



# MEMBERSHIP METRICS THAT MATTER

## MEMBERSHIP TRACKING AND ACTIONABLE METRICS MADE EASY

Manage and monitor your membership and fundraising performance

Actionable insight can be hard to find. For most organizations, extracting reliable reports on your members and donors is complicated and time consuming. Tracking actionable membership metrics has never been so easy through your custom MemberMetrics™ report.



## TRACK YOUR MEMBERSHIP AND FUNDRAISING SUCCESS

Your custom MemberMetrics™ report includes:

- ✓ Overall Revenue and Retention from dues, donations, and events
- ✓ Member Renewal: track active members and identify those who have not renewed
- ✓ Member recruitment by channel
- ✓ MemberMonitor™: gauge member renewal against goal
- ✓ Membership level: average by dues, retention, and not renewed by dollar level
- ✓ Members and Donors: giving patterns of members and donors





## What data is needed?

Dues, donations, and event interactions, that you upload will be used to create your MemberMetrics™ report. The goal is to only include interactions that you want analyzed.

### Who to Include:

All transactions / interactions, from all time for individual members and donors.

### Common Suppressions:

- Deceased
- Do Not Mail / Do Not Contact
- Interactions you do not want analyzed
- Gifts-in-kind
- Soft Credit Donations
- 'Outlier' Gifts



## How long does it take?

Your custom MemberMetrics™ report is ready in less than 5 days after data file is received.



## How do I get started?

- ✓ Email Sam: [SToema@DonorTrends.com](mailto:SToema@DonorTrends.com) or call 1.866.948.9363 ext. 105
- ✓ Prepare and send your data file
- ✓ Your custom MemberMetrics™ report is ready in less than 5 days