

**Kegworth
Town CC boost
membership
sign-ups with
flexible
payments**



pitchin
platform



challenge

Struggling to secure memberships early in the year

- ▶ Membership fees were communicated in **early months**, with an April deadline
- ▶ **High upfront cost** led to delays or missed payments, especially for families
- ▶ Manual tracking and reminders created **extra work for club volunteers**

Solution

Flexible payments for easy membership sign-ups

-  Launched a **membership campaign** on PitchIn Platform
-  Offered a **4-month payment option** to make it easier for members to join
-  Shared a **direct payment link** on social media, making it easy to sign up

Impact

Record sign-ups & cash flow by April

- **Most sign-ups** by the end of April than ever before, even if partial
- Early **cash flow boost**, thanks to members signing up sooner
- Notifications manage late payments, so **no manual chasing needed**

Ready to grow your member base and see **consistent income** sooner?

Discover how PitchIn Platform can streamline your membership process and boost sign-ups!

