

Adding a Membership Component

to Your Pet Business

Why add a membership revenue stream?

- Clients feel special as members of an exclusive club.
- Clients get access to scarce services – a spot in Daycare 2.0, daycare/grooming/private training/dog walking when you have waitlists, preferred lodging access, etc.
- Business gets more revenue upfront to help fund your VIP program.
- Business has a recurring source of revenue each month/year.

How do I know if my business is ready for a membership component?

- You provide a service that is unique and rare in your market. Your demand results in wait lists, long waits for next available appointment and you feel like you have more dogs/clients than you can manage.
- You have very limited capacity to provide your premium service and the more individual attention requires more time so that you staff based on dogs that have reserved space in the program.
- Your services are designed for the individual dog in your care. Each dog is going to spend their day at your center in a custom program based on their individual likes and needs for enrichment daycare.
- You prioritize quality of care versus quantity of dogs served.

STEP 1: Clarify Your Service Value

- Make a list of how your service delivery is different from your competitors.
- How is your background and that of your team different from your competitors?
- Why do you believe a membership fee is valuable to your client?

STEP 2: Membership Benefit Options

- Brainstorm a list of benefits you could offer as part of your membership.
- Access to services that are in demand is your first benefit.
- Focus on low-cost items that have perceived high value to your clients (e.g., what do your clients say they like best about your operations?)
- For each benefit listed note:
 - Value for the client
 - Cost for you to provide it (e.g., labor, material cost, overhead, etc.)

STEP 3: Finalize Membership Package(s)

- Create a final list of membership components. You may offer 1–3 different package options, just keep it simple to explain differences between them to your clients.
- Focus on high value and low-cost benefits. Avoid service discounts that can add up to more than the cost of the membership.
- Outline attendance/booking requirements to retain membership.

STEP 4: Membership Pricing

- Determine fee you will charge for your membership.
- Decide frequency of payment (e.g., annual, quarterly, monthly).



MEMBERSHIP PACKAGE IDEAS

- Annual membership fee for access to **enrichment daycare**
 - \$199 fee excludes cost of enrichment daycare
 - Benefits include free early drop-off/late pick-up, free pet warranty benefits
 - Members are required to pay for four daycare visits per month whether they use them or not
- Annual membership fee for access to **training and dog walking** services
 - Bronze \$59/yr; Silver \$99/yr; Gold \$199/yr; excludes cost of dog walks or training services
 - Benefits: Only members have access to dog walking services.
 - Bronze: Free photo and visit update via app at every visit
 - Silver: Bronze plus enrichment activity at every visit
 - Gold: Silver plus training refresher at every visit
 - Members are required to pay for eight dog walk visits per month whether they use them or not
- Monthly **daycare membership** fee for tiered level options
 - Bronze \$19/mo; Silver \$29/mo; Gold \$39/mo; excludes cost of daycare
 - Benefits: Only members have access to daycare services.
 - Bronze: Monthly bag of treats & hot towel wipe-down after every visit
 - Silver: Bronze plus monthly nail trim 5% retail discount
 - Gold: Silver plus monthly tooth brushing and preferred lodging reservations
- Monthly **activity center membership**
 - Gold \$500 prepaid services per month; Platinum \$1,000 prepaid services per month (enrichment daycare, lodging or training)
 - Benefits: Only members have access to daycare and lodging services
 - Members are required to pre-pay for services whether they use them or not
- Monthly **bath membership**
 - Smooth \$29/mo; Petite Furry \$49/mo; Grande Furry \$69/mo
 - Benefits: Bath, ear clean, nail trip and tooth brushing (towel dry; blow-dry is extra fee)
 - Members pay recurring membership whether they book service or not

