

NSS Membership Community Manager PPP Report

90-Day (ish) Progress Report

June 1 – September 14, 2026

Executive Summary

The first 90 days focused on strengthening NSS membership services, expanding merchandise offerings, improving member communications, and laying the groundwork for more efficient membership and volunteer operations.

During this period, NSS welcomed **278 new members** and processed **1,728 new or renewed memberships**, generating **\$79,545.78 in membership revenue**. The Bookstore also processed **765 orders totaling \$34,654.47**.

In addition to day-to-day membership and bookstore operations, several new initiatives are underway to improve the member experience, increase revenue opportunities, modernize systems, and create more consistent processes across NSS.

Progress & Key Accomplishments

Membership Growth & Revenue

- 278 new members
- 1,728 new or renewed memberships
- \$79,545.78 in membership revenue

Membership Type	Memberships Revenue	
Regular	1,547	\$66,578.00
Life	8	\$7,290.00
Family Regular	150	\$2,054.00
Family Life	3	\$1,500.00
Conservation Regular	10	\$1,420.00
Institutional	3	\$332.78
Landowner	7	\$280.00
Total	1,728	\$79,545.78

Member Experience

- Updated and improved **new-member packets** to provide a stronger introduction to NSS and its resources.
- Continued responding to member questions, concerns, account issues, renewal requests, and general membership needs.
- Identified recurring member issues and opportunities to improve communication, processes, and the overall membership experience.

Bookstore & Merchandise

- **765 Bookstore orders**
- **\$34,654.47 in Bookstore sales**

New merchandise has also generated strong early sales:

Product	Units Sold	Revenue
New Google Shirts	79	\$1,975
New Dry-Fit Shirts	59	\$1,475
Bandanas	66	\$1,188
Bat Bottles	21	\$420
Total	225	\$5,058

These results demonstrate an opportunity to continue expanding NSS merchandise while aligning products with major events, seasons, conservation initiatives, and member interests.

Outreach & Engagement

- Successfully launched NSS's first **International Day of Caves and Karst (IDCK)** event.
- Used events and member-facing activities as opportunities to increase NSS visibility, engage members, and promote membership and merchandise.
- Continued identifying opportunities to strengthen the connection between membership, events, merchandise, and broader NSS engagement.

Current & Upcoming Initiatives

Merchandise

- Develop new merchandise for **Cavefest and TAG**, including bat-themed koozies.
- Develop a **holiday merchandise collection**.

- Continue evaluating merchandise based on member interest, sales performance, and event opportunities.
- Explore the feasibility and potential ROI of an **engraving machine** for customized NSS merchandise.

Bookstore

- Redesign and reorganize the Bookstore to improve presentation, functionality, inventory management, and customer experience.

Communications & Membership Processes

- Establish a new **communications intake process** to improve the organization, prioritization, and tracking of member and organizational communications.
- Develop a new **I/O process for grottos** to create a more consistent method for submitting, processing, and communicating information.
- Continue development of “**Resurrection**” **member campaigns** designed to reconnect with former members and encourage them to return to NSS.

Challenges & Areas of Concern

Sales & Event Infrastructure

Dual sales capability:

NSS currently has limited ability to operate multiple sales points simultaneously at events. Additional equipment and/or systems may be needed to support multiple sales locations and reduce bottlenecks during high-volume events.

Merchandise sales environment:

Events need a more secure, professional merchandise tent/setup to protect inventory, improve customer experience, and allow volunteers and staff to operate more efficiently.

Technology

CRM selection:

Finding a CRM/membership platform that meets NSS's full range of requirements remains a significant challenge. The ideal solution must integrate effectively with SSO, QuickBooks Online, Shopify/e-commerce, membership management, communications, and reporting without adding administrative burden.

Inventory

Book inventory levels:

Certain Bookstore titles are currently overstocked. Reviewing inventory levels, sales velocity, pricing, promotions, and potential clearance strategies will be important to improve inventory turnover and free up storage capacity and capital.

Vendor Management

Consistent merchandise vendors:

Additional work is needed to establish reliable vendors for individual merchandise categories.

Consistency in pricing, quality, availability, lead times, and communication will be important as NSS expands its merchandise program.

Key Takeaways

The first 90 days have established a strong foundation for continued growth in **membership, merchandise, and member engagement**.

The most significant opportunities moving forward are:

1. **Improve membership systems and CRM capabilities.**
2. **Strengthen member retention and re-engagement efforts.**
3. **Modernize the Bookstore and e-commerce experience.**
4. **Develop a more strategic merchandise program.**
5. **Create consistent communication and information-sharing processes.**
6. **Improve event sales infrastructure and capabilities.**
7. **Establish stronger vendor relationships and inventory controls.**
8. **Continue building meaningful engagement opportunities for members and volunteers.**

Next 90-Day Focus

The next phase will shift from **assessment and foundation-building toward implementation**, with an emphasis on improving systems, launching new initiatives, increasing member engagement, and creating scalable processes that can support NSS's continued growth.