DRAFT Membership pitch

Become an AITO member for $X (or a contribution in kind) to support the following efforts:

Outreach and Community Building
[This was identified as highest priority in the survey.]

1. travel to speak at conferences, training events, eg, FSCI
2. design and creation of an arks.org brochure web site
3. creation and maintenance of
   - ARKs FAQ
   - wikipedia page
   - slide decks and templates, eg, "Making the case for ARKs in your organization"
   - tutorials and webinars
   - training videos
   - ARK "ads"
4. organizing conferences and workshops, eg, a second ARK Summit
5. increasing AITO capacity to do all of the above, less dependent on John

* possible membership benefit: access to core experts

Technical Infrastructure
[This was identified as a second priority, and the activities below tend to favor outreach. Priorities may change over time as adoption increases.]

1. NAAN registry
2. ARK standard
3. post-standard evolution organized under arks.org and github
   - community metadata development
   - harvesting to count and understand the global distribution of ARKs
4. work with strategic partners on grants to fund initial development of harvesting mechanism for counting ARKs
   - next generation N2T resolver, given poorly understood but increasing reliance on N2T.net by non-CDL (non-EZID) users
   - to develop an ARK management interface similar to EZID