I. Membership

A. Membership value, return on investment clearly demonstrated.
B. Dues paying members increasing; retention rate high.
C. Unique benefits and services accessible to members only.
D. Market share of potential members is significant.
E. Members are surveyed for needs and satisfaction.

II. Board of Directors and Governance

A. Complete board of directors in place in compliance with governing documents.
B. Composition of the board reflects diversity of membership.
C. Orientation and board development; future leaders identified.
D. Conflicts of interest disclosed, transparent and accountability promoted.
E. Board meetings produce results and advance the mission statement.

III. Finances and Resources

A. Annual budget adopted and monitored.
B. Safeguards in place to protect resources.
C. Ratio of membership fees/dues to other revenue balanced.
D. Diversity of streams of income.

IV. Brand Strength and Communications

A. Mission and vision describe purpose and desired outcomes.
B. Logo used and unique image for the organization.
C. Printed materials represent the organization.
D. Website provides value and social media used.
E. Relations with print and television representatives.

V. Strategic Plan

A. Leadership and staff have written a 3-year strategic plan.
B. Members and stakeholders are aware of the strategic plan.
C. Strategic plan communicates value.
D. The plan is monitored for progress by board and staff.

VI. Advocacy, Government Relations and Coalitions

A. Members have agreed upon public policy changes to improve the sector.
B. A platform of positions is available.
C. Government relations initiatives in place.
D. Coalitions are developed.

VII. Administration and Management

A. Management systems in place.
B. Staff are respected for their responsibilities to manage.
C. Staff succession and sustainability is considered.
D. Systems and procedures are documented.
E. Compensation is provided for staffing duties.

VIII. Results and Outcomes

A. Significant outcomes are achieved every quarter.
B. Results are promoted.
C. Corporate social responsibility is facilitated.