

# 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

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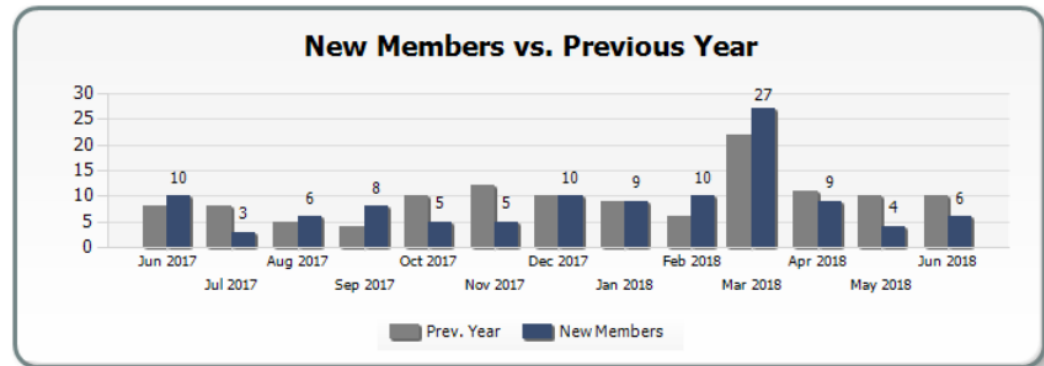
- Retention rates go up significantly when members are engaged....

Join and Drop Summary			
	YTD	Last Year Comparison	% Change
New Members	65	64	1.6 %
Dropped Members	57	67	14.9 %

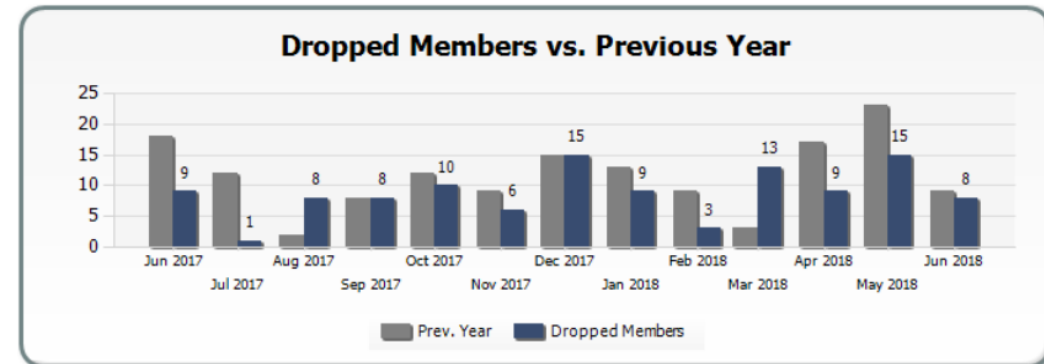
# 1...Review Retention Rates

View retention rate comparisons on the Organizational Dashboard...

## Executive Summary: Member Retention



\* Looking at the Join Date of all Member records, regardless of current status



\* Looking at the Drop Date of all Member records, regardless of current status

# 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

Beyer's Ace Hardware	Community Engagement
Rin Tin Tin Boarding	Community Engagement
CrossRiver Media Group	Community Engagement
Awesome Events	Community Engagement
Gretna Example	Visibility
SCCDP	Visibility
Super Great Company	Visibility
Books and Bites	Community Engagement
CreativChristie	Community Engagement

## 2...Identify Most Engaged/At Risk Members



## 2...Identify Most Engaged/At Risk Members

- Member Engagement (Most Active) report
  - Allows you to configure engagement weighting factors and then find out which members are most engaged

Member Engagement (Most-Active)

Select Another Report

Filter Options

Date From: 05/08/2017 [more...](#)

Through: 05/08/2018

Engagement Factors:

Minimum Activity: 10 [adjust factors](#)

Maximum List Size: All

Membership Status: Active

Event Attendance: Count all registered as atten

Group:

Membership Type:

Refresh Report

Print Report

Print PDF

Download Report

Reset Options

Member Engagement (Most-Active)

May 8, 2017 - May 8, 2018

Member Name	Primary Contact	Events					Logins	*Past Due	Factor Total
		Attended 2 points	Sponsored 10 points	Hot Deals 3 points	Jobs 3 points	Referrals 1 points			
<a href="#">A Place for Dogs</a>	Susan Williams	2	0	4	3	7	5	66.67	37
<a href="#">Ruperts Accounting</a>	Harry Ruppert	2	2	0	0	0	0	0.00	29
<a href="#">Floral Design</a>	Flo Main	0	1	1	0	0	1	0.00	19
<a href="#">Brown's Hardwoods, Inc.</a>	Greg Brown	1	1	0	0	0	0	0.00	17
<a href="#">Bill's Knife Sharpening</a>	Bill Bennett	3	0	0	0	0	1	0.00	12

## 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

Member Engagement (At-Risk)

Select Another Report

Filter Options

Date From: 05/08/2017 more...

Through: 05/08/2018

Engagement Factors:

Maximum Risk: 100 [adjust factors](#)

Maximum List Size: All

Membership Status: Active

Event Attendance: Count all registered as atten

Group:

Membership Type:

Refresh Report

Print Report

Print PDF

Download Report

Reset Options

Member Engagement (At-Risk)

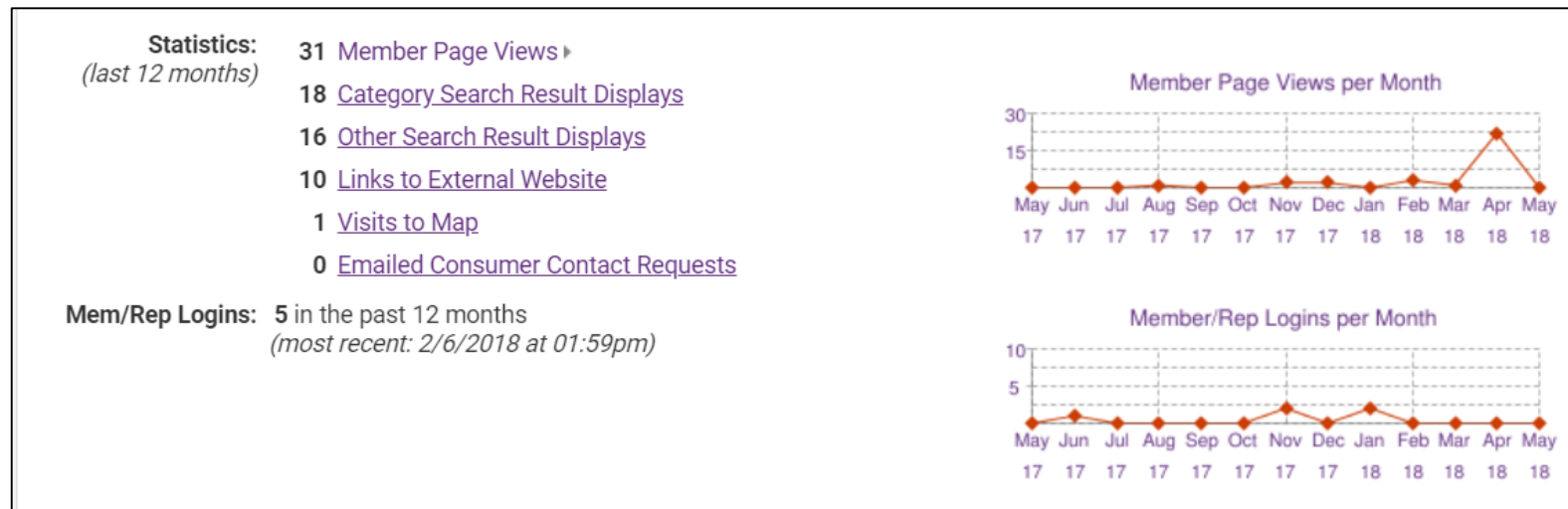
May 8, 2017 - May 8, 2018

Member Name	Primary Contact	Events							*Past Due	Factor Total
		Attended 2 points	Sponsored 10 points	Hot Deals 3 points	Jobs 3 points	Referrals 1 points	Logins 1 points			
<a href="#">ANIMAL SHELTER</a>	Jenny Dale	0	0	0	0	0	0	1100.00	0	
<a href="#">Faibanks True Value Hardware</a>	John Lucas	0	0	0	0	0	0	2700.00	0	
<a href="#">Grand Day Spa</a>	Henrietta Stanford	0	0	0	0	0	0	1600.00	0	
<a href="#">Greg's Donuts</a>	Greg Larsson	0	0	0	0	0	0	50.00	0	

# 3...Analyze Member Statistics

# 3... Review Member Statistics

Review member [statistics](#) to see if they are getting/doing what they joined for....



# 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...

Printable listing of membership benefits used by member.

**Included Members**

- › [add members by status](#)
- › [add members by name](#)
- › [add members by category](#)
- › [add members by renewal month](#)

**Email Options**

From: TRN7 TRN7 (TRN7@mailinator.com) ▼

Subject: Member Benefits

Body:

Source | [Icons]

[Rich Text Editor]

Styles | Format | Font | Size

☒ Include carbon copy to sender.

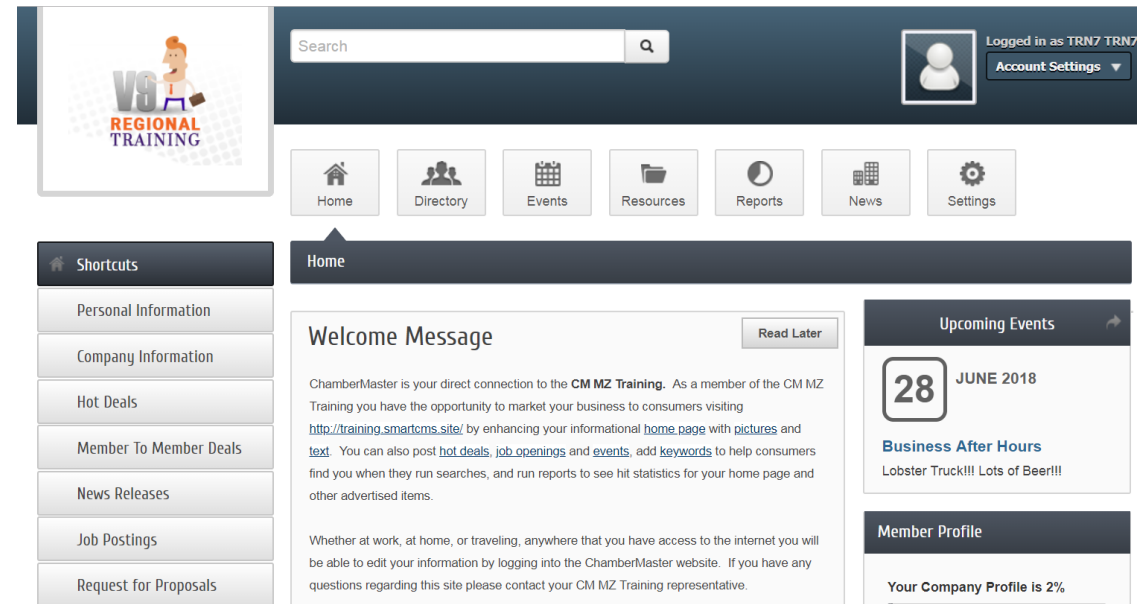
Report Size: [2 members](#) [clear list](#)

[View/Print Profiles](#) ☐ Hide Address Blocks [Email Reports](#)

## 4...Review Use of MIC

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- 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**


**Content/Jobs/Deals/News Submitted by Members**

Content Type(s): (All) [Select All](#) / [Unselect All](#)

Content Between: 4/1/2017  
and: 6/25/2018  
Sort By: Member [Refresh Report](#)

1 of 1 | Save as [PDF](#) [Excel](#) [Word](#) [CSV](#)

**Listing of Content Submitted by Members**



Member	Content Title	Content Type	Content Date
<a href="#">A Place for Dogs</a>	10% off Grooming	Hot Deal	6/23/2017
<a href="#">A Place for Dogs</a>	\$199 Boarding for Labor Day Weekend	Hot Deal	6/27/2017
<a href="#">A Place for Dogs</a>	Doggy Haircuts	Hot Deal	8/13/2017
<a href="#">A Place for Dogs</a>	Dog Grooming \$99	Hot Deal	8/27/2017
<a href="#">A Place for Dogs</a>	Doggie Barbershop Day	Hot Deal	9/12/2017
<a href="#">A Place for Dogs</a>	Dog Boarding - Thanksgiving Weekend	Hot Deal	10/9/2017
<a href="#">A Place for Dogs</a>	Doggie Wedding Photos	Hot Deal	11/7/2017
<a href="#">A Place for Dogs</a>	Dog Grooming Special	Hot Deal	11/20/2017



5...Communication,  
Communication, Communication..

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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](#)

Dream Homes		0 years 2 months 8 days	3/13/2018	57
Escargots		0 years 10 months 10 days	3/13/2018	57
FirstPage Marketing		0 years 3 months 3 days	3/13/2018	57
Lakes Homes Construction		0 years 2 months 8 days	3/13/2018	57
Blossoms		0 years 10 months 10 days	3/13/2018	56
New Member Prospect	Cheri Petterson	0 years 2 months 3 days	3/14/2018	56
Dorrie's Fish Finders		0 years 3 months 3 days	3/26/2018	44
Windy River		0 years 1 months 13 days	3/26/2018	44
Cooks4U		0 years 10 months 10 days	4/16/2018	23
CrossRiver Media Group		0 years 4 months 27 days	4/23/2018	16
Gretna Example		0 years 4 months 27 days	4/23/2018	16

# 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!

Join us for more training opportunities... [Click Here](#) to view the full calendar