Performance Measures in Associations and Chambers

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“Why are we talking about it if we can’t measure it?”

Government Relations and Advocacy
- Wins and Stands Taken
- Proactive Positions Taken/Awareness
- Political Action Committee – funding and contributions
- Grassroots Member Involvement
- Members Elected to Public Office
- Members Serving on Appoint Councils and Boards

Public Relations, PR, Communications, Branding and, Social Media
- Website Hits
- Facebook and Social Media Likes and Followers
- Press Citations and Quotes
- Proactive Successful Marketing Plans
- Style Guide

Risk Management and Legal
- Antitrust Avoidance Measure in Place
- Access to an Attorney, CPA and Insurance Counselor
- Schedule of Audits, Review or Compilations
- Insurance Coverages (D & O, general liability, fiduciary, meeting cancellation)
- Required Filings (local, state and federal)
- Background Checks (volunteers, staff)

Governance, Leadership and Volunteer Relations
- Effective Nominations Processes
• Orientation Processes
• High Performing Board
• Leadership Manual or Board Portal Access to Information
• Board Produces Results
• Board Self-Evaluation Process
• Committees Appointed and Effective
• Future Leaders Identified, Invited, Vetted and Oriented
• Policies Current and Accessible

Awards and Recognitions in the Organization
• Determination to be the Best and Recognized
• Application and Acquisition of Awards
• Promoting of Acclimations
• Certifications of Staff Professionals
• Promotion of Members Receiving Awards and Recognitions
• Nomination of Members for Awards and Recognitions

Sustainability and Internal Systems
• Documentation of Processes
• Systems Thinking for Sustainability
• Succession Plans Documented

Events, Programs and Services
• Alignment with the Mission Statement
• Relevance
• Registrations and Attendance
• Cost Effectiveness
• Profitability and Positioning

Workforce and Employees
• Personnel or HR Manual
• Professional Development Budget and Plan

• Satisfactory Culture
• Adequate Tools and Technology
• Job Descriptions
• Procedures Documented in a Manual
• Comfortable Work Environment (office)
• Longevity (lack of turn-over)

Budget and Finances
• Budget Understood and Approved
• Financial Statements Accepted
• Periodic Audit, Review or Compilations
• Budget Performance Monitored
• Savings Reserve Sufficient, Safeguarded
• Ratio of Dues to Nondues

Strategic Direction
• Plan is Current
• Well Integrated into the Organization
• Community Awareness
• Progress Monitored
• Adequate Goals and Strategies
• Program of Work/Business Plan Developed
• Results and Outcomes

Membership
• Market Share/Penetration
• Retention Rate
• Relevant Benefits, Services and Programs
• Growth Trends
• Frequent Surveys
• Diversity of Membership
• Effective Dues Structure
• Lifetime Value or Value Statement

“Why are we talking about it if we can’t measure it? How will we recognize success?”
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