Possible Membership Metrics

Member Recruitment

- Number of inquiries
- Shape of the sales pipeline (cool v. warm v. hot leads)
- Response times to membership inquiries
- Conversion rate
- Time to process an application (or fulfil an order)
- Timeframe for conversion
- Application turnaround
  - Qualification rate
  - Level of approval & rejection
- Number of new members recruited
- Recruitment trend
- Market penetration by member segment (Of the potential membership pool, the percentage who are members)
- Growth in new member segments
- Acquisition cost
- Recruitment effectiveness (The amount of money spent on recruiting a new member compared to the cost of their subscription)

If you use third parties/partners to help you recruit:
- Channel expansion
- Channel marketing
- Channel management

Member Retention

- Number of members
- Retention rate
  - Retention rate of engaged members
  - Attrition rate (defection rate)
  - Retention trend
- Member satisfaction – note that emotional satisfaction – if they feel good about the transactional encounters with staff (& other members/volunteers) - is a better predictor that they will stay, rather than rational satisfaction
- Average number of years in membership
- Percentage of members engaged/involved/participating/volunteering
- Level of engagement in social media
  - Participation in social networking activities
  - Membership in different groups
  - Leadership roles
  - Contribution to blogs
  - Ref: For a framework, refer to Social Technograhics profiling from Forrester Research (Creator, critic, collector, joiner, spectator, inactive)
- Communications from members – words used
  - Member attitude – you can scan emails for language used to show attitude
  - Readership or click throughs on articles
  - Member response rate to legislation alerts

- Ratio of Complaints to Compliments
- Member referrals
- Relevance of membership
  - Average spend per member
  - Share of members total spend by key product areas e.g. % of total training spend that is spent with the organisation
  - Additional spend per member
  - Value of cross selling
  - Consumption of benefits
    - Recency of interaction
    - Frequency of interaction
    - Value (£) of Interaction
- Contribution per member
- Time taken to pay renewal notice
- Financial payback for members (An index showing the savings made by members when they purchase other products and services expressed as a percentage of their membership subscription.)
- Responsiveness to members
  - Member service levels
  - Member recognition
- Time taken to recognise a contribution

- Networking opportunities at meetings and online
- Educational opportunities that meet verified needs

Trade Associations
- Number of contacts
- Number of contacts that have 'engaged' with the association
- Number of Member Visits Made

Professional Institutes
- Graduate from qualification pathway
- Success in finding employment
- Recognition of the association's qualifications by organisations employing members (in the hiring process)

Social Media & Web Metrics
Source: David Hollender, Association Now, July 2010

Website
- Outreach
  - Inbound web links
  - Average search engine position
  - Page rank of home page
  - Social bookmarks
  - Total visits
  - Unique visitors
- Engagement
  - Returning visitors
  - Bounce rate
  - Page views
  - Average pages/visit
  - Average minutes per visit
  - Items posted by visitors (photo's, blogs)
  - Comments/ratings by visitors
- Conversion
  - Information requests received

- Website signups
- Visitors reaching signup pages
- Abandoned signups/purchases
- Outcomes
  - Event registrations
  - Items purchased
  - Memberships renewed
  - Volunteer sign-ups
  - Advocacy actions taken

Blogs
- Outreach
  - Inbound links
  - Average search engine placement
  - Page rank
  - Technorati rank
  - Social bookmarks
  - Total visits
  - Unique visitors
- Engagement
  - Returning visitors
  - Bounce rate
  - Minutes per visit
  - Comments/trackbacks by visitors

Microblogs/Twitter
- Outreach
  - Followers
  - Tweets
  - Retweets
  - Mentions
  - Clickthroughs to web site
- Engagement
  - Direct messages received
  - @responses received

Social Network (LinkedIn/Facebook)
- Outreach
  - Friends/Fans
  - Updates
  - Clickthroughs to web site
- Engagement
  - Items posted by friends
  - Comments/ratings by friends

Ezine
- Outreach
  - Subscribers
  - Messages sent
  - Messages opened
  - Clickthroughs to web site

RSS
- Outreach
  - Subscribers
  - Post
  - Clickthroughs to full article/post

Others

- Organisational awareness
- Reputation
- Call answer rate
- Fitness of codes and standards to meet industry needs

Association Metrics

Financial
- Revenue diversity
- Financial health e.g. profitability (not generally suited to nfp)
- Grants by size, sources or number
- Number of financial errors

Staff
- Annual investment in staff development
- Turnover of staff
- Employee satisfaction with
  - Decisions affecting their work
  - Recognition of good work
  - Access to sufficient information to do the job
  - Active encouragement to be creative and use initiative

- Output (or value added) per employee
- Impact on government legislation
- Competences to drive key organisational processes
- Alignment of competences with process requirements
- Co-operation with key organisations on significant issues
- Frequency with which deadlines are (not) met