and ends with new solutions that are tailor-made to suit their needs and motivate them to stay engaged in your community.

To create an ‘offering’, we propose a creative, rapid prototyping exercise to develop and test new ideas. This activity uses a human-centered design approach to test assumptions and help you understand what can be offered to the different members (i.e. what your Super Members would like vs. what your community can offer, and what your Super Members can do for you vs. what your community needs).

Design Thinking Workshop: The (Accelerated) Process

Human-centered design consists of three essential phases:

1

Inspiration:

You conduct research and learn directly from the members (the people you’re designing for) by speaking to, or interacting with them to deeply understand their needs.

2

Ideation:

You make sense of what you’ve learned, identify opportunities and prototype possible solutions.

3

Implementation:

You bring your solution to life. You’ll know your solution will be appropriate because you’ve kept the very people you’re looking to target at the heart of the process.

To brainstorm with your team, we recommend following these simple steps:

1 Review and discuss (1) the engagement targets of your community and (2) the needs of your members. Write down your key themes so you can go back to them during the process.


2 Next, do a rapid brainstorm. Ask your team the following question: **'How might we provide exciting rewards and engagement opportunities for our Super Members who help us meet our community engagement targets?'**

Give everyone 5 minutes to write down ideas of anything that your organization could do to engage Super Members. Remember: at this stage, there are no bad ideas; be wild and crazy, stay focused on the topic, and think quantity over quality.


Here are some rewards examples for inspiration:




Invitation to exclusive events



Vouchers to unique experiences



Featuring in adverts / awareness videos



Invitation to closed group where they can be consulted first for new ideas



Access to unique opportunities within and outside the community

3

Next, have everyone pick their top 3 ideas and share them with the group out loud.

4

Continue going around until everyone's ideas are shared, grouped and discussed, and you have a wall full of ideas for your rewards offering.

5

Work together to sort these ideas that are viable, feasible, and implementable: these will be the ones you will take on to the prototyping phase.



6 Now it's time to flesh out your ideas (prototyping). For each idea, ask yourself the following questions:

Reward

- What is the idea?
- How does it work?



Target Audience

- What type(s) of member(s) would be attracted to this type of reward?



Resources Needed

- What are the costs involved?
- What is needed to make it hap-pen?



Challenges

- What difficulties might we encounter during implementation?



Solutions

- How can we prevent / overcome them?



Team Allocation

- Who in the community needs to be involved? How should tasks be allocated?



Timeframe

- When should this happen?
- How often should it happen?



7 Congratulations! You have completed the design and the prototyping of your 'Super Member Rewards Package'. Now, it's time for action. Make sure all viable ideas have been fully developed, and the work has been allocated internally. Consult all team members who will be involved in the creation of these rewards, and brief them on your next steps. Ensure your Super Member Rewards Package is communicated appropriately with your target audience, either through formal or informal communication.

The Mesa is the first B2B community platform specifically designed to bring together philanthropists, inheritors and changemakers to learn, connect and give better. [Click here](#) to check out our other resources:



Do you have any follow up questions? Any feedback? Are you interested in knowing more about how you can ensure members in your community can be kept actively engaged and are thus likely to give more and better as a result of that? Get in touch with our team by contacting info@themesa.org.