

An Extract From...

# Metrics For Managing Membership

**One-Day Seminar**  
**Sue Froggatt Training & Consulting**

# The Membership Managers 'Ideal' Dashboard

NB: Below are the suggestions by delegates

Awareness & Reputation	Recruitment	Retention	Lapsed Members	Other
Media Coverage Web Mentions Press Mentions <b>(Alert Me To Peaks)</b>	Monthly Recruitment Figures	<b>Member Engagement Level</b> (Benefit usage, additional spend)	Why are they leaving? (Things that we can do something about)	Member Benefits (Value v. Quality) (Source: On-going survey)
Words Used in Articles (What are people talking about in articles that we are mentioned?) <b>(Alert Me To Peaks)</b>	Marketing Campaigns Progress	Relevance of Membership (Source: On going survey)  What makes us indispensable? (Source: On going survey) (Word Cloud)	<i>Attrition rate?</i>	<i>Ratio of compliments v. complaints</i>
Issues Our Sector Is Talking About <b>(Alert Me To Peaks)</b>	Sales Pipeline Status Cool /Warm /Hot Leads	<i>Number of Late Payers</i> <i>Number of Days Taken To Pay</i>		
Social Media Listening Dashboard Metric	<i>% members who would recommend us to a friend (Net Promoter Score)</i>	Change View By Type of Member   Member Demographics (Age, Sex, Location)   Member Segments   By <b>Branch/Chapter</b>		

# What Could Be On A Membership Dashboard?

- Drivers of success
- Critical events e.g. key projects
- Major milestones
- Risk factors – where are you exposed?
- Resource levels
- Service responsiveness & quality
- Member, sponsor & stakeholder activity
- Performance & outcomes

# Areas To Consider

**Member Recruitment. Marketing & Promotion. Market Research. PR. Awareness.** Member Retention. Involvement & Engagement. Member Attitudes. **Member Benefits & Services. Education & Training. Career Development. CPD. Accreditation & Certification. Events, Conferences & Meetings. Lobbying, Representation & Government Relations.** **Industry Research. Member Communications. Publications.** Web. **Governance Structure. Boards & Committees. Volunteer Development. Regional Chapters & Branches. Leadership.** Executive Management. Departments. Staff Development & HR. **Income Generation. Fundraising & Sponsorship. Financial Performance.** **Networking & Community Development. Alliances & Partnership.**

# Why Have Metrics?

Less worry

Only get interrupted when it is important

Peace of mind!

Good Nights Sleep





Sue Froggatt

Membership Specialist & Expert

Training, Consulting & Research  
For Membership Bodies & Members

e | [sue@suefroggatt.com](mailto:sue@suefroggatt.com)

w | [www.suefroggatt.com](http://www.suefroggatt.com)

t | 0870 747 9185