

WNQ Membership Structure — Proposed Framework

Overview

Two distinct membership paths designed to serve different roles in the WNQ community. Both tiers reinforce the brand pillars of **Integrity** and **Strength** while generating sustainable revenue for programs.

Tier 1: Warrior Membership (Youth / Players)

For: Kids and youth directly participating in WNQ sports programs, mentorship, and clinics.

Feature	Included
Participation in all WNQ sports programs (basketball, baseball)	✓
Access to skills clinics and training camps	✓
WNQ team jersey or branded gear	✓
Mentorship pairing with a WNQ coach/volunteer	✓
Tournament and competition entry	✓
Academic check-ins and progress support	✓
Eligibility for Ike Riley Sr Memorial Scholarship	✓
Priority registration for WNQ events	✓

Suggested pricing: \$25–\$50/season or sliding scale (no kid turned away)

Positioning: *"Every warrior gets in the game. Cost should never be a barrier."* — Offer sponsored memberships funded by donors/partners for families who can't afford dues.

Tier 2: Legacy Membership (Parents / Supporters / Community)

For: Parents of enrolled youth, community supporters, alumni, and anyone who wants to back the mission.

Feature	Included
Official WNQ Supporter status	✓
Quarterly newsletter with program updates and impact stories	✓
Invitation to exclusive WNQ events (Sneaker Ball Gala, etc.)	✓
Name recognition on WNQ website (Supporters section)	✓
WNQ branded merchandise (hat, pin, or shirt)	✓
Voting rights on community board decisions (optional)	✓
Early access to event tickets and fundraisers	✓

Tax-deductible contribution receipt	✓
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Pricing:

Level	Cost	What You Get
Community Member	FREE	Newsletter, event invites, name on website, supporter status
Sponsor a Warrior	\$50 (one-time or recurring)	All above + you directly fund a youth membership for a kid who can't afford one

Every \$50 "Sponsor a Warrior" contribution covers one youth's season — gear, entry, mentorship, and scholarship eligibility. Sponsors are recognized on the website and at events.

Positioning: "Join the team for free. Give \$50 to put a kid in the game who otherwise couldn't play."

Revenue Model

Source	Est. Annual
Warrior Memberships (50 youth × \$35 avg)	\$1,750
Sponsor a Warrior contributions (30 sponsors × \$50)	\$1,500
Event-driven signups and donations	Variable
Total base membership revenue	\$3,250+

Free community memberships drive volume and engagement. Sponsor contributions directly fund youth slots. Scales with visibility, events, and corporate matching.

Implementation Notes

1. **Wix Members Area** already exists on the staging site — can be configured with membership tiers
2. **Payment:** Wix Pricing Plans app supports recurring membership billing
3. **Scholarship link:** Warrior Members automatically eligible — connects to the Ike Riley Sr Memorial Scholarship Program on the tribute page
4. **Onboarding:** Simple sign-up form with parent/guardian info for youth, email for supporters
5. **Engagement:** Monthly email or group post keeping members connected (leverage Wix Groups feature already on the site)

Key Questions for Client

- ☐ Are there already membership fees being collected informally?
- ☐ Does the free + sponsor model work, or do they prefer tiered paid levels?
- ☐ Does the client want physical membership cards or digital-only?
- ☐ What's the desired launch timeline for memberships?
- ☐ Should sponsors be recognized publicly (website, events) or anonymously?