

NON-PROFIT SYSTEMS THINKING · INSTRUCTIONAL DESIGN · ORGANIZATIONAL STRATEGY

## The Sustainable Membership Engine

A research-backed strategy framework and ADDIE-structured certification course for chapter-based non-profits experiencing member attrition, sponsor trust deficits, and structural fragility. Designed for pilot implementation. Seeking first organizational partner.

Logic Model · Theory of Change	ADDIE · Bloom's Taxonomy · Kirkpatrick	SROI · Constituent Lifecycle Mgmt	SDG 8 · SDG 10 · SDG 17	Global Governance: 7.9 / 10
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### THE DIAGNOSIS

#### Three Systemic Failures. One Root Cause.

What appears as isolated problems — low retention, sponsor attrition, structural collapse — are three interconnected failures sharing one origin: membership is treated as a transactional event (someone joins) rather than a relational lifecycle (someone grows). This pattern is called mission drift through growth fragility.

<b>01 Leaky Constituent Funnel</b>	No engineered conversion triggers between membership stages. Students join but see no immediate ROI. Graduation creates a structural break with no bridge to professional membership.
<b>02 Sponsorship Trust Deficit</b>	Low conversion makes the human capital pipeline invisible to sponsors. Without outcome data, relationships are transactional — and transactional relationships are cut first when budgets tighten.
<b>03 Structural Fragility</b>	Chapters built around individual champions collapse when those champions leave. Organizational memory does not survive leadership transitions without deliberate institutional architecture.

### THE SOLUTION

#### Three Pillars of Sustainable Membership

<b>Pillar 01</b> <b>Precision Outreach &amp; Value Proposition Matrix</b> Segment-specific messaging, cost-per-opportunity framing, and protected communication infrastructure. Each constituent segment receives a value proposition tailored to their current life goals — not the organization's talking points.	<b>Pillar 02</b> <b>Sustainable Membership Architecture</b> The Bridge Program (90-day graduation transition), tiered value ladder, and Member Outcomes Dashboard. Converts the highest-attrition transition point into a membership-deepening moment rather than an exit event.	<b>Pillar 03</b> <b>Alumni-to-Chapter Flywheel</b> Capacity-building training, Chapter Development Fund micro-grants, and the succession principle (Deputy Founder). Employed alumni become organizational co-producers — the chapter replicates without depending on any one person.
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### INDEPENDENT ASSESSMENT

#### Third-Party Ratings & Global Governance Scale

**Non-Profit Impact** **9.1/10** Logic Model integration is rigorous. Flywheel's compounding return profile is sector-leading.

<b>Ethics</b>	<b>8.6/10</b>	Equity orientation is architecturally embedded. Access-centered framing is itself an equity intervention.
<b>Human Resources</b>	<b>7.4/10</b>	Intrinsic + extrinsic incentives for Founders. Succession principle distributes organizational load.
<b>Principles</b>	<b>8.2/10</b>	Constituent-centered design, transparency, replicability, and Collective Impact alignment throughout.
<b>UN Good Governance</b>	<b>7.9/10</b>	Assessed across 9 dimensions: Transparency 8.5 · Equity 9.2 · Participation 8.8 · Effectiveness 8.5.

## INSTRUCTIONAL DESIGN

### Chapter Founder Certification — ADDIE Framework

A 7-module self-paced LMS prototype training employed alumni to open new chapters and train the next cohort of founders. Learning objectives use Bloom's Taxonomy. Evaluation uses Kirkpatrick Levels 1–4. Module 7 is a Train-the-Trainer capstone that makes the course fractal — every graduate becomes the next facilitator.

<b>M01</b>	The Sustainability Gap	<b>M04</b>	First 30 Days
<b>M02</b>	Stakeholder Landscape	<b>M05</b>	Sustaining the Chapter
<b>M03</b>	Constituent Pipeline	<b>M06</b>	Sponsor SROI Case
<b>M04</b>	First 30 Days	<b>M07</b>	Train the Trainer

*Knowles (Andragogy) · Bloom (Taxonomy) · Kirkpatrick (Evaluation) · Wenger (CoP) · Senge (Systems Thinking) · Mitchell et al. (Stakeholder Salience) · Kania & Kramer (Collective Impact) · AFP · UN SDGs · Osterwalder (Value Proposition Design)*

## OPEN TO COLLABORATION

### Looking for a First Implementation Partner

<b>Pilot Partnership</b>	Run the Chapter Founder Certification with an alumni cohort. Measure conversion before and after. Co-author findings. Turns theory into empirical evidence.
<b>Curriculum Integration</b>	Integrate the framework or course into existing member training, leadership development, or onboarding programs.
<b>Research Partnership</b>	Academic or practitioner co-investigation into constituent lifecycle management. The framework is the hypothesis. Implementation data is what we build together.

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