

## The Member Retention Scorecard

Scorecards are used to measure your performance in specific areas. What's performance? It's the ability to achieve results toward your business goals. The Member Retention Scorecard measures how effectively you use strategies to retain members. Using the scorecard below, rate your performance in using each retention strategy. Calculate your Overall Retention Score by adding up the values for all strategies. Write your score in the bottom row provided and compare your score to the ratings below.

	<b>Performance Score</b> On a scale of 1 – 4, with 1 being lowest and 4 the highest, rate how well your organization uses each retention strategy.			
<b>Member Retention Strategies</b>	<b>1</b> Are you kidding?	<b>2</b> Sometimes we do, sometimes we don't	<b>3</b> Yes, for the most part	<b>4</b> Absolutely
We identify and document initial expectations and interests of our new members.				
We communicate with new members regularly their first year to ensure their initial expectations are met.				
We contact existing members regularly to discuss their experiences and understand their evolving needs.				
We collect, review and manage member intelligence (e.g., member inquiries, needs, feedback, participation).				
We help members connect with others, form alliances and participate in our 'community.'				
We listen to members' concerns, provide timely follow-up, and let them know are issues are being addressed.				
We reward members for their loyalty to us—for providing feedback, referring others and for their renewals.				
We recognize our best members and provide unique or special opportunities to show our appreciation.				
We share a strategic plan with members and regularly communicate about our goals and accomplishments.				
We evaluate and modify our benefits to align more with our members' current and evolving needs.				
We develop, refine, and maintain a retention plan which includes retention goals, strategies, action plans to Implement and a budget).				
We allocate resources (e.g., time, money and people) for retention planning, implementation, and to perform associated activities.				
<b>Overall Retention Score:</b>				

**WHAT YOUR RATING MEANS:**

43 - 48 points: You're doing great in retaining members. Share your best practices with others.  
 42 – 36 points: You're implementing some retention strategies and should use them consistently.  
 35 – 26 points: You're spending more resources to recruit members than to retain them.  
 25 or less points: You're losing members faster than you can recruit them. Take quick action now.