

.member Mission and Purpose

“Member” is a standard term for a person who belongs to a group such as a club, organization, or program. Sockeye LLC ("Sockeye" or the "Registry"), the applicant for the ".member" gTLD (the "Registry"), will serve the global community of members by providing a dedicated namespace for sustainable connection between members and their clubs, organizations, or programs.

Civic and service organizations alone account for tens of millions of members globally, with organizations such as Rotary International reporting roughly 1.4 million members across 46,000 clubs, Lions Clubs International reporting about 1.3 million members in 200+ countries, and global Scouting movements (Boy Scouts/Girl Scouts equivalents) reporting a combined membership exceeding 50 million young people and volunteers. Trade unions add a much larger base, the International Trade Union Confederation represents an estimated 200+ million workers through affiliated unions worldwide. Religious congregational membership, professional associations (bar associations, medical societies, engineering bodies), and informal community/hobby clubs add hundreds of millions more.

Members are among the most important constituencies of a club, organization, or program. Beyond monetary contributions, members provide reputational goodwill that shapes the standing of clubs, organizations, and programs over decades. Yet member management professionals consistently report that a large share of members lose contact with their club, organization, or program—becoming "lost members" whose reconnection would benefit both the club, organization, or program and, in many cases, members themselves. The .member Registry is built to close that gap. It gives members a durable, portable digital identity tied to their affiliation — an address that persists across jobs, employers, and personal email providers. It gives clubs, organizations, and programs a dedicated namespace in which to publish member directories and related information.

INTENDED REGISTRANTS AND USERS

Though .member will be an open, generic top-level domain, intended registrants include, among others: (i) members of clubs, organizations, and programs; (ii) member associations, federations, and societies; (iii) member managers of clubs, organizations, and programs; (iv) and service providers whose work materially serves the member community. Users will include these registrants and the customers, partners, and end users who interact with them.

ACTIVITIES TO ACHIEVE THE PURPOSE

The Registry will operate as an open top-level domain with: a Sunrise phase for trademark holders; a Landrush phase; tiered pricing that keeps individual registrations affordable while discouraging misappropriation of strings associated with established institutions; anti-abuse monitoring aligned with the ICANN DNS Abuse Framework; and coordinated outreach to advancement offices and international higher-education networks. Names will be distributed through the ICANN-accredited registrar channel.

SUSTAINABILITY OVER TIME

Sustainability rests on three durable pillars. First, populations of members grow every year, with each new cohort adding to the addressable base. Second, both individual members and institutional registrants exhibit long tenure — member identities are sustainable, and membership managers operate on multi-year planning horizons, both supporting strong renewal rates. Third, the Registry is capitalized to operate .member for the required contractual term even under conservative demand scenarios. Surplus revenue will be reinvested in abuse mitigation, Universal Acceptance, and community outreach — reinforcing the long-term value of the namespace to the member community it serves.
