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## Ways member engagement scoring will inspire association involvement

How do you keep members coming back year after year? Here are 5 ways to get them more involved in your association.

One of the most effective ways to continually deepen your relationship with members is to use member engagement scoring. By **scoring your members' level of involvement**, you can gauge the health of their relationship with your organization and then take action. Whether it's to deliver more value or keep members from lapsing, member engagement scoring is an excellent way to create opportunities.



### Consider the possibilities of member engagement scoring

Here are five great ways to improve your association's member experience with engagement scoring.



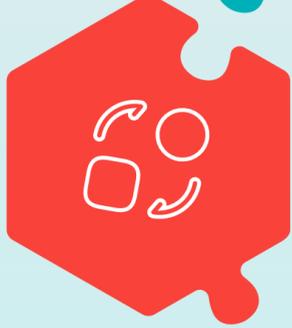
#### Re-engage members before they lapse

Identify your low-engagement member base and target them with a re-engagement campaign.



#### Move members to the next level

If you see a pattern of increasing engagement among a specific group, nurture them for additional opportunities, such as volunteering, speaking at an event, or serving on your board.



#### Convert non-members to members

Member engagement scoring extends beyond your members to non-members. For example, find non-members with moderate engagement scores and target them with messages about how, if they join, they can save on events or other activities they're already participating in.



#### Identify potential donors

Find members with high engagement scores who have never donated. These can be great donor prospects because they're clearly passionate about your organization. Target these members with a specific fundraising ask.



#### Move donors to the next level

Identify where members are in the fundraising lifecycle – prospective donors, one-time donors, monthly/repeat donors – and manage their movement forward with targeted communications based on their stage in the fundraising lifecycle. You can even assign tasks to staff and key volunteers based on donor behavior.

This is just the beginning of how you can use member engagement scoring to deepen your relationship with members, get new members on board, and even drive more revenue.



Learn more techniques and key concepts for member engagement scoring in the guide

### How to Use Member Engagement Scoring to Move Your Organization Forward

#### About Aptify by Community Brands

Aptify is a membership management solution built on a scalable, flexible platform for large associations, international organizations, and unions. Aptify includes member engagement scoring capabilities that you can use for the approaches in this tip sheet (and more!).