

CARD SORT EXERCISE:

the
**MEMBERSHIP
PUZZLE
PROJECT**

*Print and cut out these two sets of cards:
Value Cards (in gray) which you'll ask your interviewee to
place under the Category Cards (in yellow) for discussion.*

**Things I might
get value from
in the future**

**Things I
currently get
value from**

**Things I
don't get
value from**

**Appropriate price /
financial ask**

**Staff
diversity**

A sense of exclusivity
*(i.e., members only content
and access to staff)*

**Offering the world
something that I
think should exist**

**Opportunities
for physical
branded goods**

**A sense of uniqueness:
something I can't get
anywhere else**

**Organizational
authenticity**

**Advocacy
on my behalf**

**Brand design /
visual appeal**

**Being connected
with other members
or other like-
minded people**

**Feeling that my
concerns and needs
are heard by
the organization**

**Events /
opportunities to
connect in person**

**Partnerships with
like-minded
organizations**