

# Roles

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Roles help organize, incentivize, and empower group members. Use roles to grant access or controls to certain members.

With roles, leaders can:

- **Recognize key members.** Roles are displayed on profiles and at prioritized at the top of the members tab.
- **Grant some admin permissions, but not all** Use roles to give specific permissions to co-leaders.
- **Give paying members something extra.** Membership plans can now grant roles to unlock discounts and private topics.

## Roles in action

Leaders are using roles to disseminate information, manage co-leaders, and reward contributors.

- [Skate Hunnies Los Angeles](#) uses roles to reward volunteers with membership benefits and exclusive events.
- [Central Park Track Club](#) uses roles to sort members and help connect them in topics, like Track, or Masters.
- [The Early Birds](#) uses roles to reward paid members with exclusive access to partner discount codes.
- [Midnight Runners](#) uses roles to celebrate attendance on members' profiles.

## How roles work

1. **Create a Role:** Create a role with a name, icon, and description. Only [admins](#) can create and edit roles.
2. **Add access.** Use the role to grant access to topics, events, and benefits.
3. **Grant permissions.** Give the role controls over managing the group.
4. **Assign Members:** Add members to the role.

Roles are flexible. Add members at any time, and adjust access and permissions as the needs of the group change.

## Roles help groups scale

As the group grows, access can be managed by role. New [topics](#), [events](#), and [benefits](#) can be all limited by roles. Furthermore, new roles can support new initiatives. Use a role to help kick-start a new event series, or build a welcoming committee.

Roles are designed to be easy to add and manage. One tap adds members to a role and grants them all the role attributes instantaneously. Another tap removes a member from the role and the reverse applies.

## Financial sustainability with roles

Roles can incentivize supporting memberships by offering exclusive perks. Use roles to encourage more members to contribute financially to the group with Heylo [payments](#).

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