



REWRITE DIGITAL

Supporting Members to Harness Digital & AI

A Guide for B2B Membership Organisations

April 2026

Executive Summary

This practical guide provides actionable recommendations for B2B membership organisations to support their members to grow Digital and AI capabilities.

Today's pace of digital change can be hard to keep on top of. Member organisations are increasingly turned to for clear, trusted information and support, but aren't always equipped to do so.

The guide is designed for senior leaders in membership bodies who:

- Serve diverse memberships with very different levels of digital maturity and confidence
- Operate with limited internal capacity and budget
- Need to balance innovation with trust, ethics and regulatory responsibility

Use this guide to increase member engagement and support, enhance your operational efficiency and foster long-term sector development.

Rather than advocating large-scale transformation programmes, this guide focuses on **what is realistic, valuable and scalable**. Many recommendations are low-cost and easy to implement:

- Repurposing existing content or data
- Using standard digital tools
- Embedding changes into existing member touchpoints

Structured around ten core capability areas, each recommendation focuses on what is practical to implement, how it supports members directly, and how it can be scaled over time as confidence and capability grow.

Throughout this report, recommendations are framed around three indicative digital and AI maturity levels commonly observed across members:

- **Foundational** – limited confidence or experience with digital tools and AI; focus on awareness, digital basics and understanding risks
- **Developing** – growing use of digital tools and early experimentation with AI; focus on consistency, capability-building and practical application
- **Advanced** – confident and strategic use of digital and AI; focus on optimisation, leadership and product development

These maturity levels are not rigid classifications. They are intended to support **proportionate, inclusive delivery**, helping to prioritise actions that are achievable with limited resources while remaining relevant to a diverse membership.

Examples included are illustrative and reflect common patterns observed across peer membership organisations.



10 Core Capabilities

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1 Measure the Digital & AI Maturity of Members

Objective

Develop a lightweight, practical understanding of where members are today in their use of digital tools, data and AI, in order to target support more effectively.

Why this matters

Digital and AI maturity of members varies significantly:

- Many remain at a foundational level
- Some are more established and experimenting with AI
- A small minority are already advanced and leading the way

Without a maturity view, member organisations risk delivering support that is either too basic or too complex, leading to disengagement.

Practical actions

- Introduce a short self-assessment survey (10-15 plain-language, multiple choice questions)
- Focus on confidence, usage and awareness rather than technical depth
- Segment members into three clear maturity bands: Foundational, Developing, Advanced
- Use maturity insight to inform relevant events, communications and resource recommendations

Example in practice

A membership organisation introduced a short digital and AI maturity survey during an existing member interaction point. Results highlighted a strong skew toward foundational capability, prompting a shift toward more practical digital basics and awareness support, which in turn increased engagement.

Outcome

More relevant support, better-targeted investment, and a shared language between the organisation and its members around digital and AI progress.

Maturity-Level Focus

- **Foundational:** Build confidence and awareness
- **Developing:** Identify practical next steps and relevant tools
- **Advanced:** Identify potential contributors, mentors or case study participants

Low-Resource Considerations

This activity can be delivered using standard survey tools and embedded into existing processes such as onboarding, renewal or feedback cycles.



2

Resource Hubs for Digital & AI

Objective

Provide members with a trusted, centralised online hub, housing digital and AI content tailored to their needs.

Why this matters

Many member organisations provide digital and AI resources for their members, but these can be fragmented, difficult to navigate or lack relevance.

Practical actions

- Consolidate existing resources into a single digital and AI hub
- Curate content by maturity level or use case
- Provide short summaries explaining why each resource is relevant and who it is for
- Update the hub regularly, clearly highlighting new material

Example in practice

Where membership organisations provided simple, well-curated and relevant resource

hubs, member engagement, dwell time and satisfaction were consistently higher.

Outcome

Members gain confidence through trusted, accessible and relevant resources rather than being left unsupported or overwhelmed.

Maturity-Level Focus

- **Foundational:** “Where to start” guidance and plain-language explanations
- **Developing:** Easy to find and digest relevant resources for each use case
- **Advanced:** Contributing to resources and staying on top of the latest insights and technology developments

Low-Resource Considerations

In many cases, this hub can be created by reorganising and reframing existing content (including from members) rather than commissioning new material.





Practical Digital & AI Toolkits for Members

Objective

Turn digital and AI resources into practical toolkits members can apply immediately to grow their maturity.

Why this matters

There's a consistent gap between strong thought leadership and limited hands-on support. Members repeatedly express the need for templates, checklists, and step-by-step guidance.

Practical actions

- Develop simple toolkits focused on common member needs (e.g. marketing, operations, compliance)
- Include checklists, templates and worked examples
- Design for self-service and reuse rather than facilitation-heavy delivery

Example in practice

Membership organisations offering even basic

readiness tools or checklists reported more meaningful follow-up conversations with members and clearer pathways into training and events.

Outcome

Members experience tangible value from AI and digital support, improving confidence and uptake.

Maturity-Level Focus

- **Foundational:** Readiness checklists and basic advice and guidance
- **Developing:** Templates and worked examples
- **Advanced:** Adaptable frameworks and contributing to toolkits

Low-Resource Considerations

Toolkits do not need to be comprehensive; a small number of well-designed templates can be enough to get members started.



Personalised Member Support by Maturity Level

Objective

Move from one-size-fits-all support to maturity-aware member engagement.

Why this matters

Most organisations currently treat their membership as a single audience, resulting in repetitive engagement with the same members and limited relevance for others.

Practical actions

- Segment communications, resources and events by maturity level
- Provide clear “next step” guidance for each segment
- Use maturity insight to tailor case studies and examples

Example in practice

Where maturity-based support was

introduced, organisations saw broader participation and increased member satisfaction.

Outcome

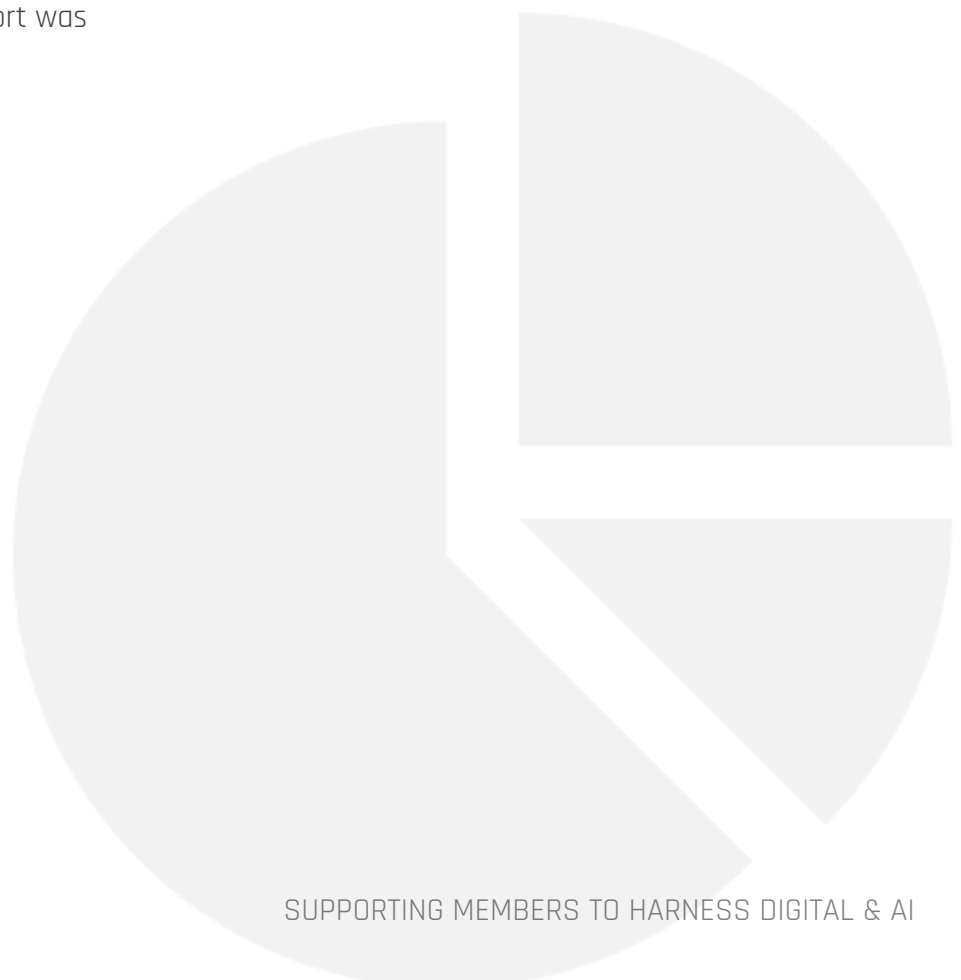
Improved engagement across the membership and clearer progression journeys for members.

Maturity-Level Focus

Segmented support by Foundational, Developing and Advanced levels initially. Personalising further where possible (e.g. focus on moving to the next level for those at the upper end of one).

Low-Resource Considerations

Early segmentation can be manual or rules-based and does not require advanced CRM or AI systems.



5 Events & Workshops with Trusted Tech Partners

Objective

Deliver practical, problem-focused events that support real member needs.

Why this matters

Events are a strength across most member organisations, but many skew toward awareness or vendor-led content, limiting practical impact.

Practical actions

- Co-design sessions with relevant members and trusted partners around specific use cases
- Limit scope and prioritise practical depth over breadth
- Ensure events align with member maturity levels

Example in practice

Events focused on narrow, well-defined

challenges consistently delivered higher perceived value than broad awareness sessions.

Outcome

Events that lead to action rather than awareness or inspiration alone.

Maturity-Level Focus

- **Foundational:** Introductory and confidence-building
- **Developing:** Hands-on and problem-focused
- **Advanced:** Peer-led or specialist deep dives

Low-Resource Considerations

Member or partner-led delivery can reduce internal burden while increasing relevance.



6 Training Courses & Programmes in Digital & AI

Objective

Provide structured, progressive learning pathways rather than isolated training sessions.

Why this matters

Training is widely offered but often lacks coherence, making it difficult for members to understand what to do next or how different sessions fit together.

Practical actions

- Define clear learning pathways aligned to maturity levels
- Combine online, in-person, and peer-based learning
- Offer recognition or light certification where appropriate

Example in practice

Clearly signposted training journeys led to stronger repeat participation and perceived membership value.

Outcome

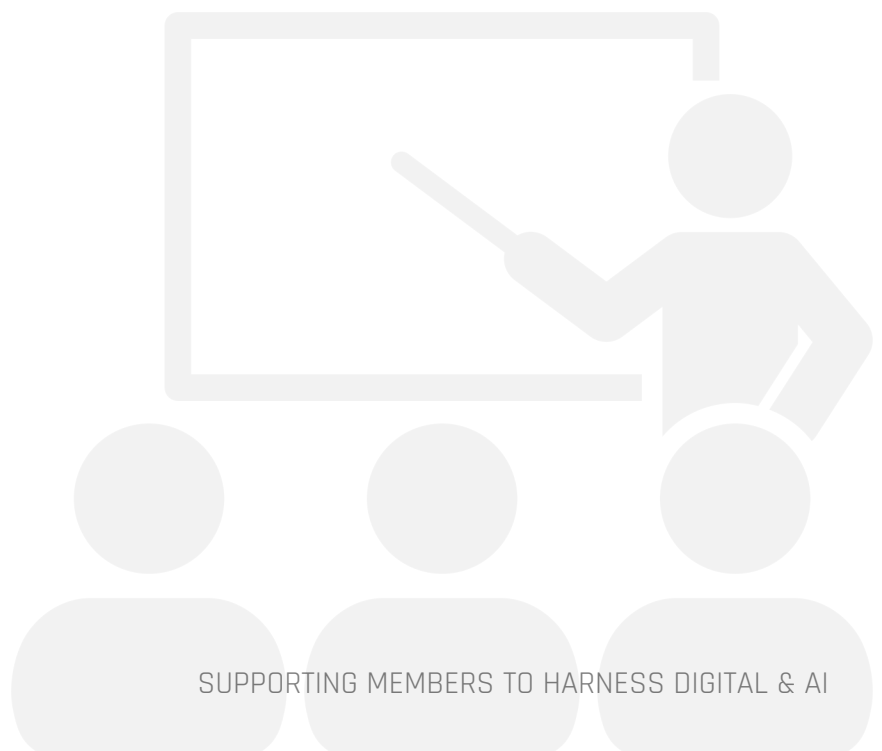
Members gain skills progressively and see training as a long-term investment.

Maturity-Level Focus

Pathways should clearly show progression from awareness to application for each maturity level.

Low-Resource Considerations

Pathways can be curated from existing training rather than building everything from scratch.





AI Agents / Chatbots for Members

Objective

Use AI-powered assistants to improve access to information and support.

Why this matters

Few organisations reviewed currently offer member-facing AI assistants, despite clear potential to improve support and reduce internal resource demands.

Practical actions

- Test AI tools internally or with a pilot member group before full deployment
- Start with FAQs, resource navigation or event guidance
- Be transparent about limitations and solicit feedback to evolve

Example in practice

Early exposure of new tools are well supported, even if they're not perfect and help to position member organisations as forward thinking.

Outcome

Faster support, improved member experience, and responsible introduction of AI capability.

Maturity-Level Focus

Initial tools primarily support Foundational and Developing members but can help even the most mature members as they become more advanced.

Low-Resource Considerations

Off-the-shelf tools can be used for early pilots without bespoke development or high license costs.





Smart Use of Digital & AI Internally

Objective

Improve internal efficiency and confidence through responsible digital & AI use.

Why this matters

Internal use of digital & AI can be basic and inconsistent, risking inefficiencies, missing opportunities and lacking credibility in advising members on the topic.

Practical actions

- Define approved internal use cases (e.g. CRM automation, use of AI tools)
- Provide staff guidance and basic training
- Share internal examples of effective use

Example in practice

Routine internal tasks supported by automation or AI consistently delivered time savings with minimal investment.

Outcome

Increased operational efficiency, organisational confidence and credibility.

Maturity-Level Focus

Start with basic, repeatable use cases that support members at each level of maturity.

Low-Resource Considerations

Free or low cost trials of digital and AI platforms enable safe, internal testing before wider rollout.





Specialist Member Groups for Digital & AI

Objective

Establish meaningful and up to date leadership and support for Digital & AI for your members, by your members

Why this matters

Every member organisation is different and digital is a moving target. The future of what it means lies within your members.

Practical actions

- Identify a diverse group of members with the expertise or passion to shape Digital & AI
- Invite relevant third party experts to join or be consulted
- Establish a clear role for the group and support it to deliver success

Example in practice

Organisations with member-led taskforces

are more likely to engender trust, relevance and traction than with external interventions.

Outcome

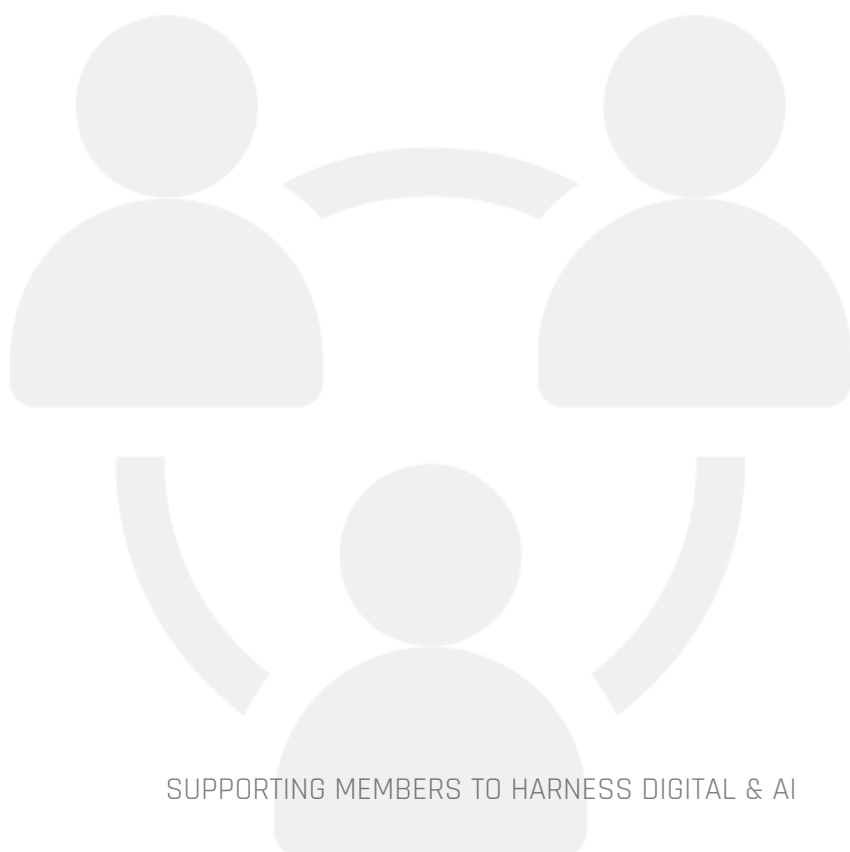
Better supported members and staying on top of technology advances.

Maturity-Level Focus

- **Foundational:** Benefit from the support delivered by the specialist group
- **Developing:** Participate in or follow the work of specialist group
- **Advanced:** Play a leading role adding expertise to the specialist group

Low-Resource Considerations

Leverage the expertise and loyalty that already exists from members.



10

AI Governance, Ethics, Policies & Compliance

Objective

Promote safe, responsible AI use while maintaining trust.

Why this matters

Many organisations demonstrate strong ethical awareness but lack consistent, practical guidance members can apply.

Practical actions

- Develop simple, proportionate AI usage guidelines
- Provide member-friendly policy templates
- Align guidance with sector and regulatory expectations

Example in practice

Organisations with strong ethical foundations are well positioned to translate principles into practical support.

Outcome

Increased trust, reduced risk, and responsible innovation.

Maturity-Level Focus

Guidance should scale with maturity and avoid over-complexity.

Low-Resource Considerations

Templates can be adapted from existing sector guidance.



SUPPORTING MEMBERS TO HARNESS DIGITAL & AI



REWRITE DIGITAL

Conclusion & Next Steps

Digital and AI adoption for membership organisations is best approached as a **series of practical, maturity-led steps**, rather than a single transformation programme.

By following the ten core capability areas outlined in this document, and segmenting support by maturity, member organisations can deliver the much needed guidance to members and keep pace with digital change.

Typical phasing for member organisations may look like this:

Phase 1 (0-6 months)	Phase 2 (6-18 months)	Phase 3 (18+ months)
● Introduce member maturity assessment ● Consolidate resources ● Establish internal AI guidance	● Develop toolkits and training pathways ● Expand events and workshops ● Pilot member-facing AI tools	● Personalise AI tools for member productivity ● Support advanced members as leaders ● Strengthen policy and sector influence

Focusing on relevance, proportionality and trust, membership organisations can truly help their members harness digital & AI capability and be recognised as credible digital leaders.

[Rewrite Digital](#) works with member organisations to assess the digital maturity of members, identify the practical support that's needed, and restore the trust and value provided to members.

Get in touch with Jon Reay, CEO & Founder, at jon@rewritedigital.com to discuss how you can better support your members with Digital & AI.

