



PUSHPRESS RESOURCE

Guide to Running Committed Club

Turn consistent check-ins into long-term retention and a gym culture people don't want to leave.

Committed Club is included with PushPress Core Pro and Max.

 PushPress

Committed Club recognizes the members who show up every single month.

Committed Club is a member consistency program that lets you recognize members who check in consistently every month. It's included with PushPress Core Pro and Max.

Running one isn't just a feel-good initiative. It's a smart business move for member retention. Data from PushPress gyms shows that members who participate stay longer, show up more, and make your whole gym more active.

THE NUMBERS · PUSHPRESS DATA, JUNE 2026

87%

of members who earn Committed Club status are still active 90 days later

VS. 58% OF THOSE WHO DON'T

+16%

lift in total gym check-ins over the first 30 days of running a club

GYM-WIDE

~8%

higher per-member check-ins, sustained for at least a year

LONG-TERM EFFECT

A SUCCESSFUL COMMITTED CLUB CAN HELP YOU

01

Drive more visits.

When members aim for a check-in goal, they visit more often. This can turn occasional visitors into dedicated members.

02

Build community.

Publicly recognizing consistent members fosters belonging and motivates others to commit.

03

Increase retention.

Members who show up more often stick around longer.

04

Help members meet their goals.

Rewarding consistency keeps members accountable to what they joined for.

Get the name and the number right before you launch anything.

Name it something people want to be part of.

The name sets the tone. It'll end up on stickers, t-shirts, and social tags, so make it something members actually want to be associated with. A few ideas:

Committed Club

Frequent Flyers

Elite Club

100% Club

Sweat Society

Workout Warriors

Fitness Elites



Not sure what to call it? Use one of the automatically generated name suggestions in Core, inspired by clubs already running on PushPress. Hit refresh until one fits, or use them as inspiration to create your own.

Set the right check-in threshold.

The right number is achievable but still pushes members to show up enough to see results. Things to consider:

- **Want it inclusive?** Try a lower threshold like 8 or 9 check-ins per month.
- **Want it exclusive?** Pick something harder to hit, like 16 or 19. We don't recommend going above 20, members need rest days.
- **Consider your plans.** If you have an 8x and a 12x per month plan, set a goal (like 10 or 12) that nudges 8x members to level up.
- **Count all check-in types.** The best Committed Clubs include classes, appointments, and open gym so the rules are easy for everyone to understand.
- **Running multiple programs?** You can run more than one club at the same time, each with its own threshold and plan-based eligibility. A CrossFit club, a kids club, and a Legends club can all run independently. Members only see the clubs they're enrolled in.

Members who join a second Committed Club check in 3x as often as other members at the same gym.

Still not sure what to set the target at? The AI Assistant in Core can review your check-in data trends to suggest the right number, how many members you can expect to make it, and what your threshold might be for a second club.

Reward consistency and create FOMO.

Members see automated in-app celebrations when they hit their goal, but tangible rewards make it stick. They don't need to be expensive, they just need to make members feel valued. Consider more exclusive prizes for people who reach longer streaks.

CADENCE	HOW IT WORKS	EXAMPLE REWARDS
● Monthly — all qualifiers	Every member who hits the goal gets something	Custom monthly sticker, discount on services, small branded swag
● Monthly — raffle	Qualifying members are entered into a drawing for one prize	Yeti cup or water bottle, gift card to a local cafe or restaurant, tickets to a local game or event
● 3-month streak	Recognize members who hit the goal 3 months in a row	Complimentary PT session, branded tee or hat
● 6-month streak	Bigger reward for sustained consistency	Massage or spa day, branded hoodie, free amenity sessions (sauna, cold plunge)
● Annual prize	Every member who hit the goal all 12 months gets something substantial	Custom gym jacket, branded backpack, premium lifting belt
● Annual raffle	Members who completed 12 months are entered into a drawing for one big prize	All-inclusive trip for two, high-end experience with a local partner, free month of membership



Hand it over in person. A coach presenting the reward in front of the class is what turns a check-in count into a moment members talk about, and post about.

RIVALRY CROSSFIT

Committed Club works because it stays visible.

The more places members see it, the more it drives behavior.

Make commitment cool.

- **Launch loud.** Announce it on social, in your email list, in the Members App feed, and in the gym before you go live.
- **Run it every month.** Consistency is what creates behavior change. It may take a few months before you see a meaningful shift in check-ins.
- **Give mid-month reminders.** Members already see their progress in the app when they check in, but a shoutout in class or a post when time is running out creates urgency.
- **Post on social and tag members.** End-of-month recognition posts make the members who made it feel special and give everyone else something to chase. Consider a “member of the month” post for extra recognition.
- **Put it on the big screen.** The PushPress Screens App has a dedicated Committed Club view that auto-updates each month, highlighting first-timers and the member with the most check-ins. No whiteboard required.
- **Let the leaderboard do the work.** Members follow the yearly leaderboard in the Members App, ranked by how many months they've earned status. Friendly competition turns a solo challenge into community accountability.

Use data for easy reward management.

Core gives you everything you need to manage rewards without manual tracking.

- **Streak + YTD totals** sit at the top of the member table, so there's no manual counting when it's time to hand out rewards.
- **Past year totals** stay accessible after year-end for annual rewards, no digging through exports.
- **Export** any month's data (name, email, check-in count) to run a raffle or share with your team.
- **Members see their own progress** and leaderboard rank in the app, which means fewer “did I make it?” questions coming your way.



Put it where members can't miss it. A milestone wall, the Screens App view, or an end-of-month post all do the same job: make consistency something the whole gym can see.

WORK ETHIC CROSSFIT

PushPress's Committed Club is more than just a feature. It's how consistent members get recognized, how communities stay engaged, and how gyms keep more of the members they worked hard to get.

Book a demo with PushPress →

Learn more about Committed Club

