

4 Steps to Keeping a Pulse on Your Association's Health

When you go to the doctor for a physical, there are thousands of tests they could run, but where do they always start? Your vitals. This same logic can be applied to keeping a pulse on your association's health.

Follow these simple steps to create your own vitals and help assess the overall health of your association. And just like a doctor, when you see something is off, you'll know exactly where to run more tests (*aka ask more questions of your data*).



1 Create a master list of all your metrics

List out everything you measure in one place. Think about all your performance goals across the organization and jot them down. Examples could include member retention rate, email opens, headcount expenses or meeting sponsorship sales.

2 Place your metrics into broad categories

You only need a handful of categories, generally ones that align and make the most sense with your strategic goals. Examples could include quality, cost, growth, and member experience.



3 Pair down each metric into a broad performance measure

You likely will have many metrics under each category, but you only need a handful here as well. Choose which 3 to 5 tell you how your organization is performing at a glance. If none of them do, create broader measures that encompass multiple individual metrics.

An example might be in the Financial category. If your metrics include membership dues, event revenue and product purchases, roll them all under the broad category of Total Revenue.



4 View your metrics in real-time

After you create your vitals, ensuring they use real-time data is essential. We recommend you create your vitals once and keep that real-time data pumping in so you can use it and take action any time.



PRO TIP!

Consolidate your important metrics — membership, events, sales, web traffic, community, and more — in one place for a 360-degree view of your association's health.

Here to Help

Becoming data-informed as an organization is a journey. Using Acumen's Pulse Report to check your vitals is a great way to start driving conversations about the state of your association and ensuring you stay healthy. We've got tons of data-loving experts ready to help and answer your questions.



About Us

Association Analytics is a team of passionate people who love helping associations discover insights and take action on their data. That's what drove us to create Acumen, our data analytics platform built exclusively for associations. We help you bring all of your data together in one place to visualize, analyze and take action. Helping you grow.

Learn more at associationanalytics.com.

