

# ClubRunner

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## Membership Success Overview

Mickey D. - 2022-10-21 - Membership Success

The ClubRunner Membership Success module is a **prospective member recruitment tool built directly into your club's website**. With this module you can ask prospective members to fill out a form directly on your club site, this prospective data will be saved directly into your site, and then you can choose how and when to engage prospective members. There is even an online form to allow current club members to refer prospective members.

**Note:** There is no District version of Membership Success at this time.

A **prospect** is a potential new member who has either just applied, or been referred to the club by another member.

Once a prospect fills out an online form, they receive both automated emails sent by our system, as well as manual emails sent by your club's membership recruitment team.

Prospects receive emails and move through a set of various stages that will eventually end up with the prospect either joining the club, or otherwise declining. If the prospect joins you can use the data already stored inside the Membership Success module to convert them into an **Active member** of your club.

The screenshot shows the Membership Success Dashboard interface. At the top, there is a navigation bar with 'Overview' and 'Welcome' tabs, and a 'Go back' link. A sidebar on the left contains links for 'Getting Started', 'Pending prospects', 'Forms', and 'Membership Inquiry'. The main content area is titled 'Membership Success Dashboard' and includes a sub-tab for 'Dashboard' (selected) and 'Analytics'. Below this is a blue banner with the text 'Membership Success | A smarter way to manage your prospective members' and a sub-header 'Collect, track, and nurture your online inquiries and member referrals.' The dashboard features three key metrics cards: 'New Prospects' with a value of 2, 'Potential Prospects' with a value of 0, and 'Accepted Applicants' with a value of 0. Each card includes a brief description of the metric. At the bottom, there are two sections: 'Prospect Status' with a description of how prospects are categorized, and 'Email Settings' with a description of managing email templates and settings.

Metric	Value	Description
New Prospects	2	Number of new applicants that need to be reviewed by the club.
Potential Prospects	0	Number of applicants that provided more information for the club to review.
Accepted Applicants	0	Number of applicants that accepted the membership invitation for the club.