

MemberPress Subscription Setup

for Coaches Stack - www.coachesstack.com

About Coaches Stack

Coaches Stack is a subscription website that provides sports coaches with session plans, drills, games and coaching content, saving coaches time and helping them deliver great sports sessions, particularly for young people. The site is live on WordPress and we are now ready to add a fully functioning subscription/membership layer.

Project Overview

We are looking for an experienced WordPress/MemberPress developer to design, install, configure and launch a complete membership subscription system on our existing WordPress website. This is a paid project and we expect a full end-to-end implementation not just installation.

Scope of Work

1. MemberPress Licence & Installation

- Advise on the correct MemberPress licence tier required for this project
- Purchase and install MemberPress on our WordPress site
- Configure all core MemberPress settings

2. Subscription Tiers

Three membership plans must be created and fully configured:

Plan	Price	Notes
Individual — Monthly	£5.99 / month	Rolling monthly, cancel anytime
Individual — Annual	£49.99 / year	Single upfront payment
Club / Team	£200 / year	10 licences, must be approved for purchase to be completed

3. Club/Team Membership - Access Control

The Club/Team plan requires careful access control so it has to be accepted/approved by Coaches Stack. This is so only clubs can purchase that subscription level. The implementation must include:

- Access should be granted after approval by the site administrators.
- The developer should advise on and implement the best MemberPress approach to achieve this (e.g. hidden membership level, private registration URL, coupon-gated access, or sub-accounts via an add-on)
- The solution must manage and track the 10-licence allowance per club account
- Advise on a solution for clubs who want more than 10 licences. How flexible can we make the subscriptions?

4. Payment Integration

- Integrate Stripe as the sole payment gateway
- Configure recurring billing for monthly and annual plans
- Ensure failed payment handling and dunning emails are set up
- Test all payment flows in Stripe test mode before going live

5. Content Structure & Access Rules

All membership content needs to be built from scratch within WordPress. This includes:

- Set up a structured content library (session plans, drills, games, categorised and filterable/searchable)
- Set up a monthly e-magazine section and any other ongoing content areas
- Configure MemberPress access rules to restrict all members-only content to active subscribers
- Ensure free/preview content remains publicly accessible
- Set up appropriate redirects and access denied pages for non-members

6. Member Account Pages

- Configure the MemberPress member account/dashboard page
- Ensure members can manage their own subscription (upgrade, cancel, update billing details)
- Set up login, registration and password reset pages, styled to match the existing site

7. Emails & Notifications

- Configure all MemberPress automated emails (welcome, payment receipt, renewal reminder, cancellation, failed payment)
- Customise email copy/branding to match Coaches Stack tone and branding

8. Testing & Handover

- Full end-to-end testing of all subscription flows (sign up, payment, access, cancellation)

- Test on mobile and desktop
 - Provide a short handover document or video walkthrough so we can manage the system ourselves going forward
 - Be available for up to 14 days post-launch for bug fixes
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Requirements

- Proven experience with MemberPress, please include examples of previous MemberPress builds in your proposal
 - Strong WordPress development experience
 - Experience with Stripe payment integration
 - Ability to communicate clearly in English
 - Please do NOT apply if you plan to outsource this work to a third party
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What to Include in Your Proposal

Please address the following in your response:

1. Links to 1–3 previous MemberPress projects you have built
2. Your recommended approach for the Club/Team plan access control
3. Your recommended MemberPress licence tier and why
4. Your estimated timeline from start to launch
5. Your fixed price quote (or clearly broken-down milestone quotes)

Note: We will not respond to proposals that are clearly templated or have not read this brief.

Additional Notes

- The MemberPress licence cost should be included in your quote or quoted separately, please make this clear
 - We are based in the UK, all prices are in GBP
 - We are happy to give full WordPress admin access once an NDA/agreement is in place
 - This brief is for implementation only, we will supply all content
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