



## **Bowsite announces our “NonTypical” premium membership**

For nearly 30 years Bowsite has been available to bowhunters funded entirely by advertising. That model is changing in the age of social media. Sites as large as Bowsite have two choices; sign up with Ad services that bombard you with auto-start videos and pop-up ads or making the site private and rely entirely on memberships. We felt a better alternative is to create a paid membership option that retains what you have now for free, but also provides additional benefits including:

- No pop-up ads for members
- Access to exclusive Nontypical Content
- Option to limit forum topic contributions to Nontypical Members only.
- Access to our extensive new Search function that can mine our 10,000,000+ discussions
- Full control of your topics (create private discussions, block or delete individuals)
- No storage limit for Private Messages
- Ability to subscribe to threads, and more...

The Nontypical forums and features have been in development for some time and are tentatively set to go live as a Beta on September 1<sup>st</sup>, 2024. As features and functions move from TEST to Pre-Production, we are allowing our visitors to participate in our pilot program. We expect the pilot program to last a long time before we transition to a subscription model.

We are excited to bring this new chapter to Bowsite and look forward to your feedback. Bowsite is not just a site, it's a community made up of the most hard-core, dedicated and successful bowhunters on the planet. We never will be all-things to all hunters, and we're unafraid to make changes that preserves our original mission – protect and promote bowhunting's skills and heritage.

Look for instructions on joining the pilot on our Forums.

## [Q&A on our NonTypical membership](#)

### **Do I need to pay now?**

No, it took us a while to build the foundation for the NonTypical content and it will take us a while to transition to a paid membership. Until then, all that is required is a registration validation and approval process.

### **How much will the NonTypical membership be?**

At this time, we have not determined pricing for the membership, but it will be affordable for everyone.

### **When does the NonTypical membership go live?**

Beta membership is available now. We have decided to open some functions early for public testing, more sections will be added shortly.

### **Will the site be entirely ad-free for Nontypical members?**

No, we still need revenue from our sponsors. Only the pop-up ads will be suppressed after the paid subscriber section goes live. If subscribers far exceed the revenue received from our sponsors, we may go completely 'member funded' down the road.

### **I won't pay for internet content; will I still be able to visit Bowsite?**

Absolutely. With very few exceptions everything you accessed before the NonTypical section will be available.

### **Why is Bowsite doing this?**

There are several reasons. The primary one is that sites as popular as ours require revenue. The other reason is to reduce trolls and scammers. If you see a Nontypical Icon next to a member's handle – you are dealing with a real person using their real name (after the pilot period ends). The most important reason, however, is that we seek to maintain a community where people are held accountable, and respect and trust can be more effectively achieved. We feel an affordable membership is the best way to accomplish that.

### **Are you afraid of losing visitors?**

Will we lose some people over this change? Probably. But that doesn't concern us. Bowsite is visited by over 2 million unique visitors a year and 97% never post, many because they don't feel comfortable posting. We believe this will help change that dynamic. Understand that with a revenue model driven entirely by advertising, the only thing that matters is traffic, regardless of quality. We're looking to decrease reliance on advertising dollars and keep this place a top destination for quality bowhunting discussions and content.

### **Isn't the Nontypical forum basically the former community forum?**

Same concept with some differences. After the pilot, everyone on the Nontypical forum will be members, you will know who you are talking with. Also, because we don't have to worry about children visiting the forum, there will be more freedom to express yourself. One major advantage is that discussions will not be accessible via Google or any other search engine. So, you can discuss things you care about, freely, without worrying about being discovered via a search engine and targeted by the cancel mob.

### **What do you mean by Nontypical members have full control over their topics?**

Let's face it, there are trolls and bullies on every website. Eventually, NonTypical members discussing topics on any Bowsite forum will have the ability to block any registered user from contributing to the discussion. You can also delete any submission to your topic. So, if you want to discuss the best baits for your Texas feeder, and you don't want your topic derailed by alternative opinions on baiting, you will have that ability.

### **How will I know if someone I am communicating with is a Nontypical member?**

There will be a Nontypical icon identifying our members.

**I'm concerned about giving my credit card information to Bowsite, is there another way?**

When our paid subscription goes live (in the future) Bowsite will not be handling any payments, we will utilize a website payment system through Amazon Pay or PayPal for all transactions. That way we never store your credit card information, and they ensure the security of the transaction.

**Will popular features like Bloodtrail games and Live Hunts still be available to non-members?**

Yes, however we may identify some features in the future that will be available exclusively for Nontypical members.

**Will nontypical members be subject to moderators?**

We are making some changes with our moderators and our policies around moderation. Nontypical members will still be held to our policies, and repeat violators will be prohibited from contributing - regardless of membership status.

**Will there be more features and functions added to the Nontypical membership?**

Yes, we expect this membership option will be successful and that will help us to fund future enhancements.

**What will be available during the Pilot?**

We're rolling out our Nontypical forums first, with more features and functionality to follow as we move from beta to pre-production over the next few weeks. Registered visitors wishing to participate in our beta will be required to re-authenticate. We will not approve anyone without a first and last name and a successful confirmation via email and cell phone. Anyone suspected of creating a false identity will be flagged and subject to a lifetime ban. When the pilot is over, you will have the opportunity to become a fully privileged member which all but guarantees a real identity.

**Are you looking for suggestions for new features, or functions to make the Nontypical membership a better value?**

Yes, absolutely! As I mentioned, this is just the beginning, we'd love to hear your suggestions and are highly motivated to make several positive changes to Bowsite in the coming months.