5 Ways to Measure Member Engagement with ChamberMaster/MemberZone

Cheri Petterson
Measuring Member Engagement

Measuring the engagement of each and every individual of your organization may be the hardest thing you will ever do, but probably the best thing you could ever do for keeping your organization strong and sustainable... *from the US Chamber of Commerce Foundation*
What is Member Engagement?

• The process of actively building, nurturing & managing relationships with all segments of your membership to increase membership volume, value and retention

• When done right... members become true believers....
1.....Review Retention Rates
1...Review Retention Rates

• Retention rates go up significantly when members are engaged....

<table>
<thead>
<tr>
<th>Join and Drop Summary</th>
<th>YTD</th>
<th>Last Year Comparison</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Members</td>
<td>65</td>
<td>64</td>
<td>1.6 %</td>
</tr>
<tr>
<td>Dropped Members</td>
<td>57</td>
<td>67</td>
<td>14.9 %</td>
</tr>
</tbody>
</table>
1...Review Retention Rates

View retention rate comparisons on the Organizational Dashboard...

Executive Summary: Member Retention
1...Review Retention Rates

• Did you know... to analyze why members join, you can use [Custom Fields](#) on your membership application form to gather this information

<table>
<thead>
<tr>
<th>Beyer's Ace Hardware</th>
<th>Community Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rin Tin Tin Boarding</td>
<td>Community Engagement</td>
</tr>
<tr>
<td>CrossRiver Media Group</td>
<td>Community Engagement</td>
</tr>
<tr>
<td>Awesome Events</td>
<td>Community Engagement</td>
</tr>
<tr>
<td>Gretna Example</td>
<td>Visibility</td>
</tr>
<tr>
<td>SCCDP</td>
<td>Visibility</td>
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<tr>
<td>Super Great Company</td>
<td>Visibility</td>
</tr>
<tr>
<td>Books and Bites</td>
<td>Community Engagement</td>
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<tr>
<td>CreativChristie</td>
<td>Community Engagement</td>
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</tbody>
</table>
2...Identify Most Engaged/At Risk Members
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- **Member Engagement (Most Active)** report
  - Allows you to configure engagement weighting factors and then find out which members are most engaged
2...Identify Most Engaged/At Risk Members

- **Member Engagement (At Risk) report**
  - Allows you to configure engagement weighting factors and then find out which members are most at risk
3...Analyze Member Statistics
3... Review Member Statistics

Review member **statistics** to see if they are getting/doing what they joined for....

<table>
<thead>
<tr>
<th>Statistics: (last 12 months)</th>
<th>31 Member Page Views+</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>18 Category Search Result Displays</td>
</tr>
<tr>
<td></td>
<td>16 Other Search Result Displays</td>
</tr>
<tr>
<td></td>
<td>10 Links to External Website</td>
</tr>
<tr>
<td></td>
<td>1 Visits to Map</td>
</tr>
<tr>
<td></td>
<td>0 Emailed Consumer Contact Requests</td>
</tr>
</tbody>
</table>

**Mem/Rep Logins:** 5 in the past 12 months  
(most recent: 2/6/2018 at 01:59pm)
3... Review Member Statistics

_Did you know..._ you can pull all member statistics by Renewal Month through the **Member Benefit Batch Print or Email** report...

Use the Update your Membership Information template...
4...Review Use of MIC
4...Review use of MIC

- The MIC is a powerful Member Only Benefit Center...
  - Are your members visiting the Member Information Center?
  - Use the Custom Representative Report...
    - Last Log-in?
    - Log-in Name?
4...Review use of MIC

• Determine member engagement by viewing how often your members suggest content for your website and their member page

• Content/Jobs/Deals/News Submitted by Members Report
5...Communication, Communication, Communication..
5...Communication, communication, communication...

Are you communicating with your members, they may not be engaged because you are not engaged with them!

Contact Benchmark Report - A measure of your communication with members

Why Member Engagement No Longer Means Face to Face
5...Communication, communication, communication...

- **Contact Benchmark Report** - A measure of your communication with members
- **Why Member Engagement No Longer Means Face to Face**
5 Ways to Measure Member Engagement

• These are but a few ways you can use the ChamberMaster/MemberZone software to measure your member engagement...

• Download our Member Engagement Resource Guide
Watch for more of our 5 Ways Sessions...

• **5 Ways to Manage Your Prospects**
• 5 Ways to Better On-boarding
• 5 Ways to Manage Your Renewals
• 5 Ways to Manage your Over-due invoices
• 5 Ways to Generate Non-dues revenue
• 5 Ways to Enhance Your SEO
• 5 Ways for Better Custom Reports
Thank You!

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