

Share-Net  
International

The Knowledge Platform on  
Sexual and Reproductive Health & Rights



# SHARE-NET INTERNATIONAL

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MEMBERSHIP  
ENGAGEMENT STRATEGY  
2024-2027

# CONTENTS

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<b>2</b>	<b>INTRODUCTION</b>
<b>3</b>	<b>RATIONALE: UNDERSTANDING THE NEED FOR A MEMBERSHIP ENGAGEMENT STRATEGY</b>
<b>5</b>	<b>BUILDING A SAFE AND INCLUSIVE COMMUNITY SPACE</b>
<b>6</b>	<b>SNI VALUE PROPOSITION - MEMBERS</b> <b>Additional Value Proposition for Organisational Members</b> <b>Value Proposition – Prospective Members and General Public</b>
<b>8</b>	<b>SHARE-NET MEMBERSHIP PROFILE</b>
<b>10</b>	<b>SHARE-NET MEMBERSHIP USER JOURNEY</b>
<b>11</b>	<b>MEMBER JOURNEY - OVERARCHING STRATEGIC GOALS AND OBJECTIVES</b> <b>1: Awareness of Share-Net</b> <b>2: Consideration and Exploration of Share-Net and Conversion to becoming a member</b> <b>3: Member Onboarding</b> <b>4: Member Engagement</b> <b>5: Membership Retention</b> <b>6: Member Promotion</b>
<b>19</b>	<b>MONITORING FRAMEWORK FOR SHARE-NET MEMBERSHIP STRATEGY</b>
<b>31</b>	<b>ANNEXES</b>

## Introduction

Share-Net International (SNI) is a membership-based knowledge platform with the vision of ensuring all people:

- have freedom of choice
- are able to make informed decisions
- can take action on their sexual and reproductive health
- have access to quality reproductive health and rights

SNI was launched in 2013 with funding from the Dutch Ministry of Foreign Affairs, with the aim of expanding the great success achieved by the existing Dutch network on SRHR (Share-Net Netherlands) to other countries. Since then, six additional countries have been added: Bangladesh, Burkina Faso, Burundi, Colombia, Ethiopia and Jordan, referred to as hubs.

SNI's uniqueness lies in the diversity of its members ranging from SRHR practitioners, policymakers, researchers, students, advocates, donors and the private sector. This strategic positioning enables SNI to achieve its mission of linking SRHR research, policy and practice.

Understanding the value of its members has made **Network Development** one of the core pillars of SNI. This has inspired the development of this Membership Engagement Strategy. A focus in the coming years is to facilitate greater **knowledge brokering and knowledge exchange** among individual and organisational members. Connecting SRHR practitioners internationally who may not otherwise have encountered each other's work.

This will be realised through:

- connecting members together to share experiences, discuss opportunities, challenges, ideas, and research
- working with new and diverse partners to broaden our network to address varied, under-researched, and current SRHR topics.

In the next phase, Share-Net will explore innovative technological ways to engage more with its members, such as SN Apps and interactive AI.

This document elucidates SNI's Membership Engagement Strategy, which aligns with the SNI Theory of Change (2018-2022), SNI Mid Term Review (MTR) and the updated five-year Strategy (2024-2027).

## Rationale: Understanding the Need for a Membership Engagement Strategy


Since the inception of Share-Net, active membership has been the key driver of sustaining the knowledge platform. Despite the excitement and opportunities that come with the growth and expansion of the Share-Net community, keeping members actively engaged in network activities has posed a significant challenge in recent years. This was aggravated by COVID-19. The recent SNI Mid Term Review (MTR) revealed that more is needed to expand the SNI membership to become more diverse and inclusive, and engage more with members, hubs and organisations in the Global South. The MTR further recommended that post-COVID-19, members are longing for more face-to-face engagement and non-digital communications alongside digital engagements, to address concerns regarding the digital divide within the SNI community.

To address these challenges, Share-Net has incorporated the MTR recommendations into its updated 5-year strategic plan (2023-2027). This strategic plan adopts a rights-based and feminist approach and identifies five key strategies, three of which are directly linked to memberships or membership engagement.

The first strategy focuses on financial sustainability, where Share-Net will explore additional revenue sources from its services and products, including **membership fees**, paying to attend workshops and conferences, networking fees, and job opportunity fees.

The second strategy focuses on fostering a more **inclusive platform** by diversifying its membership. Share-Net will make intentional attempts to reach out to young people, people with disabilities, marginalised groups such as those in the informal sector and rural populations, as well as LGBTQIA+ populations. In addition, SNI will expand its membership beyond urban, educated researchers to include community-based organisations, grassroots organisations, and networks that play important roles in advocacy.

The third strategy is completely dedicated to the **development of a membership engagement strategy**. This includes investment in face-to-face meetings, revising the website to make it more accessible, effective knowledge management through well-planned events that are more accessible internationally and engagement through grants.



Furthermore, the membership analysis, which was conducted on the Share-Net International digital platform in 2022 using the User Analytics tool – User Insights, also provided valuable insights into the composition of the current membership base. The analysis revealed that most Share-Net members are highly educated, in hierarchical positions within organisations, and most identified as male or female. Therefore, emphasising the need for more gender-diverse people/organisations, activists, and grassroots organisations to build an inclusive Share-Net Community. Moreover, the analysis also provided insights into the geographical distribution of members across the continent. It revealed that members are located in various parts of the continent, with larger numbers concentrated in areas where Share-Net country hubs are established. Additionally, there are significant number of members in some specific countries, such as Kenya, Uganda, Malawi, and Nigeria. Therefore, creating a need to actively engage and foster closer connections with these members in those specific countries.

This membership engagement strategy was developed to address all these recommendations, priorities and membership analysis findings. With this strategy, Share-Net aims to enhance active member participation and engagement and create a more diverse and inclusive network that effectively caters to the needs of its members.



## Building a Safe and Inclusive Community Space

Share-Net International aims to offer a safe and inclusive space for all SRHR members, regardless of ability, personal views, ethnicity, gender, age, or sexuality. We acknowledge that members come from diverse backgrounds with various cultural values, sensitivities, and freedoms to work on certain more sensitive SRHR topics such as LGBTQIA+ rights, Comprehensive Sexuality Education, and abortion. All members are expected to abide by our membership charter and values, and we ask all members to approach any potentially sensitive topics with curiosity, a rights-based approach, and to be open to discussion and conversations.

Share-Net International does not accept any forms of discrimination such as sexism, racism, transphobia, or ableism, and will deal with any incidents of these accordingly. We aim to create an inclusive space and network through non-hierarchical decision-making, providing translations during our online and in-person events, publishing materials in various key languages of our members, and ensuring equitable access to SRHR information. We acknowledge that some of our members are conducting SRHR work that could potentially have serious consequences for their well-being and security, so where necessary or when requested by members, we will protect members' identities.


Share-Net International stores and processes all members' data according to GDPR practices and will never share members' personal information with other members, individuals, or organisations without prior consent. Members have the choice to remove their profiles from the SNI membership directory, which is only accessible to other members who are registered as members on Share-Net International's digital platform.

To ensure safety and an accountability mechanism at SNI, a confidential/safeguarding contact will be commissioned, enabling members to have an external point of contact in case there are any incidents they may wish to report and discuss. It is important this contact/organisation will not be based within the SNI secretariat or at KIT Royal Tropical Institute to ensure a neutral, unbiased perspective. Ideally, we would strive to engage an organisation which works on several languages with knowledge of varying cultural sensitivities.

## SNI Value Proposition - Members

What do we offer members, what is the value of joining Share-Net?

- **Connection, knowledge brokering, and knowledge exchange between Share-Net members** in and outside of hubs through SN activities, and the opportunity to apply to **participate in Share-Net International's Co-Creation Conference**
- **Access to SRHR information** and being up to date with SRHR knowledge and trends, through dedicated member-only mailouts filled with SRHR opportunities, member-only events, and SRHR opportunities like calls for papers, calls for participation, and other SRHR opportunities
- **Access to the SNI Digital platform members area.** This offers members the opportunity to login to the members-only area of the digital platform, view the membership database, network and connect with other digital platform members, and post SRHR resources, jobs, events, funding opportunities on our website
- **Create a profile on Share-Net International's SRHR Match-making-Service.** Publish a profile on SNI's digital platform as an expert SRHR consultant and/or SRHR trainer, promoting your visibility as an available-for-hire SRHR expert in SNI's matchmaking database.
- **Communities of Practice (CoPs).** The opportunities to join and participate in Share-Nets CoPs covering a rich variety of dedicated SRHR working groups
- **Grant Funding.** Access to annual Activation Grant funding program and other (small) grants
- **Networking opportunities**
- **Member-only events.** Access to members-only webinars and expert meeting, for example the SN-NL Oppression webinar
- **Promotion.** Opportunity to promote and publish your work and SRHR projects within the extensive Share-Net International members network and Share-Net's communication channels (for example, distributing SRHR reports, resources, guidelines, videos to Share-Net's channels)
- **Visibility.** Promotion of members SRHR work within the Share-Net network. For example, member 'spotlights' published on Share-Net's social media channels or distribution of your latest work


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- **Joining a strong, established, and active SRHR movement.** Our members are at the forefront of SRHR rights, activism, research, policy making, and practice. By joining the Share-Net network, add your voice to our diverse members pool, and contribute to combatting the growing conservatism and political divides occurring around SRHR information
  - **Opportunities to join Share-Net International's steering committee and advisory board.**

## Additional Value Proposition for Organisational Members

Organisational members benefit from the same value proposition individual members receive, plus:

- **Opportunities to collaborate with SNI.** For example, co-organising events or webinars, co-funding projects, etc.

## Value Proposition – Prospective Members and General Public


- **Join the SNI Annual Members Meeting.**
  - **Attend the annual grants Knowledge Products showcase event and CoP events.**
  - **Receive the quarterly Share-Net International Newsletter.**
  - **Access to SNI website and SRHR resource library.**
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## Share-Net Membership Profile

Share-Net is a membership-based knowledge platform that aims to bridge the widening SRHR evidence-to-practice/policy gap. Share-Net is focused on the wide spectrum of SRHR, and as a result, Share-Net members are categorised in line with the following categories:

- **Researchers:** any individual, organisation, or institution including youth members with the capacity to generate and translate SRHR evidence or knowledge.
- **Practitioners:** any individual or organisation including youth members with the capacity to design and implement evidence based SRHR intervention/project.
  - With special attention to community members from groups such as young people, youth-led organisations, people from multiply marginalised groups such as LGBTQIA+, Internally Displaced People, people living with disabilities, people in rural locations, socially and economically deprived people,
- **Policymakers and lawmakers:** any individual or organisation with the capacity to make or influence SRHR policies and/or laws.
- **Advocates:** any individual or organisation with the capacity and/or potential to lead evidence-based advocacy on SRHR issues at the grassroots, community, national or international level.
- **Donors:** any individual or organisation with the capacity or interest to fund SRHR research, projects, knowledge management, or advocacy.
- **Private sector:** any company, or social enterprise producing commodities or offering services addressing SRHR issues.
- **Activists:** Individuals and/or organisations actively working in SRHR activism and rights through influencing work and campaigns, protests, (direct) action, online/digital activism, journalism, exhibitions, and related areas to make impactful social and/or societal change and interventions.
- **Students:** individuals studying SRHR related topics.
- **Leaders:** individuals and organisational representatives who are in positions of authority (CEO, Director, Program manager etc.) within SRHR related organisations.
- **Strategic litigators:** any organisation or individual working on bringing SRHR lawsuits and/or individual claims to affect societal, political, or legal change relating to SRHR topics.



Share-Net members can either work locally, nationally, regionally, internationally or all.

For instance. Share-Net member organisations can be based in a particular country:

- but implement projects only in other countries but not the base country, e.g. based in the Netherlands but implementing projects or have sub-offices in African, European or South-American countries except the Netherlands
- and implement projects in their base country and other countries, e.g. based in Kenya and implementing projects or have sub-offices in other African, European or South-American countries, including Kenya.
- and implement projects only in their base country, e.g. based in Colombia and implementing projects only in Colombia.



## Share-Net Membership User Journey

1. **Awareness** – Discovering Share-Net exists through social media, in-person events, online events, through word-of-mouth and recommendations, newsletters, brochures, direct outreach.
2. **Consideration, exploration and conversion** – learning more about and deciding if they will join the network. Understanding what the network can offer by browsing the website, viewing social media, signing up for the newsletter, attending Share-Net events, talking to the Share-Net secretariat, talking to other members and finally making a decision to not join or join the network by registering on the digital platform.
3. **Onboarding** – being welcomed to Share-Net and receiving a welcome email informing members about SNI’s key activities, the benefits of joining the network, all about the network’s general functioning and the different ways in which they can engage.
4. **Engagement** – participating and engaging with Share-Net materials and events through invitations to events, strategic emails, inclusion in SNI’s activities like conferences, introduction to SN hubs in their region (where appropriate).
5. **Retention** – staying part of the network.
6. **Promotion** – encouraging others to join the ‘Share-Net fan’ stage where members promote and share information about Share-Net, encourage others to join, and inform others of Share-Net’s existence.
7. **Advocacy** – key SNI players including the SNI executive and advisory board, SNI steering committee, embassy contacts, donors, funders, and partners should be encouraged to actively advocate for SNI, aiding the development of SNI in line with the 2023-2027 strategic plan.

## Member Journey - Overarching Strategic Goals and Objectives

### 1: AWARENESS OF SHARE-NET

Awareness creation is crucial to expand Share-Net's visibility and reach, as this will ensure that potential members are aware of its existence and the opportunities it offers within the field of SRHR. SNI's overall awareness creation strategy aims to foster diversity within its current membership base by increasing the number of member organisations and individuals involved in policymaking, implementation, and research focused on LGBTQIA+, disability SRHR issues, youth SRHR and other marginalised SRHR topics.

Potential members will discover Share-Net's existence through various channels, including word-of-mouth, social media, conferences, events, workshops, outreach, at conferences, and other touchpoints. Intentional outreach efforts will specifically target youth and youth-led organisations, Disabled Peoples Organisations (DPOs), organisations working with people with disabilities, LGBTQIA+ organisations and networks, organisations working with marginalised groups, advocacy-oriented organisations, and activists.

The entire Share-Net team will intentionally reach-out to organisations with diverse SRHR expertise through direct contact and pitch deck opportunities, with the intention of establishing and maintaining a rich balance of policymakers, practitioners, advocates, and researchers within its community.

### 2: CONSIDERATION AND EXPLORATION OF SHARE-NET, AND CONVERSION TO BECOMING A MEMBER

During this exploration and conversion process, SNI will encourage potential members to consider and explore Share-Net as an organisation and the benefits of joining the network with the overall aim to increase the number of potential members who become interested in Share-Net and eventually become members.

Share-Net will support, create touchpoints and engage with prospective members on a more personal level where necessary, through conversations, email contact, and personal interactions to motivate prospective members to become active participants in the network. Share-Net will share information presentation based on need to prospective members, the presentation will be focused on "what we do, who we are and our value proposition".

Prospective members will start to consider whether they are interested in Share-Net and would like to join the network. They will be linked to the digital platform to learn more about the value of Share-Net and register their membership by completing the registration form. At this point, uninterested prospective members will drop off, and efforts will still be made to ensure such people subscribe to the Share-Net mailing list.

### 3: MEMBER ONBOARDING

Effective member onboarding is crucial for building engagement and retaining members, as it ensures that new members feel welcomed and supported within the Share-Net community. SNI's overall member onboarding strategy aims to provide new members with a positive and seamless experience, making them feel welcomed and supported within the Share-Net community. Hence, membership onboarding will be strategically done as follows:

- **Automated welcome email with a short video tour.** Upon approval of a new member's application on the digital platform, an automated welcome email will be sent out to provide a warm and personalised introduction to Share-Net. This email will include a short video tour of the digital platform, highlighting its key features and benefits. This will help them familiarise themselves with the digital platform and its features. The welcome email will also include resources such as SNI's organisational profile, strategic plan, hub documents, CoP overviews, and value proposition. Additionally, tailored emails containing relevant opportunities and resources within Share-Net would be sent to new members based on their SRHR interests. For example, a member with a GBV SRHR interest will receive an info email about the GBV international CoP. This approach shows that Share-Net values its members and takes the time to understand their interests and needs.

- **Automated Check-in Emails and member onboarding events.** To ensure that new members are settling in well and engaging with the SNI community, automated check-in emails will be sent at two intervals: 1 month and 6 months after joining. These emails will serve as a friendly reminder to log in, check out new content, and get involved with the SNI community. This will also provide an opportunity for SNI to get immediate feedback and address any concerns or challenges the new members may have while also demonstrating that Share-Net values its members.

## 4: MEMBER ENGAGEMENT

Effective member engagement is critical to fostering a vibrant and active Share-Net community, ensuring members feel connected and engaged. SNI's overall member engagement strategy aims to provide members with various opportunities to engage with the community, connect with peers and experts, collaborate and showcase their work.

### *Individuals and Cross-cutting for all Members*

The below strategies are specific for individual members and are cross-cutting for all other members irrespective of member type/category:

- **Invitations to Join CoPs:** Based on their area of interest, members will be invited to join relevant Community of Practices (CoPs) to connect with other members who share similar interests and engage in discussions, share knowledge, and collaborate on projects or the development of knowledge products.
- **Regular Email Updates:** Members will receive regular email updates about relevant opportunities and materials, such as newsletters, webinars, ad-hoc messages (e.g., end-of-year messages), SRHR materials, and key Share-Net International documents (e.g., strategic plan, MTR). These updates will help to keep members informed about what is happening within the community and engaged with the latest news and resources in their areas of interest.

- **Social Media Sharing:** Members' activities will be shared with the wider community through our social media channels, if requested by members or when important or exciting projects and updates by members are noticed by Share-Net. This will help to showcase the work of our members, foster a sense of solidarity, and encourage others to engage with the community.
- **Opportunities to Share Work:** Members will have opportunities to share their work at Share-Net's events, such as conferences, workshops, and webinars. This will provide members with a platform to showcase their work, connect with other members, and promote knowledge-sharing within the community.

### ***Additional Engagement Opportunities for Organisations***

In addition to the above strategies, the following are organisation member specific strategies focusing on providing organisational members with additional opportunities to connect with donors, receive funding for their projects, and showcase their work to the wider community.

- **Invitations to Start CoPs:** Organisational members will have the opportunity to start/lead their own Community of Practices (CoPs) focused on their areas of expertise or interest with the support of the Share-Net secretariat. This will provide an opportunity for organisations to connect with other members and share knowledge and expertise in a collaborative space.
- **Invitations to Apply for SNI Grants:** Organisational members and registered individual consultants will have the opportunity to apply for Knowledge Activation grants from Share-Net International to support their work in advancing SRHR. Individual members will have the opportunity to collaborate with organisation members as co-applicants. These small grants will provide funding to support innovative initiatives for content creation that align with the goals of Share-Net International, foster the global SRHR agenda and strengthen the capacity of their own organisation.
- **Opportunities to Profile Organisations at SNI Events:** Organisational members will have opportunities to profile their organisations at the Share-Net International Annual Members Meeting and other relevant events. This will provide organisations with a platform to showcase their work and organisation to the wider SRHR community.

### ***Strategic Partners and Potential Donors***

In addition to the above strategies, the following are donor, strategic ally, and partner-specific strategies focusing on building stronger relationships through strategic visits and sharing information tailored to their priorities:

- **Strategic Visits to Organisations:** Share-Net will make strategic visits to organisations that have an existing relationship with us and can help us to be more visible, achieve greater results, and raise funds together. These visits will provide an opportunity for us to strengthen relationships with our partners, donors, strategic allies, and partners by discussing shared goals, objectives, fundraising opportunities and strategies. Visits to organisations outside of the Netherlands can leverage existing travel plans and conference participation. This will help us identify areas where we can work together more effectively, exploring new opportunities for collaboration and building stronger partnerships to help us achieve our mission.
- **Sharing Share-Net Information Presentation:** Share-Net International will create tailored information PowerPoint presentations or pitch decks (online or in person) for specific donors, strategic allies, and paying organisations. These presentations will be tailored to the priorities of each stakeholder and will focus on highlighting the work and impact of Share-Net International in SRHR. By tailoring our presentation to the priorities of specific donors or strategic allies, we can demonstrate the value and impact of our work in a way that resonates with their interests and priorities.
- **Opportunities to Connect Members with Donors:** Share-Net will explore opportunities for organisational members to connect and liaise with donors and potential funders such as meet-and-greet meetings and networking opportunities. This will provide a valuable opportunity for organisations to connect with potential donors, share their work and vision, and explore potential funding opportunities.



## 5: MEMBERSHIP RETENTION

Effective membership retention is critical to strengthen, build the stability and foster the growth of the SNI community where members have their needs met and feel valued. SNI's overall member retention strategy aims to ensure members are satisfied with their membership experience and remain engaged with the Share-Net Community. Efforts will be made to ensure SNI activities are well spread across the different months of the year. This will be achieved through digital and non-digital means, as shown below:

### *Digital Engagement*

To retain members and keep them engaged, Share-Net International will focus on various digital engagement strategies, including:

- **Content creation and Continuous segmented Communication:** Create high-quality, informative, and relevant content on SRHR topics that would be of interest to members, such as articles, reports, blogs, infographics, webinars, podcasts, and videos, among others, and send regular, segmented communication to different member groups based on their interests, needs, and location. Members will also be invited to contribute to content creation and suggest ideas for new content for the SNI community. This will make resources available to members that will support the SRHR work of their organisations.
- **Members-only events:** Share-Net will organise exclusive member-only online events such as webinars, workshops, roundtable discussions with donors, training and networking sessions. This will give members a sense of value that differentiates them from non-members.
- **Yearly check-in emails:** Share-Net will periodically send automated check-in emails to members to find out how they are doing, gather feedback on SNI's activities, and confirm their continued interest in being a member. Additionally, these check-in emails will serve as a reminder to members that their membership fee is due and encourage them to renew their membership. These check-ins will align with the yearly M&E process to ensure that the feedback received is used to continuously inform the overall Share-Net annual plans and membership engagement activities. This will show that Share-Net is a Network that values its members and is committed to their professional well-being.

## ***Other Means of Engagement***

In addition to digital engagement, other means of engagement such as those listed below will also be deployed to bridge the digital gap where necessary:

- **Member-only Meet-Ups (In-person):** Share-Net International will make efforts to organise member-only meetings and meet-ups (especially in countries without an SN secretariat) that are accessible, safe, and inclusive, regardless of location or disability, and that provide an opportunity for members to network with other stakeholders in the SRHR space. Some of these meetings will be organised during major conferences as pre-conference/side events to offer additional networking opportunities for members and discuss shared interests. This will help to foster a sense of community among members.
- **Non-digital Distribution of Share-Net and SRHR Materials in hub countries:** Share-Net country hub secretariats will make an effort to provide country hub members without internet access with printed copies of relevant resources such as newsletters, documents, and flyers to keep them informed about Share-Net activities and SRHR issues. These materials could be distributed through available distribution means in the country hub such as in-country meeting etc.
- **Audio Materials, Podcasts, and Radio Shows:** Share-Net will continue to support the creation of audio materials, such as podcasts and radio shows on SRHR topics that would be of interest to members. This would provide an alternative way for members to consume information and stay engaged.
- **WhatsApp and Telegram channels:** In some context, Share-Net will create WhatsApp and Telegram channels for members to interact with each other, share information, discuss SRHR topics of interest and receive updates from the Share-Net.
- To maintain an inclusive community, **Share-Net will translate relevant resources into different forms where necessary**, such as braille for visually impaired members to ensure access to Share-Net/SRHR information and stay informed.

While all engagement activities support member retention, follow-up activities shall be conducted for members who decide to leave the network. Share-Net will follow up with leaving members to gather feedback about why members exited the network. Members who leave will be contacted 12 months after leaving the network (if appropriate) to check if their situation has changed and if they want to re-join.

## 6: MEMBER PROMOTION

Effective promotion of members is crucial for maintaining a vibrant and supportive Share-Net community where members feel valued and have a sense of recognition, while collectively advancing the field of SRHR. SNI's overall member promotion strategy aims to increase its members' visibility and influence by actively promoting and celebrating its members' achievements, projects, and contributions to the global SRHR agenda. This will also strengthen the collective influence and impact of Share-Net International as a network dedicated to advancing SRHR such that members are enthusiastic about promoting and sharing information about Share-Net, encourage others to join, and inform others of Share-Net's existence.

- **Member Spotlights on SNI Social Media Channels:** Share-Net International will feature members on its social media channels through member spotlights. These spotlights will showcase the work and accomplishments of members and provide a platform for them to share their experiences and perspectives on SRHR issues their organisations are working on. The knowledge products produced by organisations that have received small grants from Share-Net will also be showcased alongside the spotlight. To ensure fairness, members will be randomly selected in alignment with the themes of the year's international days and some major Share-Net events. This will demonstrate Share-Net investment in the visibility and growth of its organisational members.
- **Online Campaigns and Email Communications:** Share-Net will actively promote the work and projects of its members through various online channels, such as online campaigns and email communications, to the wider Share-Net Community and other networks of stakeholders. This can include sharing member research, reports, and publications and highlighting member-led initiatives. This will ensure that Share-Net helps to raise awareness and generate support for the significant contributions of its members in advancing local and global SRHR agenda.
- **Member Awards at the Annual Members Meeting:** Share-Net will organise an annual awards ceremony during the Annual Members Meeting (AMM) to recognise members who have made outstanding and significant contributions to SRHR work. Members will be able to nominate other members, and there could also be an open invitation for organisations to put forward nominations. The awards will strategically focus on a different theme each year, such as inclusivity, rights-based work, or advocacy.



# MONITORING FRAMEWORK FOR SHARE-NET MEMBERSHIP STRATEGY

## 1: Awareness of Share-Net

In order to assess the effectiveness of Share-Net’s awareness creation strategy in increasing its visibility and helping potential members discover Share-Net International, we will track Share-Net’s reach on diverse media, namely the website, emails, social media and events. The following indicators aim to generate useful and actionable insights on those metrics.

### Number of emails sent to all members & subscribers

<b>Description</b>	Total number of emails sent to ShareNet members and to ShareNet email subscribers who are not members
<b>Disaggregation</b>	Member status and subscriber status; gender; country; age; organization type
<b>Frequency</b>	Annual
<b>Source</b>	Hubspot

### Open rate of mail-outs to members & subscribers

<b>Description</b>	Number of emails sent to ShareNet members and ShareNet email subscribers that were opened by the recipient, out of the total number of emails sent.
<b>Disaggregation</b>	Member status and subscriber status; gender; country; age; organization type
<b>Frequency</b>	Annual
<b>Source</b>	Hubspot [requires to set up the appropriate analytics]

### Traffic source breakdown

<b>Description</b>	Breakdown of the traffic to the digital platform by source: organic, direct, email, social media.
<b>Disaggregation</b>	Source of traffic (organic, direct, email, social media)
<b>Frequency</b>	Annual
<b>Source</b>	Google Analytics

### Number of unique visitors to the digital platform

<b>Description</b>	Total number of individual users who have visited Share-Net’s digital platform at least once over the monitoring period (indicator 2.2 of the monitoring framework)
<b>Disaggregation</b>	Country
<b>Frequency</b>	Annual
<b>Source</b>	Google Analytics

### Number of social media posts

<b>Description</b>	Number of social media posts published in Share-Net’s various channels (indicator 2.3a of the monitoring framework)
<b>Disaggregation</b>	Social media channel
<b>Frequency</b>	Annual
<b>Source</b>	Social media analytics

### Number of views of social media posts

<b>Description</b>	Number of views of social media posts published in Share-Net’s various channels (indicator 2.3b of the monitoring framework)
<b>Disaggregation</b>	Social media channel
<b>Frequency</b>	Annual
<b>Source</b>	Social media analytics

### Number of likes on social media posts

<b>Description</b>	Number of likes on social media posts published in Share-Net’s various channels (indicator 2.3c of the monitoring framework)
<b>Disaggregation</b>	Social media channel
<b>Frequency</b>	Annual
<b>Source</b>	Social media analytics

### Number of new followers on social media channels

<b>Description</b>	Total number of new followers on social media channel who started following during the monitoring period
<b>Disaggregation</b>	Social media channel
<b>Frequency</b>	Annual
<b>Source</b>	Social media analytics

### Number of comments and replies on social media posts

<b>Description</b>	Number of comments and replies on social media posts published in Share-Net's various channels
<b>Disaggregation</b>	Social media channel
<b>Frequency</b>	Annual
<b>Source</b>	Social media analytics

### Number of shares or reposts of social media posts

<b>Description</b>	Number of times that Share-Net's social media posts on different channels are shared or reposted.
<b>Disaggregation</b>	Social media channel
<b>Frequency</b>	Annual
<b>Source</b>	Social media analytics

### Number of non-member participants in events

<b>Description</b>	Number of participants in Share-Net events who are not members of Share-Net.
<b>Disaggregation</b>	Online/in person; gender; country; age; organization type
<b>Frequency</b>	Annual
<b>Source</b>	List of participants (with column on membership status)

## 2: Consideration, exploration and conversion to member

This sub-set of indicators will help us assess the effectiveness of Share-Net’s efforts to inform prospective members about the network and the benefits of being part of it, and to motivate them to become registered members. The indicators will generate insights on the number of new members, their sources of information about Share-Net, their motivation to join the network, and the conversation rate from prospective to registered members, particularly among those contacted via email.

### Number of new members

<b>Description</b>	Number of new members registered to Share-Net through the digital platform in the monitoring period
<b>Disaggregation</b>	Gender; country; age; organization type
<b>Frequency</b>	Annual
<b>Source</b>	UserInsights

### Open rate of mail-outs to members & subscribers

<b>Description</b>	Number of emails sent to ShareNet members and ShareNet email subscribers that were opened by the recipient, out of the total number of emails sent.
<b>Disaggregation</b>	Member status and subscriber status; gender; country; age; organization type
<b>Frequency</b>	Annual
<b>Source</b>	Hubspot [requires to set up the appropriate analytics]

### Number of unique visitors to the registration form webpage

<b>Description</b>	Total number of unique visitors to the registration form page in Share-Net’s digital platform in the monitoring period
<b>Disaggregation</b>	Country
<b>Frequency</b>	Annual
<b>Source</b>	Google Analytics



### Email conversion rate

<b>Description</b>	Percentage of new members registered to Share-Net, out of those who registered for an event and were then invited via email to become a member of Share-Net
<b>Disaggregation</b>	Gender; country; age; organization type
<b>Frequency</b>	Annual
<b>Source</b>	Hubspot & UserInsights (registration form)

### Percentage of member survey respondents by motivation to become members of Share-Net

<b>Description</b>	Percentage of member survey respondents by motivation to become members of Share-Net, out of the total number of survey respondents
<b>Disaggregation</b>	Gender; country; age; organization type
<b>Frequency</b>	Annual
<b>Source</b>	Members survey

### New members perceptions about their motivation to join Share-Net

<b>Description</b>	Qualitative exploration of the perceptions of new members who have joined during the monitoring period about their motivations to become members of Share-Net
<b>Disaggregation</b>	None
<b>Frequency</b>	Annual
<b>Source</b>	Qualitative interviews

### 3: MEMBER ONBOARDING

The following indicators will serve to monitor the onboarding strategy used by Share-Net to support new members in their integration to the network. They will keep track of the different actions to support the onboarding process, such as welcome and check-in emails, mailouts and video tours, as well as member's perceptions on and satisfaction with the onboarding.

#### Percentage of new members who open welcome email

<b>Description</b>	Percentage of new members who open Share-Net's welcome email after registration, out of the total of new members registered during the monitoring period.
<b>Disaggregation</b>	Gender; country; age; organization type
<b>Frequency</b>	Annual
<b>Source</b>	Hubspot

#### Percentage of new members who open check-in emails

<b>Description</b>	Percentage of new members who open Share-Net's check-in emails, out of the total number of new members registered during the monitoring period.
<b>Disaggregation</b>	Gender; country; age; organization type
<b>Frequency</b>	Annual
<b>Source</b>	Hubspot

#### Percentage of new members who open mailouts

<b>Description</b>	Percentage of new members who open Share-Net's mailouts, out of the total number of new members. For this indicator, a new member is defined as a member who has joined Share-Net in the past 12 months.
<b>Disaggregation</b>	Gender; country; age; organization type
<b>Frequency</b>	Annual
<b>Source</b>	Hubspot

### Percentage of new members who view video tour

<b>Description</b>	Percentage of new members who view Share-Net's video tour, out of the total number of new members registered during the monitoring period.
<b>Disaggregation</b>	Gender; country; age; organization type
<b>Frequency</b>	Annual
<b>Source</b>	Hubspot

### Percentage of new members who log into the digital platforms within the first three months

<b>Description</b>	Percentage of new members who log into the digital platforms within the first three months, out of the total number of new members registered during the monitoring period.
<b>Disaggregation</b>	Gender; country; age; type of organization
<b>Frequency</b>	Annual
<b>Source</b>	UserInsights & Python script

### Percentage of member survey respondents according to satisfaction with onboarding

<b>Description</b>	Percentage of member survey respondents according to satisfaction with Share-Net onboarding process, out of the total number of survey respondents
<b>Disaggregation</b>	Gender; country; age; organization type
<b>Frequency</b>	Annual
<b>Source</b>	Members survey

### New members perceptions about their onboarding process and the support received

<b>Description</b>	Qualitative exploration of the perceptions of new members who have joined during the monitoring period about the onboarding process and the support received from Share-Net during such process.
<b>Disaggregation</b>	None
<b>Frequency</b>	Annual
<b>Source</b>	Qualitative interviews

## 4: MEMBER ENGAGEMENT

The indicators in this section aim to contribute to the strengthening of member's engagement with Share-Net by generating insights on their participation in events, interaction with resources and application to grants, as well as their perception on such engagements.

### Percentage of members who register for at least one activity

<b>Description</b>	Percentage of Share-Net members who register for at least one Share-Net activity during the monitoring period, out of the total number of members.
<b>Disaggregation</b>	Gender; country; age; organization type
<b>Frequency</b>	Annual
<b>Source</b>	Hubspot

### Percentage of member survey respondents who interact with Share-Net resources in the past year

<b>Description</b>	Percentage of member survey respondents who interact with at least one Share-Net resource (publication, knowledge product, article, post, etc.) during the monitoring period, out of the total number of member survey respondents.
<b>Disaggregation</b>	Gender; country; age; organization type
<b>Frequency</b>	Annual
<b>Source</b>	Member survey

### Percentage of members who apply for a Share-Net grant

<b>Description</b>	Percentage of members who apply for a Share-Net grant during the monitoring period, out of the total number of members
<b>Disaggregation</b>	Gender; country; age; organization type
<b>Frequency</b>	Annual
<b>Source</b>	Grant applications

### Percentage of member survey respondents who participated in a Share-Net event in the past year

<b>Description</b>	Percentage of member survey respondents who participated in at least one Share-Net event in the past year, out of the total number of member survey respondents.
<b>Disaggregation</b>	Gender; country; age; organization type
<b>Frequency</b>	Annual
<b>Source</b>	Member survey

### Members perceptions about their engagement with Share-Net

<b>Description</b>	Qualitative exploration of the perceptions of Share-Net members about their engagement with different Share-Net resources and events during the monitoring period.
<b>Disaggregation</b>	Gender; country; age; organization type
<b>Frequency</b>	Annual
<b>Source</b>	Qualitative interviews

## 5: MEMBERSHIP RETENTION

In order to assess effectiveness of Share-Net’s member retention strategy the monitoring framework tracks the active members by the duration of their membership. Moreover, it includes qualitative and quantitative indicators on the perceptions regarding the added value of being a member of Share-Net and the motivation to remain a member.

### Percentage of active members by duration of membership

<b>Description</b>	Percentage of active Share-Net members, by duration of their membership. For this indicator, active member is defined as a member who has logged into the digital platform in the past twelve months. Duration of membership is defined as the time elapsed between the registration date and the date of the measurement.
<b>Disaggregation</b>	Duration of membership; gender; country; age; type of organization
<b>Frequency</b>	Annual
<b>Source</b>	UserInsights

### Percentage of member survey respondents who perceive an added value in being members of Share-Net

<b>Description</b>	Percentage of member survey respondents who feel supported and recognized by Share-Net, out of the total number of member survey respondents
<b>Disaggregation</b>	Gender; country; age; organization type
<b>Frequency</b>	Annual
<b>Source</b>	Member survey

### Members perceptions about their motivation to continue as members of Share-Net

<b>Description</b>	Qualitative exploration of the perceptions of Share-Net members about their motivations to continue as members of Share-Net and the value added in being Share-Net members.
<b>Disaggregation</b>	None
<b>Frequency</b>	Annual
<b>Source</b>	Qualitative interviews

## 6: MEMBER PROMOTION

With the aim of assessing to what extent Share-Net’s existing members engage in the promotion of the network with prospective members, the framework will use the data collected in the registration form regarding the source of information from which new members heard about Share-Net, paying particular attention to existing members as a source of that information.

### Percentage of new members who heard about Share-Net from other members

<b>Description</b>	Percentage of new Share-Net members who heard about Share-Net from other members, out of the total of new members who register in the digital platform.
<b>Disaggregation</b>	Gender; country; age; type of organization
<b>Frequency</b>	Annual
<b>Source</b>	UserInsights (registration form)



\* STATEMENT EDUCATION SRHR  
 A girl menstruate around 3000 days in her lifetime. Girls need menstrual hygiene products to manage their periods. A study highlighted by the world bank, At least 20 Percent of school girls in Rwanda, particularly in Rural areas, miss up to 50 days of school per year.

\* PRIMARY MESSAGE  
 Menstruation is a natural occurrence for women and girls. Period products are however not easily accessible and affordable to all. Lack of/decreased access to period products keep girls away from classrooms. Product choice is not available to every girl.  
 - Risk of infections  
 - " " child marriage, etc.

\* Every girl menstruate every month, every girl needs to be in school but not every girl has access to menstrual products.  
 #ForEveryGirlSanitaryProduct

\* Sanitary Pads are not Luxurious  
 ≠ Don't Tax  
 ≠ Do Not Tax Menstruation  
 01/14/2024

# ANNEXES



## **ANNEX 1**

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The SNI team agrees that a hierarchical membership structure goes against SNI's values and principles, and there is an ongoing discussion around various scenarios for a more equitable and inclusive approach to membership fees. The scenarios are currently being discussed with the SNI board, country hub steering committee, and secretariat.

## ANNEX 2

### Meaningful Youth Participation Position Paper



**Share-Net**  
International  
The Knowledge Platform on  
Sexual and Reproductive Health & Rights



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